



Seek Wisdom, Elevate your Intellect and Serve Humanity

Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ



Effect of Advertising on Consumer Purchase Intention:

The Case of Ada food complex s.co

**A Thesis Submitted to Addis Ababa University school of commerce
for the partial fulfilment of Masters of Arts in Marketing
Management**

By

Chala Fekadu

Advisor

Dr. Temesgen B.

June, 2018

Addis Ababa, Ethiopia

Approval Sheet

Addis Ababa University School of Commerce

Graduate Program

Effect of Advertising on Consumer Purchase Intention:

The Case of Ada Food Complex s.co

Approval Board Committee

Advisor: Dr. Temesgen B.

Signature: _____ Date: _____

External Examiner: Dr. Workineh

Signature: _____ Date: _____

Internal Examiner: Dr. Getie

Signature _____ Date: _____

Declaration

I, Chala Fekadu, declare that this work entitled “Effect of Advertising on Consumer Purchase Intention: The Case of Ada Food complex” is the outcome of my own effort and has not been presented for any degree in any other university and that all sources of materials used for the study have been dully acknowledged.

I have produced it independently except for the guidance and suggestion of the Research Advisor Dr. Temesgen B. It is offered for the partial fulfillment of the degree of Masters of Arts in Marketing Management [MMA].

Declared by:

Name: Chala Fekadu

Signature: _____

Date: _____

Table of Contents

Table of Contents	iv
Acknowledgment	vii
List of Tables	viii
List of Figure.....	ix
List of Abbreviations and Acronyms	x
Abstract.....	xi
CHAPTER ONE: INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Statement of the problem	3
1.3. Basic Research Questions	4
1.4. Objective of the study	5
1.4.1. General Objective of the study	5
1.4.2. Specific Objective of the study.....	5
1.5. Scope of the study	5
1.6. Significance of the study	5
1.7. Definition of Terms.....	6
1.8. Organization of the Study	7
CHAPTER TWO: LITERATURE REVIEW.....	8
2.1. Theoretical Review	8
2.1.1. Definitions.....	8
2.1.2. Historical Background of Advertisement	11
2.1.3. Ethiopian Advertisement	14
2.1.4. Models of Advertisement.....	16
2.1.5. Media for Advertisement	19

2.1.6.	Measurement of Advertisement Effectiveness	20
2.1.7.	Ethical Issues in Advertising	20
2.2.	Consumer Purchase Intention.....	22
2.3.	Empirical Review.....	24
2.4	Conceptual framework and Hypothesis of the study.....	26
2.4.1	Conceptual Framework.....	26
2.4.2	Hypothesis of the study.....	27
CHAPTER THREE: METHODOLOGY		28
3.1	Introduction.....	28
3.2	Research Approach	28
3.3	Research Design.....	28
3.4	Source of Data.....	29
3.5	Population of the Study.....	29
3.6	Sample Size Determination.....	29
3.7	Data collection procedure	30
3.8	Data Collection Instrument	30
3.9	Instrument of Reliability and Validity	31
3.9.1	Reliability.....	31
3.9.2	Validity	31
3.10	Ethical Considerations	31
3.11	Method of Data Analysis	32
3.11.1	Descriptive Statistics.....	32
3.11.2	Correlation	32
3.11.3	Multiple Regression	32
CHAPTER FOUR: RESULTS AND DISCUSSIONS.....		34

4.1 Data Analysis	34
4.1.1 Overall Response Rate	34
4.1.2 Demographic Information about the Respondents	34
4.2 Results and Discussion	36
4.2.1 Results of Descriptive Statistics.....	36
4.2.3 Reliability Test.....	37
4.2.4 Results of the Correlation Analysis	38
4.2.4 Discussion and Results of Regression Analysis	42
4.2.5 Model Summary.....	47
CHAPTER FIVE	53
5. SUMMARY, CONCLUSION AND RECOMMENDATION.....	53
5.1 Summary of Findings	53
5.2 Conclusion.....	54
5.3 Recommendation	55
5.4 Further Area of Study.....	56

REFERENCE

APPENDIXES

APPENDIX 1-QUESTIONNAIRES.

APPENDIX 2- SPSS OUT PUT

Acknowledgment

First and above all, I would like to thank my heavenly father, God for the blessings, endurance and protection he provided me throughout my life.

Secondly, I would like to express my thanks to my advisor Dr. Temesgen B. for his constructive, insightful and scholarly advices that guided me in completing this study. I would also like to thank participants of the survey who shared their valuable experience and time.

I would like to extend my gratitude to my Family for always giving me invaluable advice, love and support.

Yanet , I am so grateful for your relentless assistance and unreserved efforts on my work.

List of Tables

<u>Table No</u>	<u>Page No</u>
Table 4.1 Overall Response rate	34
Table 4.2 Socio-demographic Response in % of sample population	35
Table 4.3 Age of Respondents	35
Table 4.4 Reliability Test	37
Table 4.5 Attitude towards Ad and Consumers purchase intention	38
Table 4.6 Attitude towards TV Ad and Consumers purchase intention	39
Table 4.7 Attitude towards Radio and Consumers purchase intention	39
Table 4.8 Advertising Language and Consumers purchase intention	40
Table 4.9 Message content of ad and Consumers purchase intention	40
Table 4.10 Repetition of ad and Consumers purchase intention	41
Table 4.11 Celebrity endorsement and Consumers purchase intention	41
Table 4.12 Skewness and kurtosis	42
Table 4.13 Multiple Regression results	43
Table 4.14 Collinearity statistics	44
Table 4.15 ANOVA	46
Table 4.16 Summary of coefficient on consumer purchase intention	46

List of Figure

<u>Fig No</u>	<u>Page no</u>
Fig 2.1 Advertisement model (AIDA/DAGMAR).....	16
Fig 2.2 Advertisement Model (FCB).....	17
Fig 2.3 Conceptual framework.....	26
Fig 4.1 Media influence.....	36

List of Abbreviations and Acronyms

AIDA-Attention, Interest, Desire, Action

FCB- Foote, cone, and Bolding

SPSS-software package for social science

ANOVA- Analysis of variance

VIF-Variance Inflation Factor

AMA-American Marketing Association

Abstract

The main aim of this research was to examine the effect of Advertisement on purchase intention the case of Ada food complex s.co. The study used Explanatory and quantitative technique in which 384 respondents from Bishoftu town were included. These respondents were selected by convenience sampling this also used in order to select the target customers of the company.

The data were collected through self-administered questionnaire which resulted in 370 valid responses. The data collected from the questionnaire were analyzed using Statistical tools such as descriptive statistics, correlation, multiple regression and ANOVA using SPSS 20. The Pearson correlation coefficient used in the study signifies that all independent variables (attitude towards advertising(general), attitude towards TV advertising, attitude towards radio advertising, advertising Language, Message content of Ad, repetition of ad and celebrity endorsement) and the dependent variable(purchase intention) have a positive relationship with another. In addition to correlation analysis the result of regression the study shows that all variables have positive significant effect on purchase intention except advertising language. The score of the coefficient correlation determination R^2 is 0.645, which implies that there is quite significant explanatory power and also 64.5% variation on dependent variable is caused by independent variables The highest effect on consumer purchasing intention refers to repetition of advertising. The Beta weight score indicated that the effect of Repetition of advertising is greater than that of other Advertising variables The finding of the study also shows most of consumers prefer Television from the medias being used by the company. The company recommended to give due attention to the variables to attract more consumer purchase intention.

Keywords: Advertisement, Purchase Intention.

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Many companies nowadays are fully aware of the fact that they need their customers to stay in business and many of them know the high significance which marketing plays in making them compete successfully amongst their competitors. Companies need to satisfy their customers by creatively managing their marketing mix in order to have a competitive advantage over others (Jobber, 2007).

A business' total marketing communications program is called the promotional mix and consists of a combination of advertising, personal selling, sales promotion, public relation and direct marketing Kotler (2012). The organization has to deliver the message about the product to its consumers through well-organized marketing strategy. This assists in sustaining a recurrent demand for the product and in suitably positioning it among the target audience.

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. Ads enable communication with consumers, get their attention for products and services, facilitate competition as well as inform and persuade the individual consumer (Fennis & Stroebe, 2010).

Advertisement is the process of communicating the most persuasive selling message possible to the right potential and attracting the traditional consumer of products or services at the right time and place at least with possible cost. Similarly, advertisement acts as a communicating bridge between producer and consumer. As advertisement continues to connect the producers and consumers the industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society (Schudson& Michael, 1984).

In relation to expansion of industrialization and marketing human being interest increase from time to time and they are always face situations where they have to take decisions, and decide what is right and wrong in our day to day action and are always faced with the debate of what is

moral or immoral, ethical or unethical and according to the perception of each individual, the right decision from their point of view is made (Schudson & Michael, 1984).

The expansion and increase of marketing concept is nothing without the creative ways of communication. Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief, that advertisements nowadays deeply affect the ways people perceive themselves and the world surrounding them, including crucial actions and behaviors. For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably (Foley et al., 2005).

Advertisement also become one of the most crucial commercial activities in the modern globalized and digitalized environment. Companies allocate large part of their budget to execute and run advertisements to communicate information about their services and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and products. McDaniel et al. (1998) stated that the best prophet for purchase is advertising. Technologies advance rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms.

Advertisements are useful for the representation of a commodity's image. They also act as announcements for the corporate image and product positioning. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role Arens (1996).

In the modern era probably every person is influenced by advertisement and other sort of promotions to some extent. Public sectors as well as private sectors and both organizations had learned that with effective communication with the target audience will no doubt efficiently lead them towards success. Advertisement and other kinds of promotional techniques are effectively utilized for the purpose of selling and promotion of products and services, even though it also advertise causes like that of political candidates and even though inhibit problems of society like that of drugs and alcohol abuse. The initiation of the new millennium is leading us through the most revolutionary and dynamic alterations of any era in the chronicle of

marketing and advertising as well. Due to the rapid growth of media, the changes had occurred due to the advancement in communication and technological channels (Belch and Belch, 2003). Advertising is the process which creates likelihood, understanding, tendency and inevitably selection towards products and services. The model of attitude towards the ad is the most prominent and influencing theory of advertising and marketing research. The attitude which is formed towards the ad helps in the transforming of attitude of consumers toward the products or brands until their purchase intention is formed (Goldsmith and Lafferty, 2002).

1.2. Statement of the problem

The use of advertising is effective to boost firm performance. This is evidenced by the usage of advertising and the expenditures on advertising which has been increasing year-on-years Dunn et al. (1987)

According to Becerra and Gupta (1999), advertising is also part of the total cost of a firm, although it is different compare to production cost and selling cost. Nonetheless, advertising cost is taken as part of the selling and distribution expenses, which implies that it increases the cost of production of the firm in modern business. In addition, if advertising escalates production cost why and how are firms still engaging in this practice? Ada Food complex s.c employs promotional strategy that is used as a major instrument in creating product awareness in the mind of potential consumer.

Raj (1982) if general attitude towards advertisement of brand increases purchase quantity will also increases by those who loyal to it and effectiveness of advertisement differ by loyalty. Advertisement attributes like attitude towards advertisement, Media, information in ad and other credibility of claim and relevance have effect on dependent variable purchase intention(Ahmed et al 2010). Hakimi et al (2011) proposes the model of relationship of attributes of celebrity endorsement with positive brand image which in turn lead to consumers positive purchase intentions and buying behaviors. There is a positive and significant relationship between the repetition of ads with consumer purchase intentions in detergent industry Majeed and Razzak(2011)

Advertising is the process which creates likelihood, understanding, tendency and inevitably selection towards products and services. The model of attitude towards the ad is the most prominent and influencing theory of advertising and marketing research. The attitude which is formed towards the ad helps in the transforming of attitude of consumers toward the products or brands until their purchase intention is formed (Goldsmith and Lafferty, 2002). This research will be conducted to enquire the effect of ads on purchase intention of the company's customer which is not enquired yet.

Attitude towards advertising is an important concept as it is one of the determinants of attitude towards specific advertisements (Lutz, 1985) and can influence the way a consumer will respond to any particular advertising (Mehta, 2000). However, these studies examine consumers' attitude towards advertising in general, rather than advertising in a particular medium. So attitude towards television ad, attitude towards Radio ad are taken ad media through which ads are exposed to the consumers.

Researchers mentioned above have studied their work in their own contextual scenarios. This study emphasizes on the consumer's purchase intention of growing town, Bishoftu, to check the impact of advertisement, it will include the advertising related variables which includes attitude to advertising (general), attitude towards television advertising, attitude towards Radio advertising, message content in ad, advertising time, repetition of ad, celebrity endorsement on the dependent variable of consumer's purchase intentions.

1.3. Basic Research Questions

The primary research questions addressed in this study are as follows:

1. Which ads media has more influence the consumer purchase intention?
2. Is their significant relationship between advertising variables and consumer purchase intention?
3. To what extent advertisement variables affect consumers purchase intention?

1.4. Objective of the study

1.4.1. General Objective of the study

The general objective for the research was to investigate the impact of advertisement on the purchase intentions of Ada food complex s.c Consumers.

1.4.2. Specific Objective of the study

- To find which ad media can more influence on consumer purchase intention
- To ascertain the relationship between Advertising variables and consumer purchase intention.
- To find out to what extent advertisement variables affect consumers purchase intention?

1.5. Scope of the study

I believe that there are many problems that need research or investigation regarding Advertising. However, this study focused only on its effect on consumer Purchase intention. The research was limited to Ada food complex S.co and also limited to analyze the effect of advertising on consumer purchase intention that covers the company's customers located at Bishoftu town, due to the short span of time available to do it on more. The conclusions drawn from the study were based on the responses given by the consumers in a specific area.

It is obvious that there are different types of advertising media present. Some of them are Broadcast Media-TV and Radio, Print Media, Online Media, Outdoor Media, Mobile, Specialty Media(www.mbaskool.com). This study focuses only on two of the advertising Media-TV ad and Print ad.

1.6. Significance of the study

The major aim of this study is to discover the effect of advertisements on consumer purchase intention and so it would be of great importance to almost all the companies who have advertisement as an integral part of their marketing strategy as every firm wants to attract as many people as it can and make them buy their products through mainly influencing their buying

intentions in different ways. Businesses that cannot recognize how a customer's brain functions will have a more demanding time figuring out how to aim a promotion that will grasp the interest of customers. Trying to determine what drives, attracts and motivates consumers is very precious information. Marketers who can effectively find out what makes potentially concerned customers tick will have gained a great prospect to apply the information in array to build up a well-built campaign.

The study will facilitate firms and organizations develop their promotion strategies by accepting issues similar to psychology of how consumers "imagine, sense, reason and choose between diverse alternatives".

The study is expected to improve the advertising and promotional strategies of the company by providing practical information about core advertisement issues. The findings of this study will contribute and complement the already existing knowledge and literature on the relationship between advertisement and consumers purchase intention.

To students the proposed study serves them as their reference or guide in courses related to this subject matter

1.7. Definition of Terms

The following were the key concepts and terms used in the study:

Advertising:

Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor Belch (2012).

Advertising – “Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler 2000).

Integrated Marketing Communication (IMC) – “The concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear and consistent message” (Kotler and Armstrong 1997)

Promotion – “Promotion is a marketing function concerned with persuasively communicating to target audiences about the component of the marketing program in order to facilitate and exchange between the marketer and the customer and to help satisfy the objectives of both”(Low and Mohd 1999).

1.8. Organization of the Study

This study attempted to analyze the advertisement practice being carried out at Ada Food Complex s.c that has an effect on consumers Purchase intention. Accordingly, the researcher tried to organize in five chapters. The first chapter introduces the background for the study, definition of terms, and statement of the problem, basic research questions, objectives, significance, Scope, limitations and organization of chapters. The second chapter addressed the detail review of theoretical and empirical literatures on concept of advertisement and its effect on consumers purchase intention. It explained the theories and concepts available on advertising styles & consumer purchase intention. The third chapter presents the methodology used in the study. The fourth chapter dedicated to the detail analysis and discussion of the data collected for the study. The summary of findings, conclusions, recommendations and implications for future research was included in the fifth chapter.

CHAPTER TWO: LITERATURE REVIEW

2.1. Theoretical Review

2.1.1. Definitions

The term advertising originates from the Latin “advert” which means to turn around. Advertising thus denotes the means employed to draw attention to any objects or purpose. In the marketing context, advertising has been defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Ramaswamy and Namakumari, 2003:9-13).

Different scholars define and conceptualize advertisement in a different way and differentiate from another profession. According to Station et al., (1991) advertising consists of all activities involved in presenting to a group with non-personal, sponsor identified message about a product or organization. This message, called an advertisement can be verbal and visual, and is disseminated through one or more media.

Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer’s target market, and thus, may be an inefficient use of promotional funds.

The American Marketing Association (AMA) (2004) recommends the definition, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". The AMA points out that advertising is a tool of marketing along with the product and its packaging, price, distribution and personnel selling.

Definitely advertising is openly and over the overtly subsidized information and persuasion, and its task is to present and promote for more than merchandise. AMA definition actually describes the four main points of advertising: the phrase paid form in the AMA definition is too restricted for many advertising professionals.

According to Britannica Dictionary, "A form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser".

Albert Lasker, (2005) the father of advertising expressed, "Advertising is salesmanship in print". But he offered that definition long before television and internet, at a time when the nature and scope of advertising were quite limited.

The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost. These definitions include the element of payment for the sponsor. But the sponsor of the advertisement should not only make the payment for it, but should also identify itself in the advertisement.

Wright, et al., (1982) which identifies advertising as- Controlled, identified information and persuasion by mean of mass communication media.

Information: It provides the communication link between someone, who needs something, is' often just that simple. The advertiser provides information to person who is seeking it. Surely, advertising is the most efficient means of reaching people with product or service information.

'Presentation' and promotion however hardly suggest an active attempt to influence people to action or belief by an overt appeal to reason or emotions. 'Persuasion' which is a major objective of modern advertising, is what has just been described.

Controlled: The word "Controlled" provides an important distinction between advertising and either personal selling or publicity. The content, time and direction of an advertising message are controlled by the advertiser.

Identifiable: This word is used in preference to such terms as "by an identified sponsor" to indicate that receiver of the advertising message is able to identify both source and purpose. The source is responsible for the message and recognizes or should recognize that its purpose is to persuade the receiver to accept the ideas or opinions it present.

According to Varey, (2002) many business people often confuse advertising with marketing. However, advertising is only a small part of the activity called Marketing.

Marketing encompasses the complete conceptualization of a product or service right from the research, the design, creation and refinement of the product, advertising, sales and delivery. Each of these phases operates independently, but collectively, to achieve success in selling the product or service and enhancing the company reputation.

Advertising is just one component of the marketing process in which it is the delivery of the message through various mediums, to promote and sell the product. Goldman(1984:3) in his book of Public Relations in the Marketing Mix says, the best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie having slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective.

Marketing is the overall process of communicating and delivering products to target audience through the marketing mix of product, price, place and promotion. Promotion is a combination of communication activities that include advertising and public relations. Deciding on what resources to apply to each of these promotion areas is a result of other factors identified in an overall marketing plan.

Likewise, Pelsmacker et al., (2001) states that, advertising is a single component of the marketing process. Advertising is certainly an important component of a marketing strategy and possibly the most expensive. Advertising and Public relation are similar in that they both want to convey a message to their client's target audience. However they convey that message differently and in different mediums.

Advertising: your company can pay for an advertisement to be placed directly in the media your target audience is interested in, whether this is women's magazines, TV or drive-time radio Stanton,et al., (2001). According to Cut lip et al., (2000) Public Relation professionals

can communicate their message to a target audience in a variety of channels. The key to reaching a target audience is to place the message in the channel that the target audience is likely to use. For example; the channel could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more. This means that PR may be more effective than advertising because it can help their business reach their target audience in a variety of mediums.

As a business man any one need to consider the differences between advertising and PR to determine which approach is the best message. The approach that was chosen by also depends on the type of message the business person want to communicate. The most powerful method of communication is when advertising and PR is used together as part of a strategic integrated communication campaign

2.1.2. Historical Background of Advertisement

The beginning of advertising can be traced back 3000 years with a sign of selling wine from ancient Babylonia, or with trade fairs in ancient China during the Western Zhou Dynasty (Landa, 2004: 2). Due to the widespread illiteracy before the age of print, most messages were delivered by criers who stood on street corners or at ancient sport contests. They usually shouted out the wares of the sponsor to the audiences (Landa, 2004: 2; Wells et al., 1995: 22).

Later, the introduction of Gutenberg's printing press in 1448 in Germany caused its popular rise in Europe allowing the widespread distribution of information to the public –the beginning of mass media (Landa, 2004: 3). However, the term advertising was only introduced in 1655 (Wells, et al., 1995: 24). It is assumed that modern advertising had its rise in the 18th century or towards the end of the 17th century (Vilaniyam & Varghese, 2004: 1).

During this era, the use of advertising escalated in such a way that India's first newspaper, the Bengal Gazette which rolled off the press for the first time on 29 January 1780, only carried advertisements on its front page. The front pages of the both newspaper is full of advertisement. Similarly, this practice of publishing advertisements on the front page continued for over a century in England and India (Vilaniyam & Varghese, 2004: 3). In the 19th century, as the economy grew at an alarming rate, the need for advertising developed at the

same pace. Classified advertisements became very popular in the USA and its success led to the growth of mail-order advertising.

By the dawn of 19th century the pattern of advertising changed-and the power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in a number of countries, the number of advertisements from British Business Houses rose considerably. The Times of India and The Statesman started their own facilities for layout and copy of the advertisement (Arens&Bovee, 1994).

According to Belch & Belch, (2001) the development of advertising agency was founded due to the development of Indian industries provided by the Swedish Movement of 1907-1977. Likewise Don M. (1995) during the mid-17th Century, newspaper started appearing in Europe and newspaper advertising was initiated in full swing and large number of advertisement started crowding the newspaper announcing publication of books, new beverages, travel plans and matrimonial offers. But all early advertisements were basically only announcement.

In England, some of the advertisement, which were known as a "Pioneering advertisements" were Coffee (1652), Chocolates (1657) and Tea (1658). The contribution of Industrial revolution is great by leading the discovery of the growth of transportation facilities, advent of radio and television and revolution in printing technology discovery of the steam power in England and America had a keen role to play in the development of advertising.

According to Sarojit D. (1994) after the Second World War and with the independence of India many British advertising agencies were brought by Indian businessman. During the above period print advertising had to be used to raise funds. By 1932 there were 109 advertising agencies in India ~~ advertisement had become the main source of revenue of print media. In 1950 the advertisement of cosmetics was on the top of the list of items advertised and in 1960 consumer goods continued to dominate with textile advertisement.

The 1970 was the important year of the growth of advertising in India. When the 'Vivid Bharati' and 'Doordarshan' played a great role in the form of commercial broadcasting and telecasting. Now radio commercials made a real dent on the rural audience and urban working

class. Besides these many periodicals like 'India Today', 'Bombay'; New Delhi'; Surya' and various film magazines made their appearance in Indian advertising (David, etal., 1995)

As Don M. (1995) Indian advertisement has no doubt to register a rapid growth and has acquired a certain amount of professional character. In India it has played a vital role in the development process by creating a demand for consumer goods and raising a living of standard of millions. On the government sector, advertisement of the railways also dominated which was soon joined by the public sector advertisement. The massive government campaign for family planning was a new attempt to penetrate into the conservative psyche and practice of Indian massive. Mani Shankar Iyer has also won laurels for his unique campaign on cancer prevention. In 20th century advertisement bloomed to its full form. More emphasis was laid on advertisement copy. Like industrial revolution, communication has its own contribution for advertisement development. The basic task of advertising is communication with motivation and persuasion of the audience for responding according to the intended design of the advertiser. It is essential to analyze what motivates people to act in a particular manner (Don M, 1986) As Don M. Clearly expressed advertising objectives are often classified under the two headings of to inform and to persuade. These two headings cover all sorts of communication and it is difficult to think of any promotional activity that does not contain element of each.

Advertisers send a message to millions of consumers at the same time in the advertising process. But it does not mean effective communication process occurred. This may be only one of several hundred messages the consumer is processed, comprehended or stored in memory for later retrieval. Even if the advertising message is processed, it may not interest consumers or may be misinterpreted by them.

Target audience need to be informed of all manner of things: product specification, product availability, prices, after sale services and many other items as well. When something new is being introduced to the market – a new product, a new service, a new branch of a retail chain - then the need to inform is very high. It is not only consumers who need to be informed and techniques such as public relation, direct mail and conference can be used

to inform employees, shareholders, local communities and government department as well(Berreman,1943).

According to Bagwell and Ramey (1993), persuading is harder than informing It may require the relieves of the message not only to understand what is being said but also to act on it in some way. In the communication system or advertising process the consumer is considered as an information process and decision making entity. Hence it is important to analyze how the required information reaches the entity and how he responds and reacts to the given information or stimulus i.e. the advertising.

2.1.3. Ethiopian Advertisement

Commercial advertisements appeared for the first time in Ethiopia in the 19th century, during the reign of Emperor Menelik. The earliest forms of advertisements existed in the form of word-of-mouth whereby the merchants had their products announced in public or some carried their products and sold by advertising its name and fame (Fekede, 1994).

In the beginning of the 20th century, the variety and volume of imported goods and also the publication of newspapers allowed a favorable environment for advertisements. Thus advertisements appeared in print media in Ethiopia for the first time in 1906 (E.C) on the first Ethiopian newspaper Amiro that began being published the same year. During Emperor Hailesilassie's era the few businesses that existed used the broadcast and the print media in the country to advertise their products. These were largely advertisements for beverages, household appliances and other commercials. As a result, a few advertising agencies emerged. After the 1920s the newspapers included advertisements for automobiles, perfumes and medicines. Even in those times the advertisements were believed to have contributed to the increase in the number of the newly emerging newspaper readers (Fekede, 1994). After the post Italian "invasion" of Ethiopia, in the 1940s, the role of advertisements was increasingly recognized by the state.

Commercial advertisement is the key to commercial revenues and in general to all the things on earth that are sources of wealth. Since working without the assistance of advertisements is just like walking without a stick for a blind person, let us advertise our desires!

Let us not forget that while its cost is minimum, its advantages are however maximum! (Addis Zemen newspaper, 1945 (E.C), cited in Fekede, 1994 translated from Amharic by the author. Since the 1950 s the number of mass media outlets for advertising further increased. In 1964 (E.C) the number of advertising agencies in Ethiopia had reached 34. By 1966 (E.C), advertising expenditure had reached over one million birr (Fekede, 1994).

These advertising agencies disappeared however during the Derg regime (After 1974). The only advertisements that survived during this time were censored government notices (Ethiopian radio advertising and other revenues manual, undated) and announcements of services and information on a few organizations including Ethiopian Airlines, banking and insurance services. During this time, the essence of advertising itself was considered "alien".

Advertising in Ethiopia revived after 1991. The main reason for the revival and development of advertising during this period was the shift from the command economy to a free market economic policy in the country (Ethiopian radio advertising and other revenues manual, undated). Along with this transformation came an increase in investment and private businesses as well as an increase in market competition. This called for the businesses in Ethiopia to advertise their businesses and company name.

This in turn led to the flourishing of a large number of advertising agencies in the country. At the time that this study was conducted, advertising agencies in Ethiopia operating in the different media were around 654 (Trade and Industry Information Bureau, 2006) as well as in 2011 the number of advertising agencies increased to 2308. Such a growth of commercial advertising is also closely related to the existence of proliferated mass media outlets in the country, particularly the private press as newspapers and magazines.

The role of advertising in these mass media is increasing in importance in terms of generating revenue. The major means of revenue for the Ethiopian radio agency is from advertisements (Ethiopian radio advertising and other revenues manual, undated). As indicated in the editorial policy of Ethiopian Television station, one of the main objectives behind transmitting advertising on the station is to generate and increase revenue (Ethiopian Television Editorial Policy, 1994)

Compared to the West, advertising in Ethiopia exists in an environment where there are vast inequalities in wealth and there are highly skewed income distributions, low levels of education and consumer spending. At international level the historical developments of advertisements are strong relationship with the developments of mass media (either print or broadcast). Today the advancements of mass media technology in terms of quality and quantity are increasing from time to time. This advancement of mass media technology has a great contribution for the developments of advertisement industry in Ethiopia. These problems are on the way to be solved by different institution, investors and the government by establishing some standards of codes of conduct.

2.1.4. Models of Advertisement

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study. According to Colley et al. (1984) one of the earliest models was AIDA: (Attention, Interest, Desire and Action). This is a historical model of how advertising works, by first getting the consumer's attention. This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model was designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley et al. said that this model describes a learning process by which consumers progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the steps have been completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. However, this model is not immune to criticism. Hansen and Flemming (1972) argue "a major problem with this model is to identify all the single steps in the process, and it is questionable whether the assumption is valid that all consumers pass through all steps."

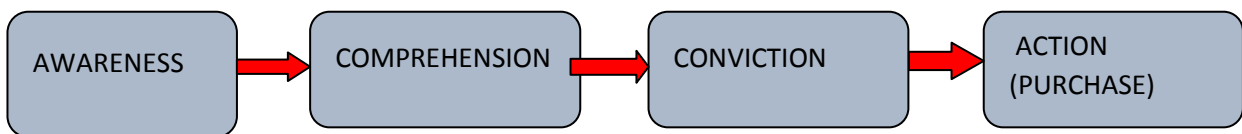


Figure 2.1: Advertisement Model (AIDA/ DAGMAR)

Source: Colley and Russell H. (1984). *Defining Advertising Goals for Measured Advertising Results*, New York: Association for National Advertisers.

A paper by Richard Vaughn (1980) researched the other advertising model, FCB, an acronym for Foote, Cone and Belding. This model is a strategy matrix, suggesting that advertising works differently depending on the product involved. Vaughn’s work allows advertisers to select the communication method based on the type of product or service they are advertising, and the attitudes that consumers are likely to have towards the product. He suggests: “Not all advertising functions in the same way, sometimes communication of key information and salient emotion will be needed to get a sale. At other times, consumers will need one, but not both; and often, a purchase may occur with little or no information and emotion. The purpose of strategy planning is to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it.

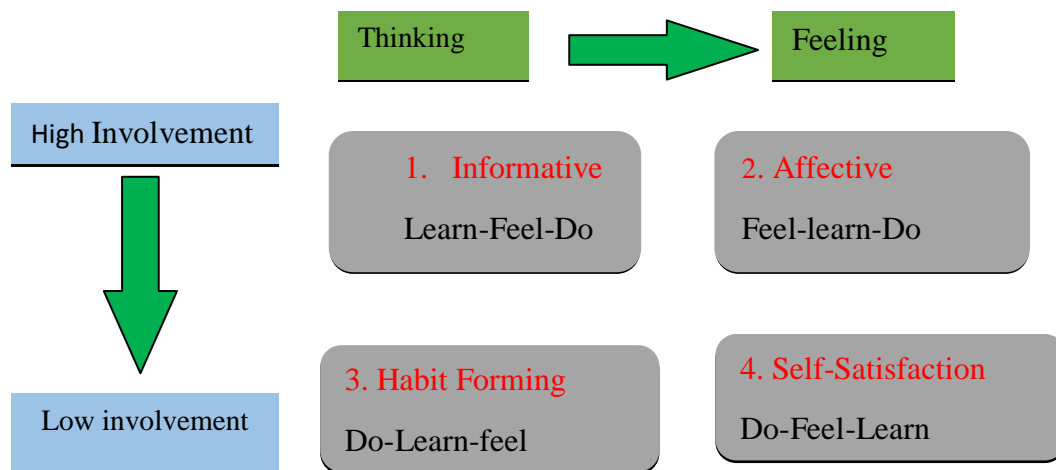


Figure 2.2: Advertisement Model (FCB)

Source: Richard Vaughn (1980). *How Advertising Works: A planning Model*, *Journal of Advertising Research*, 20(5), 27-33.

The matrix divides advertising strategy into two attributes based on thinking versus feeling and low involvement versus high involvement. Vaughn points out “this suggests there are purchase decisions where thinking is most involved and others where feeling dominated; there are situations that require more involvement and those that require less.” The FCB

model is powerful because it accommodates different versions of the learn-feel-do succession and proposes different advertising strategies for each of the four quadrants. Now let us take the quadrants separately and summarize them as follows:

Quadrant 1 – High Involvement/ Thinking Informative

This quadrant implies that a large amount of information is necessary because of the importance of the product. Many major purchases qualify, (cars, homes and electronic Equipments), and these are likely to include almost any product which needs to convey what it is, its function, price and availability. The basic strategy model is to adopt the Learn – Feel – Do sequence where information is designed to build attitudinal acceptance and subsequent purchase. Vaughn (1980) says, “consumers may be thought of as thinkers. Creatively, specific information and demonstration are possibilities. Long copy format and reflective, involving media may be necessary to get through with key points of consumer interest.”

Quadrant 2 – High involvement / Feeling (Affective)

This product decision has high involvement but requires less specific information, therefore and attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers’ self-esteem. Perfume, expensive watches and sports cars are product examples that might fall into this quadrant.

The advertising strategy requires emotional involvement on the part of the consumers so that they become connected with the product being advertised and subsequently become “feelers” .

Therefore, the proposed model is Feel – Learn – Do. Vaughn (1980) submits “Creatively, executional impact is a possible goal, while media considerations suggest dramatic print exposure or “image” broadcast specials.”

Quadrant 3 – Low involvement / Thinking (Doer)

Products in this category (including many common household items such as razors, insect repellent and household cleaners) involve little thought and a tendency to form buying habits for convenience. The hierarchy model is a Do – Learn – Feel pattern suggesting that simply

inducing trial (through coupons or samples) can often generate subsequent purchases more efficiently than “undifferentiating copy points”, leading in turn to increased brand loyalty.

According to Vaughn (1980), the most effective creative strategy is to stimulate a reminder for the product.

Quadrant 4 – Low involvement / Feeling (Self - Satisfaction)

This product decision is emotional but requires little involvement, and is reserved for those products that satisfy personal taste (for example, cigarettes, candy, beer or snack food). This is a Do – Feel – Learn model where imagery and quick satisfaction are involved, and the consumer is considered a reactor whose interest will be hard to hold. Vaughn (1980) argues that the creative objective is to get attention with some sort of consistency and suitable methods may include billboards, point-of-sale or newspaper advertising.

2.1.5. Media for Advertisement

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

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

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

Advertising is also undertaken via movies, video and internet.

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

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

2.1.6. Measurement of Advertisement Effectiveness

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

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

According to Eherenberg (1974), the measurement of advertisement effectiveness depends on the media of advertisement. This means we cannot measure radio and television advertisement with the same parameters, but we can generalize some of the parameters to all media.

2.1.7. Ethical Issues in Advertising

According to Matin Khan (2006), advertising must follow certain moral principles and should not degrade or adversely comment on the other products and brands. It should highlight the positive points of its own products and be of good standard. It should not be offensive and in bad taste. It should not predict the sex of an unborn child and keep away from the unwanted practices adopted by the advertisers.

Schultz (1990) stated that advertising should not be untruthful, deceptive and misguide consumers. For instance, some car manufacturer companies advertising about their products advertise that they will cover X amount of kms per liter when in practice distance covered is much less. These advertisements deceive customer; sometimes advertisers have made false claims or failed to award prizes promised in sweepstakes or contests. The problem of

untruthful advertising and promotion exists at the local level and in specific areas such as mail order, telemarketing and other forms of direct marketing.

Furthermore, Schultz (1990) commented that ethics must be given due place in advertising. Ethics cover various aspects. These range from the truthfulness of validity of claims to the mode of presentation of the advertisement. The advertising of products like cigarettes, alcohol and other injurious materials has to be dealt carefully. The authorities as well as the advertisers and the agencies should make a set of rules and regulations. It should adhere to certain values and give satisfaction to the consumers. Another issue is the advertising directed to children. Children exposed to adult advertisements or advertisements that are not specifically made for them are liable to be harmed by ads showing a lot of indecency and sex.

Hackley (1999) comments: “advertising presents special difficulties for business ethicists. Advertisements are trivial entertainments, yet advertising culture has been held up as a metaphor for a general moral degradation in the post-modern epoch. Advertisements confuse us since they are a new and unfamiliar form of communicative discourse which we find difficult to place in an ethical category”. Since advertising has traditionally been used to communicate with mass audiences, as far as ethics-related communications are concerned, it would be more logical to employ advertising as a supporting activity to (other) major tools.

Aaker et al. (1978) argued that advertising communicates messages some of which may not be acceptable to the society. Immoral and unethical values are controlled by self-censorship, association of consumers and by the government. Some say that some advertisements degrade the ethical values of the society. For instance some advertisers project their medicine as giving immediate relief like magic. This is not acceptable. They also pointed out that gambling and lotteries should not be promoted. And that the names of celebrities should not be used without their permission.

Regarding ethical issues of advertising the view of Hileman et al. (1974) is worth mentioning. According to them, advertisements should respect the traditions and customs of the society. The media should also play an important role and should be able to reject advertisements which are misleading and incorrect. This should be the case with Newspaper, Magazines, Radio and TV Media. Consumers should also boycott the advertisements and

products advertised which are not ethical this can be done through consumer groups and opinion leaders. The government can also play a vital role in curbing unethical advertisement by making appropriate rules and regulation.

2.2. Consumer Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinezet al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition.

Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013). Customers always think that purchase with a low cost, simple packaging and little known product is a high risk since the quality of these products is not trustable (Gogoi, 2013).

The main fundamental aspect of consumer behaviour is their purchase intention which in literature is defined as the situation in which a customer is agreeable to make a transaction with the retailer. According to Dodds, Monroe and Grewal (1991) purchase intention comes into deliberation when a customer is most likely attempting to purchase some product or service. For marketers purchase intention is of vast meaning as their forecasted consumer behaviour is highly dependent on this purchase intention of the customers. Predicting consumer behaviour is one of the most deadly tasks for any business as it keeps on altering under the influences of unknown and doubtful factors; therefore leading to a purchase intention which is hardly to measure under different conditions (Rizwan et al., 2013).

Purchase intention may amount the chances of a buyer to purchase a producer, larger the buyer intent is, the larger a buyer's intent to purchase a goods (Dodds et al. 1991; Schiffman and

Kanuk, 2000). Buyer intent specifies, buyers will stay up with their know-how, first selection and external vicinity to collect information, and make buying choice by assessing substitutes (Zeithaml, 1988; Dodds et al. 1991; Schiffman and Kanuk, 2000; Yang, 2009; Rizwan et al., 2013).

This study focus on buyer intent not behavior, intent have mostly implications and will often have a good influence individual action (Ajzen and Driver, 1992; Pierre et al., 2005; Schlosser et al., 2006). Several studies claimed that purchase intention is a function of monetary deliberations too, and not only of behavior. furthermore, apparent affordability is an economic variable that can influence behavioral intention (perceived economic control).

Hence, the purchase of that goods is prompted by the professed ability to afford a product, no matter whether the buyer becomes attentive of the product as pricey or low-priced. The present study projected investigation consequences self-assessment goods information, goods involved, and buyer's think good image of fake goods, along with the interaction among these variables on buyer's purchase intention.

2.3. Empirical Review

Advertisement is very important marketing communication tool for sellers. It is crucial factor in spreading awareness about the new products in the markets. It is therefore challenge for the managers to compete with this global challenge of attracting the consumers towards their products and services. At this stance, advertisement played a vital role in creating the awareness of the products of the organization to the potential buyers. The advertisement media is very important for the purpose of the promotion of the advertisements.

2.3.1 Review on Advertising Variables.

Raj (1982) examines the increasing ad exposures affects brand choice by retaining and attracting customer and its effect on brand purchase. Purchase data was collected from families. For the interpretation of the result of data least square regression method was used. The consumers who rated 50% of their purchase to brand A, were classified as highly loyal showed that if general attitude towards advertisement of brand increases, purchase quantity will also increases by those who loyal to it. The results of the study indicated that effectiveness of advertisement differs by consumer loyalty. Moschis and Mitchell (1986) studies the effect of television advertising and interpersonal communication on the teenager's consumer behavior. Hence dissimilar to the previous studies, such types of communication processes on teenagers were measured in the context of household decision making. Rethans et al. (1986) analyzes the effects of television commercial repetition, and commercial length and knowledge of the receiver. According to their research, it ascertained the effect on affect related measures like attitude towards the commercial, attitude towards the product, attitude toward the company and the purchase intentions. Khattak and Khan (2009) examines the aftermaths of the television advertising upon the general attitudes of the college students. They collected data from the sample of respondents which were students from the colleges in major cities. For the analysis purpose descriptive statistics, correlation, and regression analysis were applied. Ahmed *et al.*, (2010) studies the impact of green marketing strategy on consumer behavior and purchase intentions with the hypotheses which were developed by taking independent variables of advertisement attributes like attitude toward advertisement, media, information in advertisement and other credibility of claim and relevance with their effect on dependent variable of purchase intention and the moderating effect of perceived effectiveness of environmental behavior was also observed. According to the results of

their research unveiled that customers who were citizens of the country were highly exposed to television advertisement and print media advertisement but they preference was given to television advertisement. Pakistanis were heavily concerned to their surrounding environment and their intentions were to purchase environmental friendly green products.

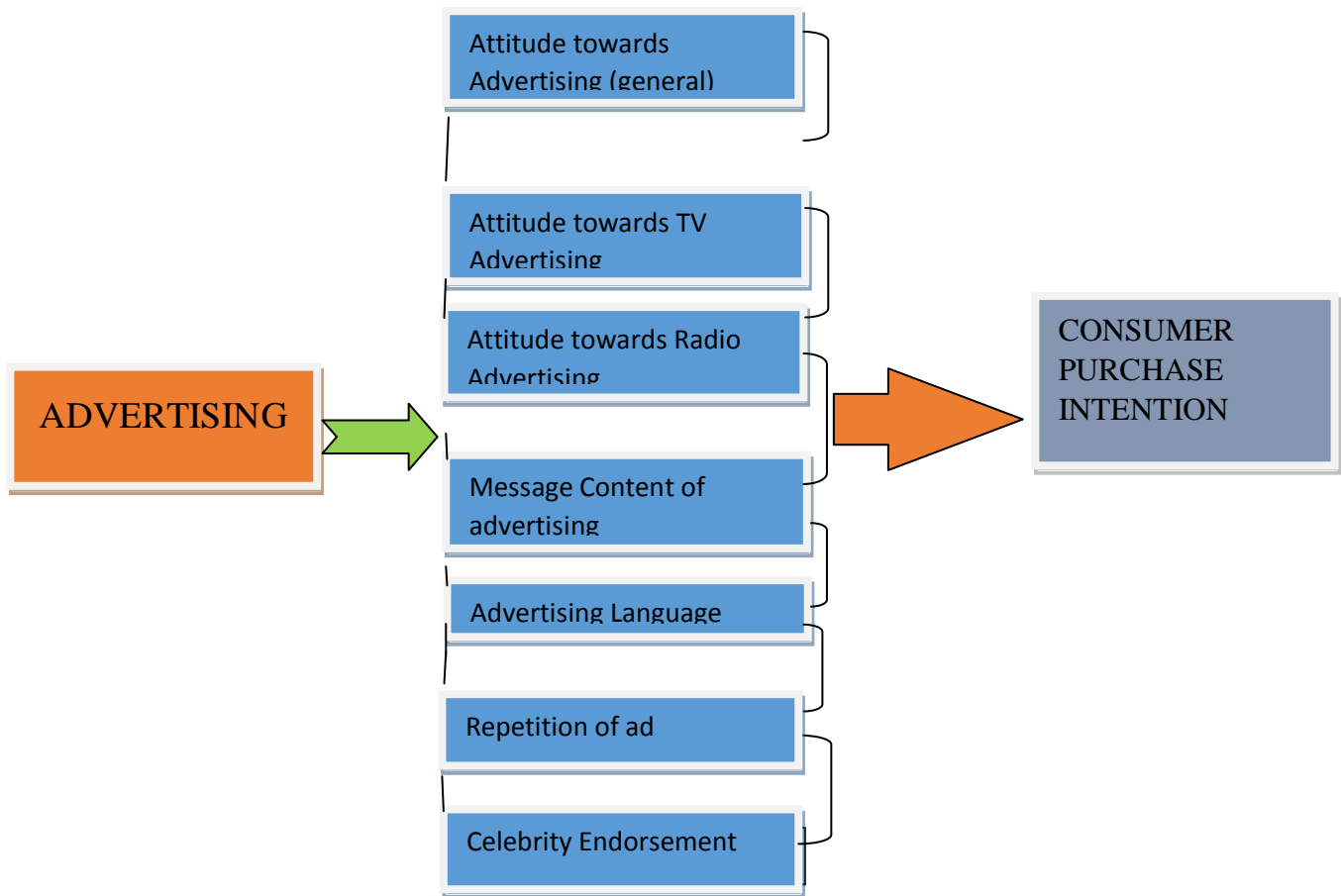
Customers were seen realistic and practical by nature and individuals formulating advertisements of products should include maximum information about the product while formulating green advertising strategies to advertise their products which will have great impact on consumer intentions to purchase and buying behavior. Hakimi et al. (2011) proposes the model of relationship of attributes of celebrity endorsement with the positive brand image which in return lead to consumers positive purchase intentions and buying behaviors. Celebrity endorsement has been the modern communicational technique used in marketing mix communication in which celebrities played the role of spokespersons by the organizations for the promotion of their brand and products. Majeed and Razzak (2011) studies that global business world is dynamic and unstable. In this competitive world the competition had increased to great extent and it had become unmanageable for the organizations and companies for the attraction and retaining of the potential and the actual customers. The most important and prominent tool for any organization to attract the potential buyers for their products was that of advertisement. They also investigate the effect of the television advertising with the advertising related variables of celebrity endorsement and repetition of ads on the consumers buying intentions in the detergent industry. The most frequent and commonly used medium for the purpose of advertising was that of television (broadcast media) had been exposed in the particular research of advertising. The result of the study reveals that there was a positive and significant relationship between the repetitions of the ad with the consumer purchase intentions in the detergent industry. Consumers are attracted more towards those advertisements to which they are frequently exposed. Moreover the impact of celebrity endorsement effect of advertisement was not seen significant in the detergent advertisements because consumers relies more on the quality of the detergents rather than the affective perspective of the celebrity endorsement. As the consumer's intention for the purchasing of the product through repeated frequency of detergent ads was significant and insignificant of that of celebrity endorsement construct, the researchers had proposed that the effect of celebrity endorsement could be analyzed in the any other product industry rather than

detergent industry. The data was collected from 120 respondents. Descriptive statistics and multiple regression analysis were applied for analyses and interpretation of the results.

Based on study of literature I identified the features of advertisement influencing consumer purchase intention.

2.4 Conceptual framework and Hypothesis of the study

2.4.1 Conceptual Framework



Source: Majeed,S. &Razzak, S (2011)

Fig 2.3. Conceptual Framework

2.4.2 Hypothesis of the study

H1: Attitude towards advertising (general) has significant relationship with consumer's purchase intentions.

H2: Attitude towards television advertising has significant relationship with consumer's purchase intentions.

H3: Attitude towards radio advertising has significant relationship with consumer's purchase intentions

H4: Message content of the ad has a significant relationship with consumer's purchase intentions.

H5: Advertisement language has a significant relationship with consumer's purchase intentions.

H6: Repetition of ads has a significant relationship with consumer's purchase intentions.

H7: Celebrity endorsement has a significant relationship with consumer's purchase intentions.

CHAPTER THREE: METHODOLOGY

3.1 Introduction

This chapter provides the research methodology adopted to address the Research problems. The method and procedures in this study includes Research Approach, Research Design, Sampling design, Data collection methods and procedure and also Data Analysis Procedure, Reliability and Validity and Research Ethics.

3.2 Research Approach

This study employed quantitative approach. The quantitative technique involves a survey of company's consumers. The survey method using questionnaire will be used for this study primarily because it reduces cost and time associated with census and they are capable of generating quantitative data. An Explanatory and quantitative research approach was deemed appropriate to gather the primary data and attend to the research questions. This choice was made because this study involved investigating advertisement effect on consumers purchase intention and collecting data to test hypotheses. The variables measured once through a survey where the opinions of the respondents illustrated.

3.3 Research Design

Research design provides a framework for the collection and analysis of data and subsequently indicates which research methods are appropriate (Walliman, 2006). The research design for this study was Explanatory research design. It is used to identify and explain the nature of the problem.

According to Creswell (2012) an explanatory research design is a correlational design in which the researcher is interested in the extent to which two variables or more co-vary, that is, where changes in one variable are reflected in changes in the other. Since this study attempts to assess the effect of Advertising components (Independent variable) on purchase intention (Dependent variable) employing explanatory research design is appropriate.

3.4 Source of Data

It is important to keep the research questions in mind and decide what kind of information is sought to be extracted. Data can be divided into primary and secondary data. Primary data consists of data collected by the researcher and is particularly to address the specific research objective (Lundahl and Skärvad, 1992). Secondary data is an already available data since it was collected for another purpose than the present problem (Aaker and Day, 1990).

Throughout the study the researcher explored both primary and secondary data sources. The primary data which is related to the purpose directly used from the questionnaire conducted on consumers to test effect of Advertising on purchase intention. The secondary data which is related to the purpose was indirectly collected from books, articles, journals, research thesis and internet.

3.5 Population of the Study

The target population of the study was consumers of the company's (Ada food complex s.co) product. Non-probability, specifically convenience sampling was used.

Selecting respondents with the right knowledge about the research area is crucial for qualitative research (Holme and Solvang, 1991).

3.6 Sample Size Determination

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design. Jankowicz (1995) defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and also within the limited time frame. In light of this, the sampling technique to be used to select samples from the given population will be convenient sampling. In this technique the sample selection process is continued until the required sample size has been reached.

Sample Size - Infinite Population

$$n = \frac{Z^2 \cdot s^2 \cdot (1 - s)}{e^2}$$

e^2

n = Sample Size

Z = Z-value(e.g., 1.96 for a 95 percent confidence level)

s = Standard deviation which is 0.5

e=Margin of Error 0.5

$$n = \frac{(1.96)^2(0.5)(1-0.5)}{(0.5)^2} = 384$$

3.7 Data collection procedure

First the researcher collected an introductory letter from Addis Ababa University, school of commerce to the examined organization and others. This assisted to increase the willingness of participation of the staffs and others for data collection. The researcher delivered the questionnaires for some staff of the company and students at rift valley university Bishoftu campus. The procedure is summarized as follows.

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

3.8 Data Collection Instrument

Choosing a data collection method is the next step in the process, and this entails deciding how to conduct the research as well as how to collect the data needed. Research can be divided in two types depending on what kind of data the research will be based on. Quantitative research deals with information that can be quantified, data that can be given numbers and that can be analyzed by using programs, such as the statistical computer program SPSS. The other type of research is qualitative, which is focused on gathering information in the form of words (Bryman& Bell, 2007, p. 402).

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

Questionnaire consisting different sections was developed to collect the primary data for the study and it is appropriate in this study because all sample individuals are expected to be literate. The questionnaires prepared helps to collect information regarding consumers' knowledge towards the research title respectively. The questionnaire has two sections. The first section of the questionnaire was related to the demographics of the respondents. The second section of the questionnaire asks respondents about advertisement impact using five-points of Likert scales ranging from 5 (Strongly agree) to 1 (Strongly disagree).

3.9 Instrument of Reliability and Validity

3.9.1 Reliability

Cronbach's Alpha -Cronbach's Alpha coefficient is typically equated with internal consistency De Vellis (1991). The Cronbach's Alpha is interpreted as a coefficient Alpha and its value ranges from 0 to 1. Sekaran (2000) explained that when calculating Cronbach's reliability coefficient, reliabilities less than 0.6 are considered poor, reliabilities within 0.7 ranges are considered acceptable and those coefficients over 0.8 are considered good.

Based on this criterion, Cronbach's Alpha reliability coefficient was calculated to estimate the reliability of the data collection instrument

3.9.2 Validity

Face validity is an estimate of the degree to which a major is clear and unambiguously tapping the construct it purports to assess. Tests wherein the purpose is clear; even to naïve respondents, are said to have higher face validity and vice versa (Nevo, 1985).

3.10 Ethical Considerations

According to Saunders, Lewis and Thornhill (2001, p. 130) "Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it". The data collected from the samples through questionnaire; the respondents is not required to write their name. The result of the study is to be used for academic purpose only and the response of the participants is fully confidential. The information given by respondents is analyzed without any

change by the researcher. Furthermore, the works that has been used in this research as a base for this study are cited appropriately as the researcher respects the work of previous studies.

This chapter has presented a description of the methodology used in this study. It has covered the choices and motivations regarding research design, sample and sampling techniques, instruments of data collection, procedures of data collection, methods of data analysis, validity and reliability of the research and research ethics.

3.11 Method of Data Analysis

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

3.11.1 Descriptive Statistics

To provide descriptive information for the consumer profile and characteristics, frequencies was used. According to Andy Field (2006), frequencies refer to the number of times various subcategories of ascertain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can be easily obtained.

3.11.2 Correlation

In a research project that includes several variables, it is important to know how one variable is related to another. This will help to see the nature, direction and significance of the bivariate relationships of the variables used in the study, Field (2006). Moreover he stated that a person correlation matrix will provide this information that is it will indicate the direction, strength and significance of the bivariate relationships of all the variables in the study. Thus correlation analysis was employed to attain the relationships, to test the hypotheses and consequently to answer research question three.

3.11.3 Multiple Regression

According to Sekaran (2000), the square of multiple R, R-square or as it is commonly known, is the amount of variance explained in the dependent variable by the predictors. Such

analysis, where more than one predictor is jointly regressed against the criterion variable, is known as multiple regression analysis. When the R-square value, the F statistic, and its significant level are known, we can interpret the results. Multiple regression analysis also will be used to examine the predictive power of each of the independent variables for the overall consumers purchase intention (dependent variable), thereby enabled the researcher to determine the priority of each AD variables for motivation of consumers purchase intention.

The overall model of this study is the multiple linear regressions model which is presented below:

$$P = f(Z_i)$$

Where: P = Purchase intention, Z_i = Advertisement related attributes. $i = 7$

$$P_1 = \lambda_0 + \lambda_1 Z_1 + \lambda_2 Z_2 + \lambda_3 Z_3 + \lambda_4 Z_4 + \lambda_5 Z_5 + \lambda_6 Z_6 + \lambda_7 Z_7 + e^\mu$$

Where:

(P) Is the dependent variable (Purchase intention), Categorical data of given independent variables will be collected by using 5 point likert scale (strongly agree=5, agree=4, neutral=3, disagree =2, and strongly disagree=1).

The advertisement related attributes Z_i are:

Z_1 = Attitude towards advertising (general).

Z_2 = Attitude towards Television advertising.

Z_3 = Attitude towards Radio advertising.

Z_4 = Message content.

Z_5 = Advertisement Language

Z_6 = Repetition of advertisement.

Z_7 = Celebrity endorsement.

And λ_0 is the intercept, λ_s are the coefficients, μ is the random error.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

4.1 Data Analysis

In this chapter the data is presented following the relevant data processing, analysis and interpretation. The analysis and the interpretation were carried out based on the data collected through questionnaire from customers of the company.

4.1.1 Overall Response Rate

The survey was conducted at Bishoftu town within more than three weeks. From the total 384 questionnaires distributed all of them were returned from which 14 were not correctly filled and rejected. Therefore, 370 were effectively used for analysis that shows response rate of 96 %. Table 1 below depicts the overall response rate.

Table 4.1: Overall Response Rate

Sample	Number	Percent
Number of questionnaire distributed	384	100%
Returned questionnaires	384	100%
Incomplete questionnaires	14	3.6%
Total usable questionnaires	370	96.4%

4.1.2 Demographic Information about the Respondents

A total of 384 questionnaires were distributed and 370 usable questionnaires were collected. The collected data were analyzed with the statistical package for social science (SPSS version 20). The following table presents frequency statistics of demographic variables.

Table 4.2: Socio-Demographic Response in % of the sample population

Socio-Demographic characteristics		Frequency	Valid percentage
Gender	Male	219	59.2
	Female	151	40.8
Income	Below 1,000.00	261	70.5
	1,001-2,000.00	57	15.4
	2,001.00-3,000.00	12	3.2
	3,001-4,000.00	19	5.1
	4,001 and above	21	5.7
Occupation	Government Employee	20	5.4
	Private Employee	20	5.4
	NGO Employee	14	3.8
	Student	316	85.4
Marital status	Single	322	87
	Married	48	13
	Divorced	-	-
Education Level	12 and below	18	4.9
	TEVT	35	9.5
	Diploma	143	38.6
	BA	170	45.9
	MA/MSc	4	1.1

Source: *Survey Questionnaires*

Table 4.3: Age of Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age of respondents	370	18	36	23.49	3.194
Valid N (list wise)	370				

Source: *Survey Questionnaires*

Of the 370 usable questionnaires returned, 219 were found to be male which are over 59.2% of the total respondents and this shows that majority of the respondents were male and majority of the respondent's occupation was student (85.4%). Looking in to the age group of respondents, the minimum age of respondents are 18 and maximum age of respondents are 36 as a result the mean age of respondents is 23.49. When we look at the marital status of respondents 87% of the respondents were single the rest which means 13% are married. Most of the respondent's (45.9%) education level was BA degree and over 38.6% had completed Diploma. The results are listed in Table 4.2 above.

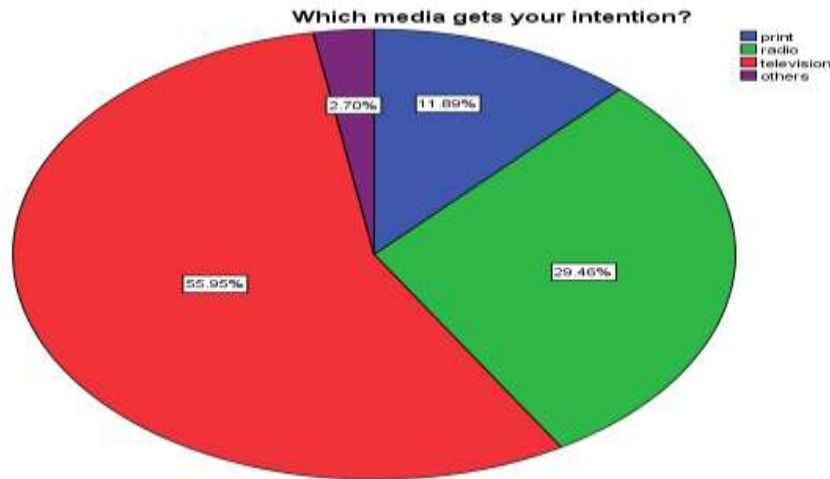
4.2 Results and Discussion

4.2.1 Results of Descriptive Statistics

As described earlier, descriptive statistics enables to obtain frequencies. Based on this the researcher addressed the first objective of the study.

Research Objective One:To find out which advertisement media being used by Ada food complex has more influence on consumers purchase intention.

Fig 4.1: Media influencing more



From Figure 4.1, it is clear that 55.9% of the respondents got Ada’s products information from Television. The remaining, 29.5%, 11.9% and 2.7% of the respondents got information from radio, print & other Medias respectively.

4.2.3 Reliability Test

The study used Cronbach alpha to assess the internal consistency of the research instrument. It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees. The Cronbach alpha was found as follows and the reliability analysis of variables depicts cronbach’s alpha value more than 0.7 which is acceptable in management sciences research.

Table 4.4 Reliability test (Cronbach’s alpha)

Variables	No of item	Crobach’s Alpha
Attitude towards advertising(general)	3	0.799
Attitude towards Television advertising	2	0.862
Attitude towards Radio advertising	2	0.706
Message content of advertising	5	0769

Advertising Language	3	0.711
Repetition of advertising	5	0.705
Celebrity Endorsement	4	0.731
Purchase Intention	4	0.826

Source:calculated from survey

4.2.4 Results of the Correlation Analysis

As mentioned previously, the hypotheses of the study were concerned with establishing a relationship between advertisement effect and consumers purchase intention. The relationship between these two variables was investigated using two-tailed Pearson analysis. This provided correlation coefficients which indicated the strength and direction of linear relationship. The p-value indicated the probability of this relationship's significance. According to MacEachron (1982), a correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. A coefficient of +/- 1.0 indicates that a perfect relationship exists b/n the two variables. Coefficient of 0.0 means no relationship exists between the variables. The following table shows the magnitude and direction of the correlation coefficient.

The individual research hypotheses, research question and objective three documented earlier in the previous chapter three were tested. The results of these hypotheses, research question and objective three are given below.

Research question two: Do advertisement variables have direct relationship with consumers Purchase Intention?

Research objective two: To ascertain the direct relationship between advertisement variables and consumers purchase intention.

1. Relationship between Attitudes towards advertising (general) and consumer's purchase intentions.

Table 4.5: Attitude towards Ad (general) and consumer's purchase intention.		
Purchase intention	Attitude towards Ad(general)	
	Pearson correlation	.401**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the questionnaires

From table 4.6 we can see that Pearson correlation test was conducted to know the degree of relationship between the independent variable and the dependent variable. The results of the correlation between these variables are ($r = 0.401$, $p < 0.01$), which indicate there is positive and significant relationship between attitude towards advertisement and purchase intention.

2. Relationship between Attitudes towards television advertising consumer's purchase intentions.

Table 4.6: Attitude towards Television Ad and consumer's purchase intention.		
Purchase intention	Attitude towards Television Ad	
	Pearson correlation	.547**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above Table it is clear that there is a moderate and positive relationship between attitude towards television advertising and consumers purchase intention ($r = 0.547$ and $p < 0.01$).

The researcher concludes that there is sufficient evidence, that there is positive relationship between attitude towards television advertising and consumers purchase intention.

3. Relationship between Attitude towards radio advertising and consumer’s purchase intentions

Table 4.7: Attitude towards Radio Ad and consumer’s purchase intention.		
	Attitude towards Television Ad	
Purchase intention	Pearson correlation	.241**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above Table it is clear that there is a moderate and positive relationship between attitude towards Radio advertising and consumers purchase intention ($r = 0.241$ and $p < 0.01$). The researcher concludes that there is sufficient evidence, that there is positive relationship between attitude towards Radio advertising and consumers purchase intention

4. Relationship between message content of Ad and consumer’s purchase intentions.

Table 4.8: Message content of ad and consumer’s purchase intention.		
	Message content of ad	
Purchase intention	Pearson correlation	.581**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above table we can see that Pearson correlation test was conducted to know the degree of relationship between the independent variable and the dependent variable. The results of the correlation between these variables are ($r = 0.581$, $p < 0.01$), which indicate there is positive and significant relationship between message content of ad and purchase intention.

5. Relationship between Advertising Language and consumer’s purchase intentions.

Table 4.9: Advertising Language and consumer’s purchase intention.		
Purchase intention	Advertising Language	
	Pearson correlation	.200**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above Table it is clear that there is a moderate and positive relationship between attitude towards advertising language and consumers purchase intention ($r = 0.200$ and $p < 0.01$). The researcher concludes that there is sufficient evidence, that there is positive relationship between Advertising Language and consumers purchase intention.

6. Relationship between Repetition of advertising and consumer’s purchase intentions.

Table 4.10: Repetition of Ad and consumer’s purchase intention.		
Purchase intention	Repetition of Advertising	
	Pearson correlation	.739**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above Table it is clear that there is a strong positive relationship between repetition of advertisement and consumers purchase intention($r = 0.739$ and $p < 0.01$). The researcher concludes that there is sufficient evidence, that there is a moderate and positive relationship between Repetition of advertising and consumers Purchase Intention.

7. Relationship between celebrity endorsement and consumer’s purchase intentions.

Table 4.11: Celebrity Endorsement and consumer’s purchase intention.		
	Celebrity endorsement	
Purchase intention	Pearson correlation	.493**
	Sig.(2-tailed)	.000
	N	370

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

Source: Calculated From the study

From the above Table it is clear that there is a positive relationship between celebrity endorsement and consumers purchase intention ($r = 0.493$ and $p < 0.01$). The researcher concludes that there is sufficient evidence, that there is a positive relationship between celebrity endorsement and consumers Purchase Intention.

4.2.4 Discussion and Results of Regression Analysis

In this study the researcher used seven independent and one dependent variable are used in the Regression Analysis. These are considered because they are commonly used to measure advertising effectiveness to measure purchase intention.

According to Andy Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables.

Assumptions

Assumption One: Normality

Multiple regressions require that the independent variables in the analysis be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1).

Table 4.12: Skewness and Kurtosis

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase intention	370	-.233	.127	.229	.253
General attitude	370	-.187	.127	.668	.253
Television advertising	370	.075	.127	-.520	.253
Radio advertising	370	-.169	.127	.384	.253
Message content	370	.173	.127	-.135	.253
Language advertising	370	-.216	.127	-.191	.253
Repetition advertising	370	-.156	.127	.563	.253
Celebrity endorsement	370	-.017	.127	.449	.253
Valid N (list wise)	370				

Assumption Two: Linearity -multiple regressions assume a linear relationship between the independent and dependent variables. The points should be symmetrically distributed around a diagonal line, with a roughly constant variance. Hence using visual inspection of the scatter plot, it can be suggested about the linearity.

Assumption Three: Homoscedasticity - Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

Assumption Four: Independent of Residuals the Durbin-Watson statistic is used to test for independent of residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is from 1.50 to 2.50.

Table 4.13: Multiple Regression Result(Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 ^a	.645	.638	.18770	2.211

a. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

b. Dependent Variable: purchase intention

Assumption Five: Multicollinearity- Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. There are basically two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity.

Table4.14: Collinearity statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	General attitude	.779	1.283
	Television advertising	.683	1.464
	Radio advertising	.959	1.043
	Message content	.201	4.978
	Language advertising	.364	2.746
	Repetition advertising	.386	2.589
	Celebrity endorsement	.537	1.862

a. Dependent Variable: purchase intention

Source: author's own calculation

Generally, as multi-collinearity rises, it would complicate the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship (Hair et al., 1998). Before regression analysis was done variation inflation factor (VIF) was checked to ensure that no interdependence exists. Since the VIF, as indicated in the table above is less than 10 which ranged from 1.283 to 4.978, the researcher can say that there is no interdependence among independent variables (Tabachnick, 2007). Therefore regression analysis is appropriate for this particular study.

Correlations

		Purchase intention	General attitude	Television advertising	Radio advertising	Message content	Language advertising	Repetition advertising	Celebrity endorsement
Purchase intention	Pearson Correlation	1	.401**	.547**	.114*	.581**	.200**	.739**	.493**
	Sig. (2-tailed)		.000	.000	.029	.000	.000	.000	.000
	N	370	370	370	370	370	370	370	370
General attitude	Pearson Correlation	.401**	1	.279**	.052	.420**	.248**	.402**	.375**
	Sig. (2-tailed)	.000		.000	.320	.000	.000	.000	.000
	N	370	370	370	370	370	370	370	370
Television advertising	Pearson Correlation	.547**	.279**	1	.146**	.315**	.023	.483**	.309**
	Sig. (2-tailed)	.000	.000		.005	.000	.658	.000	.000
	N	370	370	370	370	370	370	370	370
Radio advertising	Pearson Correlation	.114*	.052	.146**	1	.092	.114*	.080	.125*
	Sig. (2-tailed)	.029	.320	.005		.076	.029	.126	.016
	N	370	370	370	370	370	370	370	370
Message content	Pearson Correlation	.581**	.420**	.315**	.009*	1	.752**	.722**	.659**
	Sig. (2-tailed)	.000	.000	.000	.076		.000	.000	.000
	N	370	370	370	370	370	370	370	370
Language advertising	Pearson Correlation	.200**	.248**	.023	.114*	.752**	1	.411**	.497**
	Sig. (2-tailed)	.000	.000	.658	.029	.000		.000	.000
	N	370	370	370	370	370	370	370	370
Repetition advertising	Pearson Correlation	.739**	.402**	.483**	.080	.722**	.411**	1	.548**

	Sig. (2-tailed)	.000	.000	.000	.126	.000	.000		.000
	N	370	370	370	370	370	370	370	370
Celebrity endorsement	Pearson Correlation	.493**	.375**	.309**	.125*	.659**	.497**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	.016	.000	.000	.000	
	N	370	370	370	370	370	370	370	370

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

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

4.2.5 Model Summary

For the purpose of addressing the research question three and determining the extent to which Ad variables affect consumers purchase intention, multiple regressions was performed.

ANOVA and model summary of the results of the multiple regression analysis is presented in the following two tables.

Table 4.15: (ANOVA) Overall Model Fit of the Regression Model

ANOVA ^a							
Model		Sum Squares	of	df	Mean Square	F	Sig.
1	Regression	23.147		7	3.307	93.857	.000 ^b
	Residual	12.754		362	.035		
	Total	35.900		369			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.638	.18770

a. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

The above Table shows that the seven predictors collectively account for a statistically significant proportion of the variance in the criterion variable which is resulted due to the ANOVA is significant ($F = 93.857$, df (regression) = 7, df (residuals) = 362, $Sig < 0.01$)

The ANOVA table shows the overall significance/ acceptability of the model from a statistical perspective (Pedhazur, 1982). The above ANOVA table shows the acceptability of the model. The p-value is less < 0.01 i.e. 0.000 which indicates the variation is explained by the model is not due to chance. As table advocate the researcher can connote that R, R^2 , and Adjusted R^2 conducted for the multiple regression predict the customers purchase decision based on the linear combination of independent variables is statistically significant.

F-ratio determines whether the model is a good fit for the data. The F-ratio is calculated by dividing the average improvement in prediction by the model (MSM) by the average difference between the model and the observed data (MSR). If the improvement due to fitting the regression model is much greater than the inaccuracy within the model then the value of F will be greater than 1 and SPSS calculates the exact probability of obtaining the value of F by chance (Pedhazur, 1982). The F-ratio for the above model is 93.857, which is very unlikely to have happened by chance.

Table 4.16: summary of coefficient on consumer purchase intention

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	.497	.191		2.597	.001	
	General attitude	.059	.031	.067	1.898	.005	1.283
	Television advertising	.162	.036	.172	4.528	.000	1.464
	Radio advertising	.034	.026	.042	1.299	.000	1.043
	Message content	.349	.072	.341	4.875	.000	4.978
	Language advertising	-.211	.035	-.315	-6.073	.195	2.746
	Repetition advertising	.397	.044	.460	9.133	.000	2.589
	Celebrity endorsement	.101	.048	.090	2.095	.037	1.862

a. Dependent Variable: purchase intention

Source: author's own calculation

Table 4.16: shows regression coefficient (β) of Attitude towards advertising, attitude towards television advertising, attitude towards radio advertising, message content of Ad, Advertising Language, Repetition of ad and Celebrity endorsement. It helps to see the direction and strength of the relationship between independent and dependent variables.

Accordingly, since the sign of the “ β ” coefficient for the independent variables is positive, there is a positive relationship between the independent variables and dependent variable (consumers Purchase intention).

The R^2 is also known as coefficient of determination. It gives us information about proportion of variation in dependent variable, explained by the independent variables jointly. R^2 lies between 0

and 1; value of R^2 closer to 1, the better is model fit (Guajarati, 2003). The value of R^2 in the analysis was 0.645 which stated that all independent variables jointly explained 64.5% change in dependent variable i.e. consumer purchase intentions. This value also explained that rest of 35.5 % change in dependent variable was caused by some other variables, effect of which could not be explained by given model. The value of adjusted R^2 in the analysis was .638 which is significant. The value of adjusted R square means that all independent variables explained 63.8% variation in the dependent variable, keeping all other factors constant.

F-ratio implies that all independent variables are significant or non-significant factors for causing variation in the dependent variable. The F-value in the analysis 93.857 ($p < 0.000$) which was highly significant explained the overall appropriateness of model.

Attitude towards advertising is an important advertisement related variable which may affect consumer's purchase intentions. According to the findings of the estimated model, this variable shows a positive relationship with purchase intentions and found significant at 5% level of significance. The value of the coefficient explains that if there is 1 unit improvement in the response category of attitude towards advertising, there may be 0.067 units improvement in the response category of purchase intention, keeping all other factors constant. A study by Ahmed et al (2010) reveals that the attitude towards advertisement media

Attitude towards television is important variable in the study of advertisement. It is a media through which consumers are exposed to the advertisement and may have impact on consumers purchase intentions. According to the findings of the estimated model, this variable shows a positive relationship with consumer's purchase intentions and is found significant at 1% level of significance. The value of the coefficient explains that if there is 1 unit improvement in the response category of attitude towards television, there may be 0.172 units' improvement in the response category of purchase intentions, keeping all other factors constant.

The message content of ad is another important variable in the study of advertisement. It therefore includes information about the product which is required by the consumers. According to the findings of the estimated model, this variable shows a positive relationship with consumer's purchase intentions and is found significant at 1% level of significance. The value of the coefficient explains that if there is 1 unit improvement in the response category of message

content of ad, there may be 0.341 units improvement in the response category of purchase intentions, keeping all other factors constant.

In the study of advertisement repetition of ad holds significant importance. The repetition of ad reminds consumers about the product advertised which may have impact on consumer's purchase intentions. According to the findings of the estimated model, this variable shows a positive relationship with consumer's purchase intentions and is found significant at 1% level of significance. The value of the coefficient explains that if there is 1 unit improvement in the response category of repetition of ad, there may be 0.46 unit's improvement in the response category of purchase intentions, keeping all other factors constant.

The celebrity endorsement is the modern advertising technique used in modern era in the field of advertisement and holds great importance in the study of advertisement. The variable may have impact on consumer's purchase intentions. . According to the findings of the estimated model, this variable shows a positive relationship with consumer's purchase intentions and is found significant at 1% level of significance. The value of the coefficient explains that if there is 1 unit improvement in the response category of celebrity endorsement, there may be 0.090 units improvement in the response category of purchase intentions, keeping all other factors constant. Study by Majeed and Razzak(2011) shows that there was a positive and significant relationship between the repetition of ad and consumer purchase intention in detergent industry where as impact of celebrity endorsement was not seen significant in detergent advertisement because consumers relies more on quality of detergent rather than the affective perspective of celebrity endorsement. The advertisement language impact was seen on the consumers purchase intentions in the estimated model which was found insignificant.

By referring to this analysis, the regression equation for the consumers Purchase intention of the investigated company can be algebraically formulated as:

$$PI = .0497 + 0.067GA + 0.172TA + .042RA + .341MC + 0.460RE + 0.090CE + e$$

Whereas PI=Purchase intention

GA=Attitude towards advertising (general)

TA=Attitude towards television advertising

RA=Attitude towards radio advertising

MC=Message content of Ad

RE=repetition of advertising

CE=Celebrity endorsement

e=error

This result indicates, first, the intercept is .0497, when all independent variables have a value of zero. Then, moving through the equation, holding other variables constant, the attitude towards advertising increase the consumer purchase intention by 0.067.

Therefore on the basis of the results we accept our H1, that there is a significant relationship of attitude towards advertising and purchase intentions, the more the positive attitude of consumer towards advertising will have positive impact on consumer purchase intentions. The results of my study depicted that there is a significant relationship between attitude towards advertising and purchase intentions, so we accept our H2 and H3. The message content of advertisement was significantly related with dependent variable, so we therefore accept H4. There was an insignificant relationship between advertisement language and consumer's purchase intentions according to the results, so we reject H5. There was significant relation of repetition of ad with purchase intentions according to the regression results and therefore the researcher accept H6. The results of regression depicted that there was positive and significant relationship between celebrity endorsement and consumer's purchase intention, thus accept H7.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter presents the summary of findings from which conclusions are drawn and that precisely answered the basic research questions of the study. The limitation of the study and suggestions for further study also indicated. Finally, recommendations to the case study company are forwarded.

5.1 Summary of Findings

The study was intended to investigate the effect of Advertising on consumer purchase intention in Ethiopia, Bishoftu Town based on the questionnaire consisting of 370 customers of Ada Food complex S.co. After making analysis using descriptive statistics, correlation, regression, and ANOVA, the following points are presented as major findings.

The results of background information of respondents indicated that majority respondents (59.2%) are males, the mean age of Respondents was 23. and also the, 55.95% of respondents selected Television as a media being used by Ada food complex which gets their intention.

The correlation result show that there is a positive and significant relationship between all the Advertising variables dimensions with purchase intention. The finding also indicates that the highest relationship was found Repetition of advertising between and purchase intention ($r = 0.739, p < 0.01$).

The multiple regression results showed that Attitude towards advertising, Attitude towards television advertising, attitude towards radio advertising, Message content of advertising, Repetition of advertising and Celebrity endorsement have positive significant impact on purchase intention while Advertising language is insignificant.

The score of the coefficient correlation determination R^2 is 0.645, which implies that there is quite significant explanatory power and also 64.5% variation on dependent variable is caused by independent variables. The findings of this study also indicated that repetition of advertising is the most important factor to have a positive and significant effect on purchase intention. The last major finding of the regression analysis result is, the independent variables except

Advertising Language contribute to statistically significant level at (p-value = 0.001 and 0.005).

The Beta weight score indicated that the effect of Repetition of advertising is greater than that of other Advertising variables. Accordingly, the study model fit regression equation become $PI = .0497 + 0.067GA + 0.172TA + 0.042RA + 0.341MC + 0.460RE + 0.090CE + e$.

5.2 Conclusion

This study was conducted to find out the effect of Advertising on purchase intention in Ada food complex on the conceptual framework. The study shows that repetition of ad, message content and attitude towards television advertising are the top three variables which have high effect on purchase intention.

For the research question which advertising media being used by Ada food complex s.co more influence customer, the study finding indicate that Television is the most advertising media which gets their intention.

For the research question is their significant relationship between advertising variables and consumer purchase intention. There is positive significance relationship between attitudes towards advertising in general, attitude towards television advertising, attitude towards radio advertising, message content of advertising, advertising language, repetition of advertising, celebrity endorsement with purchase intention. The highest relationship is found between repetition of ad and purchase intention whereas the lowest association was found between advertising language and purchase intention. From the Pearson's correlation result it is indicated repetition of advertising is found to have the highest correlation with purchase intention.

For the research question to what extent advertising variables affect consumer purchase intention. The regression model confirmed repetitions of ad have the highest beta value. According to Aaker (1991), associations are assumed to be a basis for future purchases. Associations about the repetition of ad can help to create or improve the intention to purchase the products. Consumers, when faced with many products, can forget one product over another, but associations derived from their memories can help while they make purchasing decisions.

Therefore, this implied that respondents purchase intention is more affected by repetition of advertising.

5.3 Recommendation

There is a significant positive correlation between Advertising variables and customer purchase intention. The researcher forwards the following recommendations based on the research findings and the conclusion drawn in the previous sections.

The findings of the study clearly show that advertisement significantly affects consumer purchase intention. The implication is that the marketers in the industry should consider the use of advertisement in their promotional endeavors so as to grab consumers' attention for their product. As the descriptive result of the study implicate Television has dominate the advertising media which influence consumer's intention.

Most of the mean score of the dependent & independent variable has been accumulated on the midpoint & inclined to agree. In order to have progressive level of closed sale (better speed of customers purchase intention), the company should have an ability to work according to customers need to delight the customers by delivering the promised products; then carry out continuous customer attitude assessment survey to match their vigorous demand; Hence, Not understanding the customer's attitude towards advertising and preferences can lead to major mistakes. Successful marketers use both rigorous scientific procedures and more intuitive methods to study customers and uncover clues.

To consider and give due attention to all the seven variables of advertisement when taking action to influence more consumers purchase intention but more attention should be given to repetition of Ad($B=0.46$) and message content of advertisements($B=0.341$). As the multiple regression result of this study indicated, effect of those factors motivating consumers 'purchase intention is more than the remaining five advertisement features. Thus the company can attract more consumer purchase intention by focusing on message content of ad and repetition of ad in addition to the existing intention.

From descriptive statistics results of the study, most of the consumers influenced more by Television advertisement and followed by radio advertisement. The other Medias such as print

Medias and others are didn't get enough attention by consumers. This may be a result of lack of enough information and ineffectiveness of the advertisements messages through these Medias regarding the products.

Advertisement effectiveness is the joint responsibility of the advertiser and the advertising agency. Regular and consistent up-to-date training on the product information should be given to the advertising agencies, which work with Ada food complex s.c, so that they will have the current knowledge and skills to handle the adverts and to make the more attractive, well matured message content and advertising which consider attitude of consumers.

5.4 Further Area of Study

This study revealed that consumer purchase intention is affected by other variables than the variables under study (Attitude towards advertising, Attitude towards television advertising, attitude towards radio advertising, Message content of advertising, Repetition of advertising and Celebrity endorsement), therefore other variables which could affects consumers purchase intention of company's buyers is a potential area for further study.

Keeping in the view, finding of this study in Bishoftu is found that advertisement has effect on consumers purchase intentions was studied to a limited extent. The future research is directed to focus on other advertising Medias like event marketing, transit advertising and banner advertising. The research should be conducted on the other products also which will be great contribution in the field of research.

REFERENCE

- Aaker, D.A. (1991). *Managing Brand Equity*. New York, N.Y: The Free Press.
- Aaker and David A. (1978). *The Social and Economic Effects of Advertising in Consumerism: The search for the consumer interest*, 3rd edition, New York: Sage publication Inc.
- Albert Lasker, (1999) *Advertising Age* (Advertising Age reprint) Lord and Thomas, Chigaco.
- Ahmed, H.,I.A.Shah,I.A.,&Ahmad, K(2010). Factors in Environmental Advertising Influencing Consumer's Purchase Intention. *European Journal of Scientific Research*.48(1):217-226.
- Andy Field (2006).*Discovering StatisticsUsing SPSS*. 2nd edition, London: Sage Publications.
- Bagwell, K. and G. Ramey (1993), "Advertising as Information: Matching Product Buyers," *Journal of Economics and Management Strategy*, 2, 199-243.
- Beccera,M. and A.K.Gupta (1999).Trust within the Organization: Integrating the Trust Literature with Agency Theory and Transaction Cost Economics. *Public Administration Quarterly*, 177-203
- Belch, G. E., & Belch, A. M. (2003).*Advertising and Promotion*, Edition 6th. The McGraw–Hill Companies.
- Berremen, J. (1943), Advertising and the Sale of Novels, *Journal of Marketing*, 7,234-40
- Brassington,F.&Pettitt, S. (2001). *Principles of Marketing* 3rd edition, London: Pearson Education, Prentice Hall.
- Colley and Russell H. (1984). *Defining Advertising Goals for Measured Advertising Results*. New York: Association for National Advertisers.
- Cutlip, S.M., Center, A.H., and Broom, G.M.(2000).*Effective Public Relations*. New Jersey: Prentice Hall.
- Dunn S.W. and A.Barban (1987). *Advertising, its Role in Modern Marketing Advertising, its Role in Modern Marketing*. Hindsdale, Illinois, U.S.A.: Dryden Press.

- ElleneMocria, MesfinMessele and AlemayehuGebreHiwot (2003). Survey of Culture and Media. Print: ElandersNovum AB.
- Ethiopian Broadcast Authority (March and April, 2015). Monthly Report.
- Gerard Tellis J. (1998). Advertising and Sales Promotion Strategy. USA: Addison-Wesley Educational Publishers, Inc.
- Goldman, J.(1984).Public Relations in the Marketing Mix. Lincoln wood Illinois: NTC Business Books.
- Goldsmith, R.E., & Lafferty, B. A. (2002).Consumer Response to Websites and Their Influence on Advertising Effectiveness. Internet research:Electronic Networking Applications and Policy. 12(4): 318-328.
- Gogoi, B (2013), Study of antecedents of purchase intention and its effect on brand loyalty of private label brand of apparel, International Journal of Sales & Marketing, Vol. 3, Issue 2, Jun 2013, 73-86
- Gupta S. (1988).Impact of Sales Promotions on when, what, and how much to Buy. Journal of Marketing Research, 25 (3), 342-557.
- Hakimi, Y. B., Abedniya, A., &Zaeim, A. M. (2011). Investigate the Impact of Celebrity Endorsement on Brand Image. European Journal of Scientific Research. 58(1): 116-132
- Holm O (2006). Integrated Marketing Communication: From Tactics to Strategy Corporate Communication. An International Journal, Vol.11, No 1
- Hackley C. E. (1999).The Meanings of Ethics in and of Advertising, Business Ethics: A European Review, 8(1), 46 - 66.
- Hansen and Flemming (1972). Consumer Choice Behavior: A Cognitive Theory, New York: The Free Press.
- Hileman, Donald G., John Brown, B. J. Canon, Milt Sellhorn and Hal Lloyd (1974). Ethics in Advertising. St. Paul: West Publishing Co.

- Jobber, D. (2007) Principles and Practice of Marketing. 5thEd. McGraw-Hill.
- Keller, K. (2003). Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition. New Jersey: Prentice Hall.
- McDaniel C. and R. Gates (1998). Marketing Research Essentials. 2nd edition. Cincinnati, oh: Southwestern College Publishing.
- Keller K. L. & Kotler P. (2012). Marketing Management. New Jersey: Pearson Edu., Inc.
- Lutz, R.J. (1985). Affective and Cognitive Antecedents of Attitude Towards the Ad: A Conceptual Framework', in L. Alit and A.A. Mitchell (ed.) Psychological Processes and Advertising Effects, pp. 45–63. Hillsdale, NJ: Lawrence Erlbaum.
- Lundahl, U. and Skärvad, P-H. (1992) Investigation Methods for Social Scientists Ochekonomer. 2ndEd. Lund: Student literature
- Majeed, S., & Razzak, S. (2011). The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision. *Australian Journal of Basic and Applied Sciences*. 5(12): 3044-3051.
- Matin Khan (2006). Consumer Behavior and Advertising Management. New Delhi: New Age International Limited Publishers.
- Mehta, A. (2000). Advertising Attitudes and Advertising Effectiveness', *Journal of Advertising Research* 40(3): 67–72.
- Morden A.R. (1991). Elements of Marketing. London: D.P. Publication Ltd
- Nickels W. G, McHugh J. M. and McHugh S. M (2000). Understanding Business, International Edition. 5th edition, U.S.A: McGraw Hill Companies, Inc.
- Pelsmacker, P., Geuens, M., and Bergh, J. (2001). Marketing Communication. Harlow: Pearson Education Limited
- Raj, S.P., (1982). The Effects of Advertising on High and Low Loyalty Consumer Segments. *The Journal of Consumer Research*. 9(1): 77-89.

- Ramaswamy and Namakumaris, 2003, Marketing Management, 3rded. Macmillan, Delhi.
- Reid, L.N., & Soley, L.C. (1982) 'Generalized and Personalized Attitudes towards Advertising's Social and Economic Effects'. *Journal of Advertising*. 11(3): 3-7.
- Station J. (1991), Fundamentals of Marketing, 9thed. McGraw-hill inc. New York
- Sekaran U. (2000). Research Methods for Business: A skills Building Approach. 3rd edition, New York: John Wiley & Sons.
- Tan, S. J., & Chia, L. (2007). Are we measuring the same attitude? Understanding media effects on attitude towards advertising. *Marketing Theory*, 7(4), 353-377
- Taye Fekede, 1994. 'Growth of Ethiopian advertisements'. *SAB publicity*, 1(2): 9-13
- Varey, R.J. (2002). *Marketing Communication*. London: Routledge press
- Wells, William ., Burnett, J., Moriarty, S., (2003) *Advertising Principles and Practice*. USA. Pearson Education LTD.
- Wright, John S., Winter, Willis L., AND Zeigler, Sherilyn K. (1982) *Advertising*. USA.
- Yin, R. (1994) *Case Study Research: Design and Methods*. 2ndEd. Thousand Oaks, CA: SAGE Publications.

APPENDIXES

APPENDIX 1-QUESTIONNAIRES

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

Department of Marketing Management

Questionnaire

Dear Survey Respondents,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Masters Degree in Marketing Management. The purpose of this study is to understand “The Effect of Advertising on Customers Purchase Intentions – The Ada Food Complex S.C”. Therefore, this is to kindly request you to take some of your precious time to fill the questionnaire at your convenience. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality. If you would like further information about this study, or have problem in completing this questionnaire please contact me.

Thank you in advance for your time!

ChalaFekaduTsegaye

Tel 0925827801

Email- chfekadu@gmail.com

INSTRUCTIONS: Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views.

Section One: **Respondents Profile**

1. Age (Years) -----

2. Gender A. Male B. Female

3. Educational Qualification A. 12 and below B. TVET C. Diploma

D. Bachelor E. Masters F. PhD and above

4. Occupation A. Government employee B. Private Employee C. NGO employee
 D. Self employee E. student

5. Monthly Income A. Br. 1,000.00 -1,500.00 B. Br. 1,501.00-2,000.00
 C. Br 2,001.00-2,500.00 D. Br. 2,501.00-3,000.00 E. Br. 3,001.00 and above
 6. Marital status A. Single B. Married C. Divorced

Section Two: General knowledge of Respondents

7. Do advertisements influence your purchase intention?
 Yes No
 8. Which media gets your attention?
 Print Radio Television Others

Section Three: Advertisement Effect Assessment

Instruction: - please suggest your level of agreement to the statements listed below; the parameters are labeled from 1 up to 5. 1 as strongly disagree, 2 disagree, 3 as neither agree nor disagree, 4 as somewhat agree and 5 as strongly agree.

Variable Name: Attitude towards Advertisement						
NO	List of Statement	Strongly Disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
GA1	I support advertising because it plays an important part in my purchase intention					
GA2	I consider advertising is useful as it promotes the products					
GA3	Overall I like advertising					
Variable Name: Attitude towards TV Advertisement						
TA1	Overall I like television advertising.					
TA2	Television advertising is a valuable source of information about product					
Variable Name: Attitude towards Radio Advertisement						
RA1	I consider Radio advertising to be very essential.					

RA2	Overall I like radio advertising					
Variable Name: Message content of ad.						
MC1	Advertising is a valuable source of information about sales/products.					
MC2	Advertising contributes to the knowledge about quality product.					
MC3	The benefits described in the ad are believable to me					
MC4	Advertising tells me which brands have the features I am looking for.					
MC5	Advertising helps me keep up to date about products/services available in the marketplace.					
Variable Name: Advertising Language						
LA1	I believe that language of advertising influence me.					
LA2	I like advertisement in national language.					
LA3	I like advertisement in regional language					
Variable Name: Repetition of ad						
RE1	I believe repetition of ads help to make better choice.					
RE2	I believe repetition of ads always creates positive response towards the product.					
RE3	Repetition of ads doesn't urge me to try a new product.					
RE4	I believe more repetition of ads have an influential impact on me.					
RE5	I believe more repetition of ads change consumers negative thoughts about brand in positive.					
Variable Name: Celebrity Endorsement						
CE1	Celebrity endorsed advertisement attracts r	re				

CE2	The picture of famous celebrity in ads make me to that the product is of good quality.					
CE3	Celebrity in ads reflects my feelings of trustworthiness.					
CE4	I consider familiarity of the celebrity influence my purchase intention					
Variable Name: Purchase Intention						
No	Statement					
PI1	I would definitely intend to buy the product.					
PI2	I would obviously consider buy the product.					
PI3	I would definitely expect to buy the product.					
PI4	I would absolutely plan to buy the product					

APPENDIX 2- SPSS OUT PUT

Correlations

		Purchase intention	General attitude	Television advertising	Radio advertising	Message content	Language advertising	Repetition advertising	Celebrity endorsement
Purchase intention	Pearson Correlation	1	.401**	.547**	.114*	.581**	.200**	.739**	.493**
	Sig. (2-tailed)		.000	.000	.029	.000	.000	.000	.000
	N	370	370	370	370	370	370	370	370
General attitude	Pearson Correlation	.401**	1	.279**	.052	.420**	.248**	.402**	.375**
	Sig. (2-tailed)	.000		.000	.320	.000	.000	.000	.000
	N	370	370	370	370	370	370	370	370
Television advertising	Pearson Correlation	.547**	.279**	1	.146**	.315**	.023	.483**	.309**
	Sig. (2-tailed)	.000	.000		.005	.000	.658	.000	.000
	N	370	370	370	370	370	370	370	370
Radio advertising	Pearson Correlation	.114*	.052	.146**	1	.092	.114*	.080	.125*
	Sig. (2-tailed)	.029	.320	.005		.076	.029	.126	.016
	N	370	370	370	370	370	370	370	370
Message content	Pearson Correlation	.581**	.420**	.315**	.009*	1	.752**	.722**	.659**
	Sig. (2-tailed)	.000	.000	.000	.076		.000	.000	.000
	N	370	370	370	370	370	370	370	370
Language advertising	Pearson Correlation	.200**	.248**	.023	.114*	.752**	1	.411**	.497**
	Sig. (2-tailed)	.000	.000	.658	.029	.000		.000	.000
	N	370	370	370	370	370	370	370	370
Repetition advertising	Pearson Correlation	.739**	.402**	.483**	.080	.722**	.411**	1	.548**
	Sig. (2-tailed)	.000	.000	.000	.126	.000	.000		.000

	N	370	370	370	370	370	370	370	370
Celebrity endorsement	Pearson Correlation	.493**	.375**	.309**	.125*	.659**	.497**	.548**	1
	Sig. (2-tailed)	.000	.000	.000	.016	.000	.000	.000	
	N	370	370	370	370	370	370	370	370

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

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

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase intention	370	-.233	.127	.229	.253
General attitude	370	-.187	.127	.668	.253
Television advertising	370	.075	.127	-.520	.253
Radio advertising	370	-.169	.127	.384	.253
Message content	370	.173	.127	-.135	.253
Language advertising	370	-.216	.127	-.191	.253
Repetition advertising	370	-.156	.127	.563	.253
Celebrity endorsement	370	-.017	.127	.449	.253
Valid N (list wise)	370				

Collinearity Statistics

Model		Tolerance	VIF
1	(Constant)		
	General attitude	.779	1.283

Television advertising	.683	1.464
Radio advertising	.959	1.043
Message content	.201	4.978
Language advertising	.364	2.746
Repetition advertising	.386	2.589
Celebrity endorsement	.537	1.862

a. Dependent Variable: purchase intention

ANOVA^a						
Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	23.147	7	3.307	93.857	.000 ^b
	Residual	12.754	362	.035		
	Total	35.900	369			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.638	.18770

a. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.638	.18770

a. Predictors: (Constant), celebrity endorsement, Radio advertising, Television advertising, general attitude, Language advertising, Repetition advertising, Message content

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.497	.191		2.597	.001
	General attitude	.059	.031	.067	1.898	.005
	Television advertising	.162	.036	.172	4.528	.000
	Radio advertising	.034	.026	.042	1.299	.000
	Message content	.349	.072	.341	4.875	.000
	Language advertising	-.211	.035	-.315	-6.073	.195
	Repetition advertising	.397	.044	.460	9.133	.000
	Celebrity endorsement	.101	.048	.090	2.095	.037

a. Dependent Variable: purchase intention

