



**The Effect Of Advertising On Consumers' Purchase Intention -The  
Case Of Soap And Detergent Ads In Ethiopia**

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**MARCH, 2019**

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**Marketing Management Graduate Program Unit**

**THE EFFECT OF ADVERTISING ON CONSUMERS' PURCHASE  
INTENTION -THE CASE OF SOAP AND DETERGENT ADS IN  
ETHIOPIA**

**A Thesis Submitted to the School of Graduate Studies of Addis Ababa  
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Masters of Arts degree in Marketing Management**

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This is to certify that the thesis is prepared by Lulit Haile, entitled; **“The Effect Of Advertising On Consumers’ Purchase Intention -The Case Of Soap and detergents Ads In Ethiopia”**, in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

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## DECLARATION

I, Lulit Haile, hereby declare that this research paper entitled **-The Effect of Advertising on Consumers' Purchase Intention -The Case of Soap and detergents Ads in Ethiopia** is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

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Signature .....

Date .....

Date.....

## LETTER OF CERTIFICATION

This is to certify that this study on the topic entitled *-The Effect of Advertising on Consumers' Purchase Intention -The Case of Soap and detergents Ads in Ethiopia* is a bona fide work of Lulit Haile who carried out under my guidance/supervision and this work is original in nature and is suitable for submission for the award of masters of Marketing Management.

**Advisors Name: Mulugeta G/Medhin(PhD)**

**Signature..... Date.....**

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## **LIST OF ACRONYMS**

**AD-** Advertisement

**AIDA** - Awareness, Interest, Desire, Action

**FMCG** – Fast Moving Consumer Goods

**SPSS** - Statistical Package for Social science

## **ABSTRACT**

*This research was undertaken to investigate the effect of advertisement on consumers purchase intention of soap and detergents. The literatures reviewed discussed theories, types and other researches related to the study variables. Consumer behavior had also been covered briefly. The research used descriptive approach and described quantitatively factors related to consumer purchase intention of soap and detergents. As a main focus, the effect of advertisement characters on consumers purchase intention had been studied. Advertisement which is the independent variable was further sub categorized into understandability, memorability, credibility and originality. Purchase intention was identified as the dependent variable. Primary data was collected from consumers using a five point like hart scale questionnaire and secondary data was collected from different sources. A total of 384 questioners were distributed of which 330 were properly filled and returned for further analysis. All the 330 questioners were analyzed using SPSS. The Pearson correlation coefficient indicated that all the independent variables are correlated positively with the dependent variables. Originality, understandability and memorability were found to be strongly correlated while credibility is moderately correlated. Regression analysis was also applied and the results indicated that all the aforementioned variables are significant. Among the independent variables originality owned a highest beta score followed by credibility, understandability and memorability. Based on the findings, a mathematical model of regression had been put forward and it is recommended that the variables should be incorporated in advertisement campaign to design an effective advertisement. Hence this research adds a new dimension to advertisement industry as well as to the literatures of soap and detergent marketing.*

**Key Words-Advertisement, Purchase Intention**

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Advertising can be traced back to the very beginning of record history. Archeologists working in countries around Mediterranean have dug up signs announcing various events and offers. The romans painted walls to announce gladiator fights and Phoenician opined pictures on a large rock to promote their wares along parade route. Modern advertisement however is far from those early day efforts (Kotler& Armstrong2012).

Advertising can be defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or the time for advertising must be bought except in public service announcement whose advertisement space or time is donated by the media. The non-personal component means that the advertising involves mass media (e.g. TV, radio magazine, newspaper) that can transfer message into a large group of individuals. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback foam the message recipient except in a direct responds marketing (Belch& Belch 2003).

Advertising is considered as an important part of many marketers promotional mix. This is due to the fact that it can reach a larger number of consumers with a limited cost. Thus it can be considered as a cost effective method. It can also be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services. This creates a differentiation from other similar products which will be difficult otherwise.

### 1.2 Overview of Advertising in Ethiopia

The indigenous way, intrinsic to the evolution of trading with money in the 19th Century, was ‘Word of Mouth’ where merchants had their products announced in public or carried their products, shouting their names. This is still done by vendors of various goods who shout out their wares through quiet streets of city neighborhoods. The rare and sporadic advertisements in print, rolled off the press a century ago with the birth of the unforgettable Aimer, Ethiopia’s first newspaper. Most advertisements in the newspaper were posted as a notice. Later on various

advertisements had been broadcasted on various commodities like Coca Cola and soap and detergent and soap like Palmolive and several consumer items. During the imperial regime and to date a number of companies like Ethiopian airlines, Commercial Bank of Ethiopia sponsored a number of graduation school bulletins and magazines as well as numerous in housing journals (Solomon 2018). Soon the advertising industry picked up quickly and reached up for 34 companies who become a role player in the business reaching over a million birr in those days. However the shift in political ideology and economy of the 1970's, killed this impetus and the nation ended up with just one state-owned enterprise advertising (Dawit, 2016).

Public media was the only media and advertisement was restricted to very few commodities. In the advent of post 1991 economic liberalization and structural reforms in the economy opened up a wider space for the private sector by lifting the half a million birr capital that was imposed on the public (Solomon, 2018)

In the recent days the emergence of new TV channels, FM radio made a huge effect on the advertising industry. These channels have advertising packages whereby the cost varies at day and night time, as well as on weekdays and at weekends. In addition some companies are using product placements in various sitcoms which are aired by the TV media.

### **Consumer Behavior**

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Therefore the study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers to know (Dhaliwal, 2016).

Understanding what goes in the mind of the customers before a purchase decision is crucial for any business and it will allow a business to capture a share of any market.

Purchase involvement can be defined as the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase. Thus, purchase involvement is a temporary state of an individual or household. It is influenced by the interaction of individual, product, and situational characteristics (Hawkins & Matherbaugh, 2010).

According to Gehla (2006) soap and detergent purchase fall under the –a low involvement category. The potential customer will use either nominal or limited decision making approach. Nominal decision making, sometimes referred to as habitual decision making, in effect involves no decision necessarily. A problem is recognized, internal search (long-term memory) provides a single preferred solution (brand), that brand is purchased, and an evaluation occurs only if the brand fails to perform as expected. Nominal decisions occur when there is very low involvement with the purchase. A completely nominal decision does not even include consideration of the do not purchase alternative (Hawkins & Matherbaugh 2010).

Habit is one of the simplest, most effortless types of consumer decision making, which is characterized by little or no information seeking and little or no evaluation of alternatives. However, habit does not require a strong preference for an offering; rather, it simply involves repetitive behavior and regular purchase.

In these common, repeat-purchase situations, consumers can develop decision heuristics called choice tactics for quick, effortless decision making. Hoyer & Machining's (2008) support this view. Rather than comparing various brands in detail, consumers apply some tactics to simplify the Decision process. When consumers were asked how they made their choices, several major categories of tactics emerged, including price tactics (it's the cheapest or it's on sale), affect tactics (I like it), performance tactics (it cleans clothes better), and normative tactics (my mother bought it). Other studies have identified habit tactics (I buy the same brand I bought last time), brand-loyalty tactics (I buy the same brand for which I have a strong preference), and variety-seeking tactics.

### **1.3 Statement of the Problem**

Many in marketing business feel that they do not know how advertising works but cannot take the risk of no adverting their products or service in case they suffer a disadvantage compared with competitors. As brand image has come to represent a dynamic and enduring source of consumer interest and (company revenue), the way in which brands can be portrayed and their image controlled have become central to the concerns of brand managers. Advertising alone does not make the brand but the successful consumer brand is, inseparable from its portrayal in advertising and other communication media. Advertising communication frames the way consumers engage

with and understand marketed brands. It is advertising rather than more tangible aspect of marketing management that symbolically realize the marketing ideal of giving the consumers what they think (want)(Belch& Belch, 2003).

Advertising is considered, for example, to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and reminding and, over the long term, developing and maintaining brands. Companies are focusing more on advertising in recent years to communicate the target market effectively. The fast changing competition scenario in almost all the business domains is forcing the companies to strengthen their marketing operations to establish and continue with the customer connectivity. Advertisements thus assumed greater significance particularly in consumer goods and services marketing. The marketers are leaving no stone unturned to have communication contact with customers and to influence their purchase behavior and purchase decision process. Yet it remains an unfortunate fact of life that little is actually known for certain about how advertising works.

The issues like, how advertisements impact the behavior of consumers, advertisements from individual and societal perspective are needed to be examined by the marketers in formulating advertising strategy (Mohan & Adinarayana, 2012).

Mewal (2014) identified five characteristics of advertising which affects consumers in their purchase decision. These are Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest.

Kumar (2014) also made a research on the impact of advertisement on consumer behaviors of selected soap and detergent brands. In his study he identified Ad recall, Understandability, Believability and Relevance of advertisements as a measure of effect on consumer behavior.

Sharma (2009) also argued that measuring the effects of advertising is difficult and indirect measures which focus on customer awareness can be adopted. These measures are Exposure, Attention, and Brand awareness. To succeed in the market, companies need to focus and concentrate on the presentation of their products.

The buying behavior of consumers is changing rapidly like never before and the companies should take care of the interest and taste of the consumers. There must be a proper planning and strategies have to be used to capture the mind-set of the viewers or consumers (Pallav, 2016).

Advertising researches conducted in Ethiopia which the researcher had come across in reviewing literatures focused on advertising impact in building brand equity. Martha A (2017), Kassahun F (2015) had conducted a research on the impact of advertising on brand equity of the soap and detergent and the beer industry respectively. Both researches identified elements of brand equity and assessed the impact of advertising in building brand equity.

In research conducted by Netsanet B (2017) on the *-Impact of Advertising on Consumer Purchase intention of the Beer Market*”, advertisement factors such as message appeals, advertisement media and source factor were identified as independent variables to predict purchase intentions. Among these factors message appeal found to be the most predictor for purchase intention of beer. The research was conducted on the brewery industry which limits its applicability towards consumer of soap and detergents.

The main reason for conducting this research was that the observation of the researcher in advertising message which lacks efficiency in affecting consumer’s decision. Preliminary assessment on consumers showed that consumers are opined that the ongoing soap and detergent advertisements are not used as an input for their decision making process. Marketers should be able to impact consumers for their products through advertising which can reach a large number of consumers at a given time. Therefore it became the interest of this researcher to investigate the effects of advertising from a different dimension considering advertising characters of Understandability, Memorability, Credibility, and Originality. Furthermore as indicated by Martha A (2017) there is lack of literature, strong support document, reports regarding the soap and detergent industry. It is the belief of this researcher that conducting this study also helped filling this gap by contributing some input to the industry’s marketing literature. The research contributed to the study of advertising both in developing a conceptual framework from a different perspective and in its area of applicability.

## **1.4 Research Question**

The researcher had gone through previous related articles in the area of the research topic specifically in low involvement products such as soap and detergents. As most consumer behavior literatures support it is characterized by habitual buying behavior. Habitual buying behavior occurs under conditions of low consumer involvement and little significant brand difference. Consumers

have little involvement in this product category they simply go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumers appear to have low involvement with most low-cost, frequently purchased products such as soap and detergents.

In such cases, consumer behavior does not pass through the usual belief-attitude-behavior sequence. Consumers do not search extensively for information about the brands, evaluate brand. Therefore based on this, this research tried to respond to the following main research questions.

- What is the effect of advertising on purchase intention of soap and detergents in the context of Ethiopia?

### **Sub-Research Questions:**

1. What factors do consumers consider in their purchase intention of soap and detergents?
2. What is the effect of Understandability of advertisement towards the purchase intention of soap and detergents?
3. What is the effect of Memorability of advertisement towards purchase intention of soap and detergent?
4. What is the effect of Credibility of advertisement towards purchase intention of soap and detergents?
5. What is the effect of Originality of advertisement towards purchase intention of soap and detergents?

## **1.5 Objective of the Study**

### **1.5.1 General Objective**

The general objective of this study is to investigate the effect of advertising on consumers purchase intention of soap and detergents in Ethiopia.

### **1.5.2 Specific Objectives**

- Investigating what factors consumers consider in their purchase intention of soap and detergents
- Examining the effect Understandability of advertisement on consumers purchase intention of soap and detergent.
- Investigating the effect Memorability of advertisement on consumer purchase intention soap and detergents
- Examining the effect Credibility of advertisement on consumer purchase intention of soap and detergents
- Investigating the effect Originality of advertisement on consumer purchase intention soap and detergents

### **1.6 Significance of the Study**

Companies are focusing more on advertising in recent years to communicate the target market. The fast changing competition scenario in almost all the business domain is forcing companies to establish and continue with customer connectivity. Advertising thus assumes greater significance particularly in consumer goods and service marketing (Mohan & Adinarayana, 2012).

Thus, the benefit of this study is to provide an examination on the effect of advertising on consumers purchase intention in the case of soap and detergents in Ethiopia. The results of this study identified which characters of advertising consumers consider as an input for their decision process and hence provide marketers a foundation in designing advertising strategy for the specific product.

### **1.7 Scope of the Study**

The scope of this study is limited to advertisement characters of Understandability, Credibility, Memorability and Originality. The necessary data was collected using both primary and secondary data. The geographical scope was restricted to consumers in Addis Ababa. The study period covered from April to September 2018.

## **1.8 Limitation of the Study**

The method of sampling in this study was convenience sampling which may have limited its representativeness of the population. In addition to this, purchase intention by itself does not guarantee purchase decisions. This research did not also examine specific type of advertising media.

## **1.9 Definition of terms**

**Advertising**-it is conventionally regarded as one element of the promotional mix, a management tool defined by its explicitly promotional, mediated and paid for character and differentiated from other communication disciplines such as public relations, personal selling, corporate communication, sales promotion (Hackely,2005).

**Purchase intention**- The willingness of a customer to buy a certain product or a certain service is known as purchase intention (Kotler &Armstrong, 1991).

## **1.10 Organization of the Study**

In order to be able to achieve the above mentioned objectives, the research paper was organized in the following manner.

**Chapter One**-includes background of the study, statement of the problem, research objective, research question, and scope of the study, limitation of the study and definition of terms.

**Chapter Two**-is presentation of the literature review which is relevant to the study and the research hypothesis. It includes both the theoretical and empirical review. In addition conceptual frame work developed from the literature review is part of this chapter,

**Chapter Three**-is the research design and method. It includes subsections such as the research approach and design, sampling design, type and source of data, data collection instrument and its analysis method.

**Chapter Four**-covers the Results and Discussion .It presents, discuss, analyze & interpret the collected data.

**Chapter Five**-is the final chapter which includes Summary of findings, Conclusions, limitations of the study and Recommendations.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

This chapter provides review of related literatures. In line with the objective of the study it centers advertising as its core point. Furthermore it will review the effects advertising has on the purchase intention of consumers in the soap and detergent industry.

#### 2.1 Theoretical Review

##### 2.1.1 Theories of Advertising

In the literature, instead of one proven theory, there are at least four distinct, alternative theoretical formulations of how advertising produces its effect. Weilbacher (1984) summarizes these four theories.

**Pressure – Response Theories** of advertising assume that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect. This theory tends to ignore the quality of advertising creative work in causing advertising effects.

**Active Learning Theories** of advertising assume that advertising conveys information that leads to attitude change and, in turn, to changes in market place behavior.

**Low Involvement Theories** of advertising assume, at least in some advertising situations, that the information content of advertising is not of importance to the consumer and that it tends to be passively stored rather than actively evaluated in relation to consumer reactions to products and companies. In this conception, advertising effects cumulatively increase brand relevance or salience, result in changed purchase behavior, and lead to revised attitudes only after the brand has been purchased or used.

**Dissonance Reduction Theories** suggest that behavior may lead to attitude change and that newly formed attitudes are reinforced and stabilized by information from advertising.

## **2.1.2 Models of Advertising Effect**

The linear information processing theories of communication and persuasion have been highly influential in both advertising and marketing communications textbooks and also in professional practice. These theories generally reflect the methods and assumptions of cognitive psychology. In particular, they draw an analogy between the information processing of computers and that of humans.

### **i) AIDA model**

One of the models in the hierarchy of effects model is the AIDA model. This model refers to specific techniques necessary to implement when creating an advertisement. The model was first developed for the stages a sales person should follow in his sales. It was used in assisting sales training. Hierarchy-of-effects models of advertising persuasion tend to be variations on Strong's (1925) AIDA (Awareness, Interest, Desire, Action) sequence in which the consumer is moved along a linear continuum of internal states from unawareness to awareness, then interest is elicited and desire (for the brand) aroused. Finally, the consumer is stirred into action in the form of a purchase (hence the acronym AIDA).

The AIDA process suggests that the principal task is to move people from levels of unawareness to awareness, and through developing interest and desire, move them to take action – especially in the form of product purchase. Inherent in this model is the implication that advertising works through a process of persuading people to buy, that not only should they be aware of the product but that they should buy because advertising has convinced them that it is something they want. Advertising's role, therefore, is to make the market aware and provide sufficiently enticing and imaginative messages to generate interest and desire to purchase.

### **ii) Hierarchy of Effects Model**

The second model, conceived by Lavidge and Steiner is the Hierarchy of Effects model that recognizes two additional steps before the recipient becomes a purchaser and gives importance to cognitive stages. The individual is seen to move from an Awareness of the product's existence to Knowledge of the product's attributes. From there progresses to liking for the product, which results in a preference for that product above the others available. Then gets a conviction as to the value of that product to him, which leads to the eventual stage of purchasing the product.

### iii) Innovation-Adoption model

Based on Diffusion of Innovations theory in communication (Rogers 1973), describes how advertising helps in creating acceptance for a new product. By spreading awareness amongst the audience about the product to increasing their interest levels (creative executions play a crucial role) aids the consumer segment into evaluating both the communication and also the product leading to trial use. This trial is pre-emptive action before the ultimate purchase decision. Advertising is significant because it leads the consumer to trial, leaving it to finally adopt or reject the product based on the merit of the product and other elements of the marketing mix. In case of rejection, advertising reinitiates the process by using innovative message execution strategies to position the product in an alternative manner. Advertising rarely relies on drastic changes in the product to gain acceptance from the audiences.

### 2.1.3 Types of Advertising

Sandage, Fryburger & Rotzoll (2001) identified seven types of advertising. These are

- **Brand advertising** is usually visual and textual advertising. It is intended primarily to achieve a higher level of consumer recognition of specific brands.
- **Commerce and retail advertising** this type of advertising focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.
- **Political advertising** this type of advertising is considered as one of the most prominent and the most influential types of advertising. A positive image of the politician is formed.
- **Advertising with a feedback** this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).
- **Corporate advertising** is an advertising which almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the

public opinion (a certain segment of buyers) to support the point of view of the advertiser.

- ***Business advertising*** is professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.
- ***Public or social advertising*** is advertising oriented to the audience which is united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

#### **2.1.4 Advertising and Consumer Behavior**

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This view of consumer behavior is broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process.

Consumer purchase intention can be defined as the implied promises to one's self to buy the product again whenever one makes next trip to a market (Fandos & Flavian 2006). Purchase intention means the likelihood that a consumer will buy a particular product; the higher the purchase intention, the greater the purchase probability (Kotler & Armstrong 2012).

Consumer purchase intention is a kind of decision making that studies the reason to buy a particular brand by consumer (Shah 2012). Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Consumers start collecting information from external and own experience. Once they collect certain amount of information, consumer assess and evaluate the information to reach at the purchase decision.

Consumers pass through different stages in their purchase decision process. The issues involved in the process include problem recognition & identification, Product information search, identification & evaluation of choices, vendor recognition & selection, price negotiation, negotiation of terms and conditions, buying process and post purchase evaluation & grievances.

Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumers "to-do" list.

## **2.2 Empirical Review**

Advertising is considered to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and reminding and, over the longer term, developing and maintaining brands. Some argue that once started, advertising should be a continuous activity (Picton & Rodrick, 2005).

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers (Dhaliwal, 2016).

In a study conducted regarding the *effects of advertising with reference to cosmetic product in India* revealed that 70% of the consumers were influenced by the advertisement. Advertisements on cosmetic products, inform them on the essence of using the product and create awareness of the cosmetic products but their purchase of these products is highly influenced by other factors like the quality, brand, others recommendation and price (Ampofo, 2014).

Following the conceptual framework developed by Mewal N (2015) he identified Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest as the key drivers which pushes the consumer in the direction of purchase. Understandability, attention grabbing, and honest advertisement were found to be strongly related to consumer buying behavior where as impressive, attention grabbing and creative advertising found to be moderately related. Attention grabbing Ad ,impressive and Honest advertising rank from 1<sup>st</sup> to 3<sup>rd</sup> while memorable, creative and Simple to understand advertisement rank from 4<sup>th</sup> to 6<sup>th</sup> in their degree of influence. Hence, understandability in advertisement has an effect on purchase intentions.

### **2.2.1 Relationship between Understandability of advertisement and purchase intention**

Company's advertising message should be understandable. It should not be complex. The simplicity of the advertisement leads to impact the information consumers so that they are well informed and can make a good choice (Mewal, 2015).

Advertisement often consists of complex tools; the target group has to work hard to decode the message as there are several ways for people to decode a message. Therefore it is important that the sender is aware of the target group. Advertisers have to be aware of the fact that people interpret messages differently based on prior experience, age, sex, religion, culture and beliefs. Therefore message should be clear and simple to understand (Johanseenet.al 2010).

Tahkur in his research entitled "*the impact of advertisement on customer buying behavior of personal care products*" also depicted that advertisement features of understandability was an important factor that 52% of the respondents agree on its influence on their purchasing decision. Hence, understandability in advertisement has an effect on purchase intentions.

### **2.2.2 Relationship between memorability of advertisement and purchase intention**

If a target audience cannot remember a marketer's message, advertising largely becomes a waste of time, money and resource. Dholakia & Usitalo (2002) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. With an effective advertisement, the viewer should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement.

Lange and Dahlan (2003) believed that Ad memorability has a double effect. When consumers are exposed to a typical Ad for a familiar brand the ad should be easy to recognize and to store in memory to be easily retrieved from the schema .Furthermore incongruent Ad actually made familiar brand easier to remember. The Ad makes consumer to process information more carefully and it evokes stored brand schema.

### **2.2.3 Relationship between credibility of advertisement and purchase intention**

According to Lutz (1985), advertising credibility is defined as the degree to which the consumer perceive claims made about the brand in the Ad to be truthful & believable. It refers to the

consumer perception of what extent consumers perceive the message of the ad to be believable and to what extent the consumes really trust the source advertising. In addition, Zineyemba and Manase (2015) studied factors looked in for adverts and found out that convincing message influence consumers at a significant rate. Therefore, Credibility of advertisement has an effect on purchase intentions.

#### **2.2.4 Relationship between originality of advertisement and purchase intention**

Originality is one of the dimensions of creative advertising. An original Ad comprises elements that are rare or surprising, or that move away from the obvious and commonplace. The focus is on the uniqueness of ideas or feature contained on the Advertisement (Reinartz & Saffert 2013).

Advertising original idea has been considered as an important factor that influences consumers' reaction to the message and in turn advertising effectiveness. The essence of original idea is that anyone else didn't think like that before (Chernkova 2012). This study revealed that original idea, humor and music were what respondents notice in creative advertising.

In a research conducted by Maniu and Zahire (2014), they approached creativity using traditional and non-traditional media. Their investigation was by considering what creativity would provide: originality & message relevance and applying it to attitude towards ad model.

As a result their findings were that both originality and message relevance showed positive and significant relationship which they affirmed that it is in line with the findings of by Dahlen and Edenius (2007). However, the findings emphasizes that originality in non-traditional media develops a more favorable attitude towards the Ad than traditional media.

## 2.3 Conceptual Framework and Hypothesis

### 2.3.1 Conceptual Framework

This study is designed to determine the effect of advertising on consumer purchase intention of soap and detergents. It will assess the advertising characters and their impact on consumers purchase decision process.

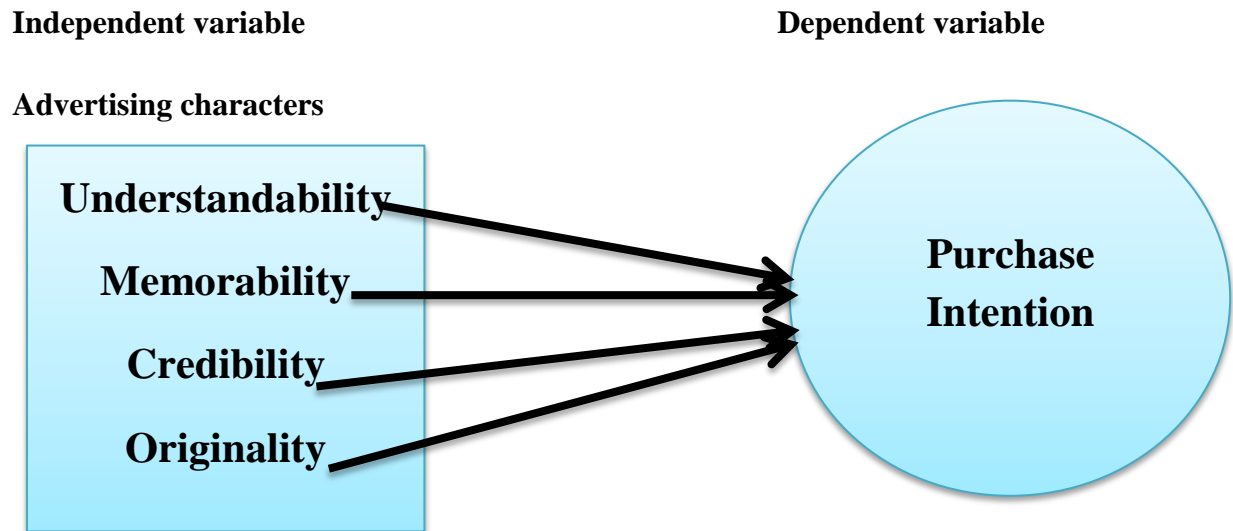


Figure 1 Conceptual Framework

Source: Adopted from Mewal N, (2015), Mainu &Zahire(2014),Reinartz &Saffert 2013).

### 2.3.2 Research Hypothesis

Based on the above framework, the following hypothesis has been formulated for each variable under the study.

**H1:** Understandability of advertisement has a significant effect on the purchase intention of consumers for soap and detergents.

**H2:** Memorability of advertisement has a significant effect on the purchase intention of consumers for soap and detergents.

**H3:** Credibility of advertisement has a significant effect on the purchase intention of consumers for soap and detergents.

**H4:** Originality of advertisement has a significant effect on the purchase intention of consumers for soap and detergent

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODS**

#### **3.1 Introduction**

This chapter covers a planned action in the arrangement of collection of data, measurement and analysis of data in a manner that is relevant to the research purpose. It includes all the methods, techniques and procedures that will be used in conducting the research.

#### **3.2 Research Approach**

Punch as cited by Huges (1998) suggested factors to consider while choosing research approach. One factor that was mentioned is the literature and how others researchers dealt with it. It is the desire of this researcher to align this research with the standard approaches with previous studies and hence adopted quantitative approach. The researcher examined the relationship among the identified variables using statistical procedures. Consequently analyzing data with quantitative strategy requires an understanding of relationships among variables by either descriptive or inferential statistics. Descriptive statistics also helps to draw inferences about populations and to estimate the parameters (Trochim 2000).

#### **3.3 Research Design**

Research designs are plans and procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Cresswell 2009). It is a frame work for conducting a research project.

There are three research designs based on the purpose of inquiry. These are exploratory, explanatory, and descriptive. Of which this research is explanatory in a sense that it identified the links between advertising and purchase intentions of consumers for soap and detergents

### **3.4 Sampling Design**

#### **3.4.1 Target population**

Creswell (2009) defined Population as the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study. Accordingly the area of interest of this study was consumers of soap and detergents in Addis Ababa region.

#### **3.4.2 Sampling techniques**

The two broad categories of sampling techniques are probability sampling and non-probability sampling. In probability sampling every unit of the population has equal chances of being selected as a sample unit. In non-probability sampling units in the population have unequal or zero chances of being selected as a sample unit.

Convenience sampling is a type of non-probability sampling where members of target population meet certain criteria such as easy accessibility, geographical proximity, availability at a given time or willingness to participate. Furthermore convenience sampling is affordable, and the subjects are readily available (Etiken, Musa & Alkasim 2016). In light of the above practical consideration, the researcher had adopted non probability convenience sampling.

#### **3.4.3 Sample size**

Sample size refers to the number of items to be selected from the universe to constitute a sample. It should neither be excessively large nor too will small. An optimum sample be representative and reliable of the universe.

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

$$n = \frac{Z^2 (Pq)}{e^2}$$

Where:

**Z** = is the value from z tables (1.96) at 95% confidence level

**P** = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

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

**e** = the desire level of precision (0.05)

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

Therefore a total number of 384 respondents were selected out to conduct this study.

### **3.5 Source of data**

The researcher used both primary and secondary data. The primary data were collected from respondents to get a good understanding of advertising effects on consumers regarding purchase of soap and detergents.

The study also utilized secondary data obtained from written materials like: academic books, journals, magazines, research papers, internet resources for literature review.

### **3.6 Data collection Instrument**

A questioner is essentially a structured technique for collecting primary data. It is generally a series of questions for which the respondents has to provide answers (Bell 1999). According to Bell if administered properly, a questionnaire can prove to be an excellent method to obtain quantitative data about peoples attitude, values, experiences and past behavior. It will also allow to gather a significant amount of data at relatively low cost. Hence a self-administered questioner was prepared both in Amharic and English language to facilitate the data gathering and reach out larger number of consumers. The first part of the questioner was designed with multiple choice questions to gather general knowledge about the respondents. The rest of the questioner was designed by a five point like hart scale which tells that how the respondents strongly disagree or agree with the statement stated. It was designed in a way that is clear, brief and simple to understand to the respondents as well as covers the relevant aspects of the model used.

### **3.7 Data analysis methods**

In order to be able to make inferences from the model developed, data analysis is important. It was necessary to employ statistical techniques to analyze the information as this study was quantitative in nature. Computer program such as SPSS was used to analyze the quantitative data. SPSS is powerful program, able to deal with large datasets, and relatively easy to use (Mooi and Sarstedt 2011). Correlation analysis was used to determine the nature of relationship between the independent and dependent variable. Further, multiple regression analysis was also applied to further explain the significance impacts of the dependent and independent variables.

### **3.8 Validity and Reliability**

#### **3.8.1 Validity**

Validity refers to the accuracy of an assessment whether or not it measures what it supposed to measure. To ensure the validity, the researcher incorporated opinions of experts in addition to the efforts on the area. In addition a detailed literature review also confirms to the research validity. Questionnaire was also refined based on opinions from sample respondents which required clarification and modification.

#### **3.8.2 Reliability**

Research reliability refers to the degree to which research method produces stable and consistent results. A specific measure is considered to be reliable if it provides a consistent result. In this study, Cronbach's alpha ( $\alpha$ ) was used to test the reliability of the measure. The result obtained from the reliability analysis indicted that it is in the range of acceptable level which is  $\alpha$  of 0.7.

### **3.9 Research Ethics**

This study considered some ethical issues while conducting the research. The participants in this research had the right to choose whether or not to participate. They were also informed of all aspects of a research task. Consumers were also given the right to privacy about the information they provided. The participants name was never mentioned in any of the data presentation and it will remain confidential.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1. Introduction

In the previous chapters, orientation of the study, literature review and the research design and methodology had been presented. This chapter presents the analysis of the survey questionnaire as well as the results of the data analysis so that the ultimate objective of this study is realized.

The population for this study was soap and detergents consumers. The data had been collected from consumers in Addis Abeba. Out of the 384 questionnaires, 330 were returned filled properly and used for the analysis. According to Saunders (2002), a response rate of 70% and above for questionnaire survey is sufficient to carry out the analysis.

#### 4.2 Measurement of Reliability (*Cronbach's Alpha*)

Maholtra (2005) state the coefficient alpha is the average of all possible split half coefficients resulting from different ways of splitting the scale item. This coefficient of alpha varies from 0 to 1, and the value of 0.6 or less is generally indicates unsatisfactory internal consistency reliability.

The measure of reliability test calculated indicated a Cronbach's alpha of understandability  $\alpha=.815$ , memorability  $\alpha=.744$ , credibility  $\alpha=.865$  and originality  $\alpha=.836$ . Based on the above range all the variables designed were found to be a good measure of the internal consistency. ( $\alpha >.60$ )

**Table 4.1 Reliability coefficients of study variables (Cronbach's Alpha)**

Item	N	Cronbach's Alpha
Over all reliability	27	.890
Understandability	3	.815
Memorability	4	.744
Credibility	4	.865
Originality	4	.836
Purchase intention	4	.777
Assessment of consumer behavior	8	.814

*Source own research survey data 2018*

## 4.2 Demographic Profile of Respondents

### 4.2.1. Demographic and socioeconomic characteristics of the respondents

Table 4.2 shows that among the 330 respondents 163(49%) were female while the 167(51%) were male. Among this proportion the higher response rate from the female is in the age group between 25-34(38%) followed by age group 35-44(28.5%).The younger and the older age group which is between 15-24 and above 45 constitute 2.15% and 12% of the female respondents respectively.

Considering the male respondents, the higher number of response is between the age group of 25-34 followed by 35-44. The younger and the older age group respondents made 16.2% and 14.4 % of the total respondents. The male respondents exhibit higher number for the age group between 25-44 that is a total of 41.9% of the total respondents.

**Table 4.2 Summary of age distribution of the respondents**

		Sex					
		female		male		Total	
		frequency	percent	frequency	percent	frequency	percent
Age group	15-24	35	21.5	27	16.2	62	18.8
	25-34	62	38.0	70	41.9	132	40.0
	35-44	46	28.2	46	27.5	92	27.9
	45and above	20	12.3	24	14.4	44	13.3
	Total	163	100.0	167	100.0	330	100.0

*Source own research survey data 2018*

### 4.3 Socioeconomic characteristics of the respondents

Out of the total respondents, 32% had completed TVET level while 24.2% of the respondents are 12 and below grade level. Master's degree holders accounts for 19.4% of the respondents followed by bachelor and diploma holders.

Majority of the respondents (49.7%) are self-employed. Private workers comprise of 13.9% the respondents next to NGO (30%) employees.

Most respondents fall between the income categories of 2000-5000 Birr which is 42.7% of the total valid number.

**Table 4.3 summary of educational background of respondents**

		Sex					
		female		male		Total	
		frequency		frequency	percent	frequency	percent
Education	12 and	39	23.9	41	24.6	80	24.2
	TVET	56	34.4	50	29.9	106	32.1
	Diploma	17	10.4	19	11.4	36	10.9
	Bachelor	23	14.1	21	12.6	44	13.3
	Masters & above	28	17.2	36	21.6	64	19.4
Occupation	Government	9	5.5	12	7.2	21	6.4
	private	30	18.4	16	9.6	46	13.9
	NGO	52	31.9	47	28.1	99	30.0
	Self- employee	72	44.2	92	55.1	164	49.7
	Other	0	0.0	0	0.0	0	0.0
Income	2000Br. and below	16	9.8	13	7.8	29	8.8
	2001- 5000Br	54	33.1	87	52.1	141	42.7
	5001- 10,000Br	64	39.3	50	29.9	114	34.5
	> 10000Br	29	17.8	17	10.2	46	13.9
	Total	163	100.0	167	100.0	330	100.0

*Source own research survey data 2018*

#### 4.4. Mean degree of agreement on factors affecting purchase intention of soap and detergent

As can be inferred from table 4.4, respondents agree (mean value of 4.25) that advertisement influences them to buy a specific soap and detergent brand followed by sales person and family And friends (mean value of 4.13 and 4.00).

Regarding their preference to buy a specific soap and detergent, on average respondents agree that new product launch and price discounts are the factors considered followed by advertisement. Participants of the study also agree (mean value of 3.9) that advertisement made them to switch to another product followed by price discount (mean value of 3.8).

**Table 4.4 Perception of respondents about purchase intentions of soap and detergent**

Items measuring Purchasing intention of and soap and detergents	Mean	s	CV(%)
Family and friends influence my purchase intention for a specific soap and detergent brand	4.00	0.842	21
Advertisement influences my purchase intention for a specific soap and detergent brand	4.25	0.812	19.1
Sales person influence my purchase intention for a specific soap and detergent brand	4.13	0.743	18
I prefer to buy soap and detergents whenever new product is launched	4.19	0.849	20.3
I prefer to buy soap and detergents whenever there is discount	4.15	0.913	22
I have considered buying a soap and detergent after coming across an advertisement	3.68	1.072	29.2
I have considered switching to other brands due to advertisement	3.94	0.857	21.8
I have considered switching to other soap and soap and detergents brands due to price discount	3.84	0.973	25.3

*Source own research survey data 2018*

## 4.5 Mean degree of agreement on advertisement characters and purchase intentions

The responses on understandability, memorability, credibility and originality of soap and detergent AD and the degree of agreement to purchase advertised and soap and detergents is summarized below. The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. On the scale from 1 to 5 (1 strongly disagree to 5 strongly agree) the lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

### 4.5.1 Mean degree of agreement on advertisement being simple to understand

From the gathered data, respondents agree (mean = 4.1) that the soap and detergent ads are simple enough to make respondents purchase the advertised product. On the other hand the respondents disagrees (mean = 1.8, mean = 2.4) that the soap and detergent ads are not convincing or confusing respectively.

**Table 4.5 Summary of descriptive statistics of advertisement being simple to understand**

Constructs	Mean	s	CV
The advertisement message of soap and detergents is simple to understand as a result it helps me decide to buy the product	4.1	.97	24.1
The facts in the soap and detergent Ads do not convince me to the benefits of the products	1.8	.84	46.6
Since the Ad is very confusing, i cannot understand what the Ad is all about	2.4	1.2	50

*Source own research survey data 2018*

### 4.5.2 Mean degree of agreement on Memorability of advertisement

As illustrated on table 4.6, respondents agree that advertisement message being memorable influences them into their purchasing decision of soap and detergents (mean value of 4.13) Respondents disagree with the advertisement message being weak and not sticking for long.

**Table 4.6 Summary of Descriptive statistics of advertisement being memorable**

	Mean	s	CV
The Advertisement message of soap and soa detergents is memorable as a result it influences me to decide to buy the product	3.82	1.05	27.6
The Advertisement message of soap and detergents familiarizes me with the specific brand advertised	3.63	1.01	27.9
Sinc The Ads are so weak, they do not stick in my brain for so long	3.6	0.94	26.2
Mostly i discuss the Ads with my friends after viewing it	3.54	1.1	31.8

*Source own research survey data 2018*

### 4.5.3 Mean degree of agreement on credibility of advertisement

The influence of Credibility in advertisement scored a high mean value of 4.2 for source credibility. Respondents also agree with the statement that states credibility in advertisement influences their purchase intention. Respondents on average do not agree with the construct that states advertisements are exaggerated. In addition they consider advertisement as an honest source of information source and realistic.

**Table 4.7 Summary of descriptive statistics of advertisement being credible**

	Mean	S	CV
When the advertisement message is credible it influences me to decide to buy the product	4.04	.982	22.3
When advertising of soap and soap and detergents are produced by individuals who are credible enhances its credibility	4.2	.835	30.6
I believe that advertisement of soap and soap and detergents are exaggerated	2.3	1.16	22.0
Since the Ads are always unrealistic i cannot consider as honest information source	1.8	0.85	50.5

*Source own research survey data 2018*

#### **4.4.4 Mean degree of agreement on originality of advertisement**

Respondents agree that originality in advertisement influence them to buy a soap and detergent product. On average respondents agree that out of ordinary ideas, creative ideas departing from stereotypical thinking and uniqueness in advertisement are relevant for soap and detergent advertisements (Mean value of 3.6).However the coefficient of variation is higher among respondents for relevancy of out of ordinary ideas in advertisements.

**Table 4.8 Summary of descriptive statistics of advertisement being original**

	Mean	S	CV
originality in advertisement influence me to buy soap and detergent's	4.21	.829	19.7
I believe out of ordinary ideas in soap and detergent advertising are relevant	3.66	1.13	30.8
When advertising soap and detergents depart from stereotypical thinking, it grabs my attention	3.63	.941	25.9
When soap and detergents Ads are unique, it sticks in my mind	3.60	.944	26.2

*Source own research survey data 2018*

#### **4.5. Correlation analysis**

A correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. It is an effect size and so we can verbally describe the strength of the correlation. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. Evans (1996) suggested the following values for the correlation coefficients. .00-.19 “very weak”, .20-.39 “weak”, .40-.59 “moderate”, .60-.79 “strong” and .80-1.0 “very strong”. Based on this guide, the findings from the correlation analysis had been interpreted as follows.

As indicated in the matrix, the person correlation coefficient shows that originality, understandability and memorability has a strong correlation with purchase intention with a coefficient of  $r=.784$ ,  $r=.762$  and  $r=.642$  respectively. Credibility in advertisement has a moderate correlation with a coefficient of  $r=.488$ . Each independent variable correlates perfectly with itself with a coefficient of  $r=1$ . Therefore all independent variables have a strong and positive correlation with the dependent variable at a significant level of  $p=.000$

**Table 4.9 summary of correlation Table**

<b>Correlations</b>						
		Simplicity/ clarity to understand	memorability	credibility	originality	Purchase intention
Understandability	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	330				
Memorability	Pearson Correlation	.316**	1			
	Sig. (2-tailed)	.000				
	N	330	330			
Credibility of	Pearson Correlation	.122*	.436**	1		
	Sig. (2-tailed)	.027	.000			
	N	330	330	330		
Originality	Pearson Correlation	.753**	.348**	.064	1	
	Sig. (2-tailed)	.000	.000	.247		
	N	330	330	330	330	
Ad impact on Purchase intention	Pearson Correlation	.762**	.642**	.488**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	330	330	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

*Source own research survey data 2018*

## 4.6. Multiple Regression Analysis

In order to determine the explanatory power of the independent variables in the variance of the dependent variable, multiple linear regression analysis was employed. To evaluate the effect of advertisement, this research looked at the four predictive variables. These are advertisement being understandability, advertisement being memorable, advertisement being credible and advertisement originality.

Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. The assumptions in multiple regressions which are normality of the distribution, multicollinearity, linearity and homogeneity should be satisfied and the results are summarized below.

### 4.6.1 Normality Test

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). The skewness and kurtosis statistics of all variables are close to zero indicating the distribution of the scores in the variables is more or less symmetrical and normal distributed. The result is presented below.

**Table 4.10 Normality statistics**

	Skewness		Kurtosis	
	Statistic	Std.Error	Statistic	Std. Error
Simplicity of soap and detergent advertisement	-.423	.134	-.720	.268
Memorability of soap and detergent advertisement	-.205	.134	-.203	.268
Credibility of soap and detergent advertisement	-.470	.134	-.638	.268
Originality of soap and detergent advertisement	-.411	.134	-.388	.268
Degree of purchasing advertised soap and detergents	-1.172	.134	.239	.268

*Source own research survey data 2018*

## 4.6.2 Multicollinearity Test

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. Multicollinearity occurs when there are high inter correlations among some set of the predictor variable .According to Yoo (2014), if tolerance value exceeds 10, then it is considered as problematic and indicates the existence of multicollinearity. The collinearity statistics shown in table 4.11 indicated that the tolerance and VIF are all less than 10.

**Table 4.11 Multicollinearity statistics**

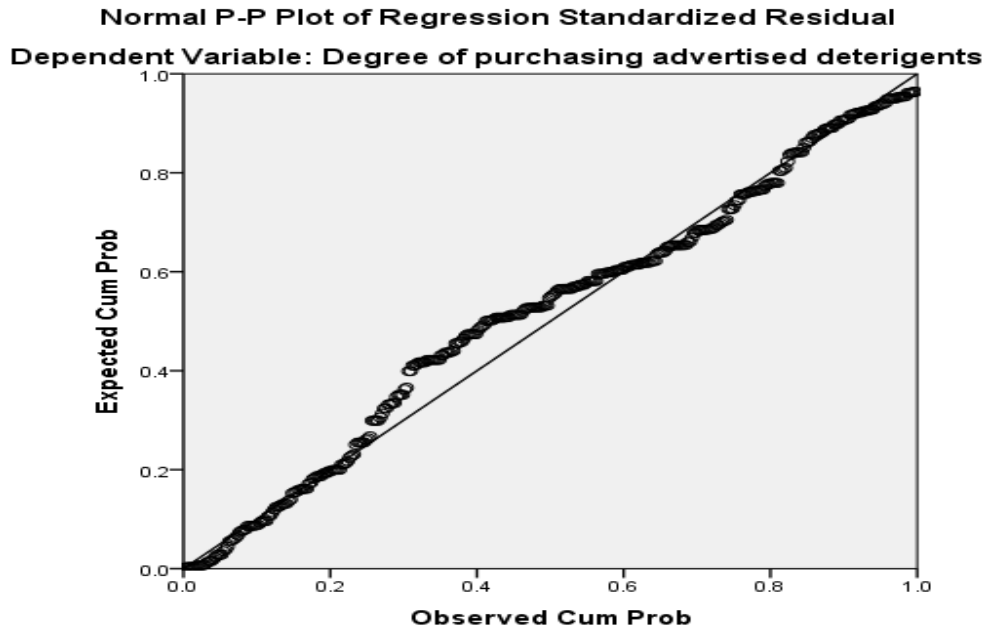
Coefficients <sup>a</sup>								
Model		Unstandardized		Standardized	t	Sig.	Collinearity Statistics	
		Coefficients		Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-3.764	.152		-24.694	.000		
	Understandability of ads	.452	.039	.311	11.496	.000	.427	2.344
	Memorability of ads	.405	.033	.255	12.127	.000	.706	1.417
	Credibility of ads	.473	.030	.311	15.695	.000	.796	1.256
	Originality of ads	.692	.043	.442	16.053	.000	.412	2.426

a. Dependent Variable: Purchasing intention

*Source own research survey data 2018*

## 4.6.3 Linearity

Multiple Regressions assume a linear relationship between the independent and dependent variables. Nonlinearity can be diagnosed by observing in a plot of observed versus predicted values which are a part of standard regression output. The points should be symmetrically distributed around a diagonal line in the P-P plot with a roughly constant variance. In order to determine the relationship between purchase intention and characters of advertising, plots of the regression residuals had been used .As depicted in the below diagram, the relationship between the dependent and of linearity had been met.



**Figure 2 P-P Plot**

#### 4.6.4 Homogeneity Test

In order to design a multiple regression model for consumers' purchasing intention against the independent variables combining demographic factors (sex, age) and socioeconomic factors (education, occupation, income level) homogeneity test was carried using Leven test to see how homogeneous (equal) the error variances of the dependent variables across the different categories of sex, age, education, occupation and income stat

**Table 4.12 Homogeneity statistics**

<b>Levene's Test of Equality of Error Variances</b>			
Dependent Variable:			
F	df1	df2	Sig.
.863	102	227	.801
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Understability_ads + memorability_ads			

*Source own research survey data 2018*

The test result has failed to reject the null hypothesis that states the error variances of the dependent variables across the different categories of these demographic and socioeconomic factors are the same. In other words the respondents (male/female, young/old, etc.) are from the same population in terms their purchasing intention of advertised soap and detergent

#### 4.7 Multiple regression analysis

Finally a linear regression model for the dependent variable level of agreement for purchasing advertised soap and detergent against the independent variables (understandability, memorability, credibility, and originality) of soap and detergent ads was calculated. Table 4.11 indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.948) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary, below shows the adjusted R Square is 0.897 which means about 89.7% of the variance in the dependent variable i.e. purchase intention is explained by the independent variables i.e. understandable, memorable, credible and original characters of advertisement.

**Table 4.13: Regression Analysis between Independent and Dependent Variable**

Model	R	R Square	Adjusted R	Std. Error of
1	.948 <sup>a</sup>	.899	.897	.39698

*Source own research survey data 2018*

Table 4.14 shows regression coefficient ( $\beta$ ) of understandability, memorability, credibility and originality of advertisement.  $\beta$  (beta) coefficient help to see the direction and strength of the relationship between independent and dependent variables. The table below shows that understandability, memorability, originality and credibility have been found to significantly (to error level less than 1%) influence the level of agreement of consumers for purchasing advertised soap and detergent.

The level of purchasing advertised soap and detergent is found to increase by 0.452 times, 0.405 times and 0.475times and .692 times as the level of agreement on understandability, memorability, credibility, originality increases by one unit respectively. Accordingly, since the

sign of the  $\beta$  coefficient for the independent variables is positive, there is a positive relationship between the independent variables (understandability, memorability, credibility and originality) and dependent variable (purchase intention).

Table 4.14 shows a higher coefficient for originality beta coefficient of  $\beta=.692$  indicating its grater effect on agreement of purchase intention followed by credibility of advertisement with beta coefficient of  $\beta=.473$ , understandability with  $\beta=.452$  .Memorability in advertisement found to be the variable with the least beta coefficient of .405.

**Table 4.14: Regression for Purchase intention**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.764	.152		-24.694	.000
	Understandability of ads	.452	.039	.311	11.496	.000
	Memorability of ads	.405	.033	.255	12.127	.000
	Credibility of ads	.473	.030	.311	15.695	.000
	Originality of ads	.692	.043	.442	16.053	.000

*Source own research survey data 2018*

By referring to this analysis, the regression equation for the consumers buying behavior of soap and detergents can be algebraically formulated as:

$PI = -3.764 + .452Ad U + .405Ad M + .473Ad C + .692Ad O$
---

Where Ad U is understandability of advertisement

Ad M is Memorability of Advertisement

Ad C is Credibility of Advertisement

Ad O is originality of Advertisement

The above regression equation indicates that when understandability, memorability, credibility and originality of advertisement increases by one unit consumers purchase intention is likely to increase by .452, .405, .473, and .692 respectively. All the dependent variables used in the research are significant predictor of the independent variable.

## **4.8 Discussion of the findings**

### **4.8.1 Discussion of Characteristics of the Respondents regarding their purchase intention of soap and detergents**

Among the factors mentioned in affecting purchase intention for soap and detergents, respondents on average agree that advertisement efforts affects them more as compared with sales person and family and friends.

Regarding their preference when to buy soap and detergents, respondents agree that new products launch as well as discount offers are the factors considered. However their average agreement level on buying soap and detergent after coming across an advertisement is less.

Respondents also agree that advertisement influence them more than price discount to switch to other brands. This indicates that if consumers are aware of products through advertisement, it will affect their day to day decision and encourages them to try new products.

### **4.8.2 Discussion of Analysis Results and hypothesis testing**

#### **Hypothesis 1 Understandability of advertisement has significance effect on consumers purchase intention**

The result of the correlation analysis suggests that the relation among understandability of advertisement and purchase intention is positive and significant. The relation in the correlation analysis is found to be .762 indicating a strong relationship with  $p=.000$ . The regression analysis also indicate that the dependent variable which is understandability has a predictive value of 452. Therefore Hypothesis 1, understandability of advertisement has significance effect on consumers towards purchase intention of consumer is accepted. This is in line with the findings of D. Prasanna Kumar and K. Venkateswara Raju (2013). In their study about the role of advertising; they have found that there is a significant relation between the ability of AD in conveying the intended message (Clarity to understand) and its ability in changing opinions of consumers.

MewalN (2015) also supported these findings and reported that understandability in advertisement is moderately correlated. ( $r= .673$ ) However the regression analysis is different

from the finding of this study. Mewael N (2015) concluded that understandability of advertisement is a variable with least predictive value of consumer's behavior with beta value 0.111.

### **Hypothesis 2 Memorability of advertisement has significance effect on consumers purchase intention**

Memorability in advertisement is among the four variables which had been investigated under this research. It is found to be strongly correlated with purchase intention with a correlation coefficient of  $r=0.642$  and  $p$  value of 0.000. The regression analysis also shows that  $\beta=0.452$ . Hence Hypothesis 2, Memorability of advertisement has significance effect on consumers purchase intention is accepted. This finding is also backed by other studies. Halikas and Kokknaki (2013) analyzed relationship between AD recall and consumer purchase behavior using ANOVA. He reported a significant relationship with a values of  $F=24.13$  and  $P<0.00$ .

### **Hypothesis 3 Credibility of advertisement has significance effect on consumers purchase intention**

The other study variable which is Credibility in advertisement has been found to be positively correlated with purchase intention with  $r=0.488$  and  $p=0.000$ . The regression analysis indicates that credibility in advertisement has a beta coefficient of 0.473. Therefore hypothesis 3 is accepted. This supports the findings of Ahamed N(2014). Ahamed N concluded that content credibility and purchase intention is positively correlated with  $r=0.302$  and  $p=0.000$ . The regression analysis also revealed that it has a significant positive relationship with  $\beta=0.113$ ,  $t$ -value of 2.218 and  $p=0.027$ .

Huber, Meyer and Vollman (2015) also affirm that credibility in advertisement directly influences the attitude of consumer toward the product which in turn affects the purchase intention of consumers and their willingness to pay a premium price.

### **Hypothesis 4 originality of advertisement has significance effect on consumers purchase intention**

The fourth variable which is originality is found to be positively correlated with purchase intentions of consumers. The study has found that Originality has a positive correlation with

$r=.784$  and  $p=.000$ . Among the independent variables it is the strongly correlate at significant level. The regression analysis shows that  $\beta=.692$  which shows a higher effect as compared to the other independent variables in explaining the effect on consumers purchase intention. Therefore, hypothesis 4 is accepted.

Other studies also affirm this finding. Mainu & Zahire (2014) studied the originality aspect of advertisement and its effect on attitude towards the AD. They have found out that originality in a non-traditional media develops a more favorable attitude than the traditional media. ( $\beta=.557 > \beta=.452$ ). They have further tested whether attitude towards the AD has an effect on consumers purchase intention. The study revealed that it translates into purchase intention in the case of nontraditional media.

**Table 4.15: summary of the hypotheses testing**

Hypothesis	r-value	Status	Beta	Sig.	Result	Empirical evidence
<b>H1:</b> understandability of advertisement has a significant effect on the purchase intention of consumers for soap and	.762**	Strong	.452	.000	Accepted	Mewal N(2015), Kumar & Raju(2013)
<b>H2:</b> memorability of advertisement has a significant effect on the purchase intention of consumers for soap and	.642**	Moderate	.405	.000	Accepted	Halikas & Kookonaki(2013)
<b>H3:</b> Credibility of advertisement has a significant effect on the purchase intention of consumers for soap and	.488**	Low	.473	.000	Accepted	Zinyzba & Manse(2015) Hubert <i>et al</i> (2015)
<b>H4:</b> Originality of advertisement has a significant effect on the purchase intention of consumers for soap	.784**	Strong	.692	.000	Accepted	Mainu & Zahire (2014)

*Source own research survey data 2018*

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

After presenting the results and discussion of the research in the previous chapter, the summary of findings are now discussed in the light of the previous chapter. Summary of the findings, conclusions and recommendations are presented. Implication for future is also discussed in this chapter.

#### 5.2. Summary of the major findings

From the analysis and discussions of the study the following summary is drawn. The demographic characters of the respondents are found to be proportional. Female respondents accounted for 49% while male respondents accounted for 51% of the total respondents.

Assessment of consumers for their purchase intention of soap and detergents revealed that consumers on average agree that advertisement influences their decision into purchasing followed by sales person and family and friends influence. New product launch and price discounts are also factors considered in building consumers preference of soap and detergents.

The study tried to analyze the effects of advertising on consumers purchase intentions in the case of soap and detergent ads in Ethiopia. It took into consideration four characters of advertising which are understandability, memorability, Credibility and originality. The findings show that all the four characters are positively correlated with the dependent variable which is purchase intention of consumers. The degree of correlation revealed that originality simplicity to understand, memorability and credibility strongly correlates with coefficient of  $r=.784$ ,  $r=.762$ ,  $r=.642$  and  $r=.488$  respectively.

The regression analysis also revealed that simplicity to understand, memorability, credibility and originality in advertisements significantly affect consumers purchase intention with beta coefficients of  $\beta=.452$ ,  $\beta=.405$ ,  $\beta=.475$  and  $\beta=.692$  respectively with  $p=.000$ . The findings support the entire four hypothesis formulated for these research. Regression analysis indicated that originality has the higher level of effect while memorability has the least.

### **5.3. Conclusion**

The perceived problem that instigated the idea of this study was the observation of advertisement messages in affecting consumers purchase decision of soap and detergents. As the preliminary assessment the advertisements lack basic characteristics of effective advertisement criteria.

In the findings and results of previous chapter, it is evidenced that originality has a strong correlation with purchase intention .The second most correlated variable is understandability. Memorability of advertisement is the next in line while credibility showed a lower correlation coefficient. All the correlations between the dependent and independent variable had been found to be significant at a level of 0.01.

Concerning the research objectives, by examining the effect of understandability, memorability, credibility and originality of character of advertisement towards soap and detergent advertisement, it is found that all the research variables has a significant effect on purchase intention of consumers. Among the research variables, originality exhibited higher effect while memorability has the least impact. Credibility ranks second in its effect followed by understandability.

However it should be noted that the regression analysis indicates only 89.7% of the effect of the study variables on purchase intention. The remaining 11.3% is explained by other variables which were not part of this research.

### **5.4 Recommendations**

Having analyzed, discussed and interpreted the data collected in this study, the researcher forwarded the following recommendations.

Regarding the assessment of factors which are considered by consumers for their purchasing decision, advertisement has a greater level of agreement by consumers into influencing their decision. Therefore the promotion strategy designed for soap and detergent industry should focus more on advertising followed by pricing strategy.

Due to the competitive nature the soap and detergent and soap industry with low product differentiation, marketing departments of manufacturers and importers need to develop advertisements which have the potential to impact the consumers by considering the aforementioned advertisement characters.

As indicated in the model, originality has a higher impact in influencing consumers purchase intention. This indicates that advertisement message should be original. In addition the message designed needs to be credible and believable as credibility is one of the characters that consumers believe to impact their purchase decision. (Understandability, memorability, credibility and originality)

Advertisement agencies should focus on original ideas in creating advertisement messages for this specific product. They should also focus on credibility as it owns higher effect compared to the two variables.

## **5.5 Limitations and Directions for Further Studies**

It is the common for researches to own some limitations and when acknowledged it will give directions for further studies. In lieu of this, the following limitations are acknowledged.

The geographical scope of the study was limited to Addis Ababa. Based on these limitations other studies can be conducted on other regions of the country to have an overall perspective of advertisement practices.

The Research was also limited in its scope of studying media factors. The research did not include media analysis in the research. This study can further be extended to include media factors and made an assessment which media type influences consumers more into their decisions.

This study was conducted on soap and d soap and detergents which are considered as one of the FMCG. It can also be conducted on other fast moving consumer goods as well high involvement products to assess the impacts of advertisements.

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## APPENDIX I

**Addis Ababa University School of Commerce,**

**Marketing Management Department**

Dear participants, my name is Lulit Haile. I am a student at Addis Ababa University School of Commerce pursuing Master's degree in Marketing Management. I am currently doing a research regarding *-The Effect of Advertising on consumer purchase intention: A Case of soap and detergent Ads in Ethiopia*". I kindly request you to spend your precious time by filling up this questionnaire. Your feedback will be kept confidential and your answers are highly valuable. Please describe your views of the following statements by encircling on the choices below.

The questionnaire has three sections to be completed. Section I is a general profile question. Section II reflects your buying behavior with regard to soap and detergents. Section there has different statements with respect to advertisement. Please encircle the numbers in each block which best reflect your level of agreement. There is no need to include your name while filling up the questioner .The information requested from you is being collected solely for this research purpose and it will be anonymous, so please respond honestly. If you have any question regarding the questionnaire please contact me with the following address.

**Name** Lulit Haile, **Tel** 0911186439, **E-mail** [hailelulit@yahoo.com](mailto:hailelulit@yahoo.com)

**Thank you**

## **I. Section One: Consumers Profile**

**Please encircle on one of the choices below.**

i. Age (Years)

1. 15 – 24

2. 25 – 34

3. 35-44

4. 45 and above ii. Gender

1. Male

2. Female

iii. Educational Qualification

1. 12 and below

2. TVET.

3. Diploma

4. Bachelor

5. Masters

iv. Occupation

1. Government employee

2. Private employee

3. NGO employee

4. Self-employee

5. Other

v. Monthly Income

1. Br. 2,000.00 and below
2. Br. 2,001.00 - 5,000.00
3. Br. 5,001.00 – 10,000.00
4. Br. 10,001.00 and above

## II. Section Two: General Knowledge of Consumers purchase intention

Please state your level of agreement or disagreement by encircling the numbers in each block for each given statement. The numbers indicates the following scales: 1=strongly disagree  
2=disagree 3=neutral 4=agree 5= strongly agree

S.N	Statements on Purchase intentions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.1	Family and friends influence my Purchase intention for a specific soap and soap and detergent brand.	1	2	3	4	5
1.2	Advertisement influences my Purchase intention for a specific soap and soap and detergent brand.	1	2	3	4	5
1.3	Sales person influence my purchase Intention for specific soap and detergent brand.	1	2	3	4	5
1.4	I prefer to buy soap and soap and detergents whenever new product is launched.	1	2	3	4	5
1.5	I prefer to buy soap and detergents Whenever there is discount.	1	2	3	4	5
1.6	I have considered buying soap and detergent After coming across an advertisement.	1	2	3	4	5
1.7	I consider switching to other soap And soap and detergent brands due to advertisements.	1	2	3	4	5
1.8	I consider switching to other soap and soap and detergent brands due to price discount.	1	2	3	4	5

### III. Section Three: Advertisement Impact Assessment

Please state your level of agreement or disagreement by encircling the numbers in each block for each given statement. The numbers indicates the following scales: 1=strongly disagree 2=disagree 3=neutral 4=agree 5= strongly agree

1	Understandability of advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.1	The advertisement message Of soap and detergents is understandability as a result it helps me decide to buy the product.	1	2	3	4	5
1.2	The advertisement of soap and Soap and detergents is complex.	1	2	3	4	5
1.3	The facts in the soap and soap and detergent ad don't convince me to the benefits of the product.	1	2	3	4	5
1.4	Since the ad is very confusing, I cannot understand what the ad is all about	1	2	3	4	5
<b>2</b>	<b>Memorability of advertising</b>					
2.1	The advertisement message of soap and detergents is memorable as a result it influences me to decide to buy the product.	1	2	3	4	5

2.2	The advertisement of soap soap and detergents familiarizes me with the specific brand advertised.	1	2	3	4	5
2.3	Since the ads are so weak, they don't stick in my brain for long time.	1	2	3	4	5
2.4	Mostly I discuss the ad message with my friends after viewing it.	1	2	3	4	5
<b>3</b>	<b>Credibility of advertisement</b>					
3.1	The advertisement message is credible, it influences me to decide to buy the product.	1	2	3	4	5
3.2	When advertising of soap and detergents is produced by individuals who are credible, it enhances its credibility.	1	2	3	4	5
3.3	I believe that advertisement of soap and soap and detergents are exaggerated.	1	2	3	4	5
3.4	Since ads are always unrealistic, I cannot consider them as honest information source.	1	2	3	4	5
<b>4</b>	<b>Originality of Advertisement</b>					

4.1	Originality in soap Soap and detergent advertisement influences me to decide to buy the product.	1	2	3	4	5
4.2	I believe Out of ordinary ideas in soap and detergent advertising are irrelevant.	1	2	3	4	5
4.3	when advertising of  soap and detergents depart from stereotypical thinking, it grabs my attention	1	2	3	4	5
4.4	When soap and detergent ads are unique, it sticks in my mind.	1	2	3	4	5
5	<b>Advertisement impact questions on purchase intention</b>					
5.1	I believe in advertisement because it helps to get information and facts.	1	2	3	4	5
5.2	The advertisements of soap and detergents play a key role on the buying quality products.	1	2	3	4	5
5.3	There is no big difference between soap and soap and detergent message in the ad and their performance in reality	1	2	3	4	5
5.4	There is positive and significant relationship between advertising and consumers buying behavior of the products	1	2	3	4	5

## APPENDIX II

የአዲስ አበባ ዩንቨርሲቲ የንግድ ሥራ ት/ቤት የገበያ ጥናት አመራር ትምህርት ክፍል

ወድ የጥናቱ ተሳታፊዎች

ስሜ ሉሊት ኃይሌ ይባላል። የአዲስ አበባ ዩንቨርሲቲ የንግድ ሥራ ት/ቤት በገበያ ጥናት አመራር ትምህርት ክፍል የሁለተኛ ዲግሪ የንግድ ለመጨረስ የሚያስችለኝን የጥናት ወረቀት እየሰራሁ እገኛለሁ። የጥናቱ ትኩረት የሆነው በሳምንት ማስታወቂያዎች እና በተጠቃሚ ለመግዛት የመነሣሣት ፍላጎት ላይ ነው።

መጠይቁ ሶስት ክፍሎች ያለው ሲሆን የመጀመሪያው ክፍል ስለ እርስዎ አጠቃላይ መረጃ ሲሆን ሁለተኛው ክፍል ደግሞ ስለ ሳምንት የመግዛት መነሣሣት ፍላጎትን በተመለከተ ነው። ሶስተኛው ክፍል ስለ ሳምንት ማስታወቂያ ይዘት ይሆናል።

ሰነዎችን መጻፍ አይጠበቅብዎትም። እንዲሁም ከዚህ መጠየቅ የሚሰበሰበው መረጃ ለዚህ ጥናት ብቻ ይውላል። ሚስጥራዊነቱ የተጠበቀ ስለሚሆን የእርስዎን አመለካከት የሚያንጸባርቀው ቁጥር ላይ ያክብቡ። እባክዎትን ይህ መጠይቅ ለዚህ ለጥናት ብቻ ስለሚውል ትክክለኛ አስተያየትዎን ያስፍሩ። ተጨማሪም ጥያቄ ካለዎት ከታች ባለው ስልክ ቁጥርና ኢሜል አድራሻ ሊያገኙን ይችላሉ።

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ክፍል አንድ

በዚህ ክፍል ጥያቄዎችን ለመመለስ በተሠጡት አማራጮች ላይ በማክበብ ያሳዩ።

ሀ) እድሜ

- 1) 15-24
- 2) 25-34
- 3) 35-44
- 4) 45 በላይ

ለ) ፆታ

- 1) ሴት
- 2) ወንድ

ሐ) የትምህርት ደረጃ

- 1) 12ኛ እና ከዛ በታች
- 2) TVET
- 3) ዲፕሎማ
- 4) መጀመሪያ ዲግሪ
- 5) ሁለተኛ ዲግሪ

መ) የስራ ሁኔታ

- 1) የመንግስት ተቀጣሪ
- 2) የግል ሥራ(ባለቤት)
- 3) መንግስታዊ ያልሆነ/ድርጅት ተቀጣሪ
- 4) የግል ተቀጣሪ
- 5) ሌላ

ሠ) የወር ገቢ

- 1) ከ 2,000 ብርና ከዚያ በታች
- 2) ከ 2,001-5,000 ብር
- 3) ከ 5,001-10,000 ብር
- 4) ከ 10,001- ብር በላይ

ክፍል ሁለት

ስለ አጠቃላይ ሣሙና የመግዛት ፍላጎት የሚዳስሱ መጠይቆች

ከዚህ በታች የተዘረዘሩትን ዐርፍተ-ነገሮች እርሶ ስለ ሣሙና አጠቃላይ የመግዛት ፍላጎት የሚዳስሱ መጠይቆች ናቸው ::  
 ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደሚይስማሙ ከአርፍተ ነገሮች ጎን በተቀመጡት መለኪያዎች አንዱ ላይ በማክበብ ያሳዩ::

ተ.ቁ	መጠይቆች	በጣም እስማማለሁ 1	አልስማማ 2	ገለልተኛ ነኝ 3	እስማማለሁ 4	በጣም እልስማማም 5
1	አጠቃላይ ሣሙና የመግዛት ፍላጎት የሚዳስሱ መጠይቆች					
1.1	ቤተሠቤና ጎደኞቼ ሣሙና የመግዛት ውሳኔ ላይ ተፅእኖ ያሳድሩብኛል	1	2	3	4	5
1.2	ማስታወቂያ ሣሙና ለመግዛት መካሄድ ላይ ተፅእኖ ያሳድራብኛል	1	2	3	4	5
1.3	የሽያጭ ሠራተኛ ሣሙና ለመግዛት መካሄድ ላይ ተፅእኖ ያሳድራብኛል	1	2	3	4	5
1.4	አዲስ የሣሙና ምርት መኖር ሣሙና ለመግዛት ተመራጭ ያደርገዋል	1	2	3	4	5
1.5	የዋጋ ቅናሽ አንድ የሣሙና ምርት ለመግዛት ተመራጭ ያደርገዋል					
1.6	ማስታወቂያ አንድን የሣሙና ምርት እንድንዘዛ አድርጎኛል	1	2	3	4	5
1.7	ማስታወቂያ የሣሙና ምርጫዬን ወደ ሌላ የሣሙና ምርት እንድቀይር አድርጎኛል	1	2	3	4	5
1.8	የዋጋ ቅናሽ የሣሙና ምርት ምርጫን ወደ ሌላ የሣሙና ምርት እንድቀይር አድርጎኛል	1	2	3	4	5

ክፍል ሶስት

የግዥ ፍላጎትና ማስታወቂያ ይዘትን በተመለከተ የቀረቡ ጥያቄ መጠይቆች

ከዚህ በታች የተዘረዘሩትን ዐርፍተ-ነገሮች እርሶ ስለ ሳሙና ማስታወቂያ ይዘት ያሉትን አመለካከት ለመረዳት የተቀመጡ ናቸው። ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚሰማሙ ወይም እንደማይሰማሙ ከአርፍተ ነገሮች ጎን በተቀመጡት መለኪያዎች አንዱ ላይ በማክበብ ያሳዩ።

ተ.ቁ	መጠይቆች	በጣም እስማማለሁ (1)	አልስማማም (2)	ገለልተኛ ነኝ (3)	እስማማለሁ (4)	በጣም እልስማማም (5)
1	<b>የማስታወቂያ መረዳት ቀላል መሆን</b>					
1.1	የሳሙና ማስታወቂያ መልእክት ለመረዳት ቀላል መሆን የግዥ ውሳኔ ለመወሰን ይረዳኛል።	1	2	3	4	5
1.2	የሳሙና ማስታወቂያ መልእክት የተወሳሰበ ነው።	1	2	3	4	5
1.3	ማስታወቂያ ላይ የሚገለጹ የሳሙና ምርት ጥቅሞች አሳማኝ አይደለም	1	2	3	4	5
1.4	የሳሙና ማስታወቂያዎች ግራ ስለሚያጋቡኝ ሀሳቡን ለመረዳት እችላለሁ	1	2	3	4	5
2	<b>የማስታወቂያ የመታወስ ብቃት</b>					
2.1	የሳሙና ምርት ማስታወቂያ የመታወስ ብቃት የግዥ ውሳኔ ላይ ተፅእኖ ያሳድርብኛል	1	2	3	4	5
2.2	ማስታወቂያ አንድን የሳሙና ብራንድ ሳሙና በተደጋጋሚ እንዳስታውስ ይረዳኛል	1	2	3	4	5
2.3	የሳሙና ማስታወቂያዎቹ በቀላሉ የሚረሙና ለረዥም ጊዜ የማላስታወቂያቸው ናቸው	1	2	3	4	5
2.4	በአብዛኛው በማስታወቂያዎቹ ላይ ከጓደኞቼ ጋር እወያይባቸዋለሁ	1	2	3	4	5
3	<b>የማስታወቂያው ተአማኒነት</b>					
3.1	የሳሙና ማስታወቂያ ተአማኒ መሆን ግዥ ውሳኔ ለመወሰን ይረዳኛል	1	2	3	4	5
3.2	የሳሙና ማስታወቂያ የሚሠራው ሰው በጎ ገፅታ መኖር የማስታወቂያውን ተአማኒነት ይጨምረዋል	1	2	3	4	5
3.3	የሳሙና ማስታወቂያ ይዘት ግነት የተሞላበት ነው	1	2	3	4	5
3.4	ማስታወቂያዎች እውነታን ስለማያንፀባርቁ እንደ ትክክለኛ ምንጭ አልወስዳቸውም	1	2	3	4	5
4	<b>የማስታወቂያው ይዘት አዲስ ሀሳብ መያዝ</b>					

4.1	የህመና ማስታወቂያ መልእክት አዲስ ሃሳብ መኖር የመግዛት ፍላጎት ላይ ተፅእኖ ያሳድራል	1	2	3	4	5
4.2	በእኔ እምነት የተለየ ማስታወቂያ ይዘት ለህመና ማስታወቂያ አስፈላጊ አይደለም	1	2	3	4	5
4.3	ከተለመደው ወጣ ያለ የህመና ማስታወቂያ ሀሳቤን ይስበዋል	1	2	3	4	5
4.4	የተለየ የህመና ማስታወቂያ መልእክት አብሮኝ ይቆያል	1	2	3	4	5
5	<b>ማስታወቂያ የመግዛት ውሳኔ ላይ ያለው ተፅእኖ</b>					
5.1	በእኔ እምነት ማስታወቂያ መረጃ እንዳገኝ ይረዳኛል	1	2	3	4	5
5.2	የህመና ማስታወቂያዎች ጥሩ ጥራት ያለው ምርት እንድገዛ ይረዳኛል	1	2	3	4	5
5.3	በህመና ማስታወቂያዎች እና ምርቱ በሚሰጠው አገልግሎት ላይ ልዩነት የለውም	1	2	3	4	5
5.4	በማስታወቂያና በሽማግሌት የመግዛት ባህሪ መካከል ጥብቅ ቁርኝት አለ	1	2	3	4	5

## APPENDIX III

### SPSS Result

#### Understandability of advertisement

		n	%
The advertisement message of soap and detergents is simple to understand as a result it helps me decide to buy the product	Strongly Disagree	2	.6
	Disagree	22	6.7
	Neutral	71	21.5
	Agree	99	30.0
	Strongly Agree	136	41.2
The advertisement message of soap and detergent is complex to understand	Strongly Disagree	0	.0
	Disagree	21	6.4
	Neutral	26	7.9
	Agree	150	45.5
	Strongly Agree	133	40.3
The facts in the soap and - detergent Ads do not convince me of the benefits of soap and detergents	Strongly Disagree	7	2.1
	Disagree	56	17.0
	Neutral	61	18.5
	Agree	94	28.5
	Strongly Agree	112	33.9
	Total	330	100.0

### Memorability of advertisement

		n	%
The advertisement message of soap and detergents is memorable as a result it influences me to decide to buy the product	Strongly Disagree	12	3.6
	Disagree	30	9.1
	Neutral	56	17.0
	Agree	140	42.4
	Strongly Agree	92	27.9
The Advertisement message of soap and detergents familiarizes me with the specific brand advertised	Strongly Disagree	10	3.0
	Disagree	32	9.7
	Neutral	96	29.1
	Agree	124	37.6
	Strongly Agree	68	20.6
Since most soap and detergent Ads message are strong, they do stick in my brain for so long	Strongly Disagree	3	.9
	Disagree	51	15.5
	Neutral	69	20.9
	Agree	160	48.5
	Strongly Agree	47	14.2
Mostly i discuss soap and detergent Ads with my friends after viewing it	Strongly Disagree	1	.3
	Disagree	94	28.5
	Neutral	31	9.4
	Agree	133	40.3
	Strongly Agree	71	21.5

### Credibility of advertisement

		n	%
When the advertisement message is credible it influences me to decide to buy the product	Strongly Disagree	3	.9
	Disagree	21	6.4
	Neutral	71	21.5
	Agree	99	30.0
	Strongly Agree	136	41.2
When advertising of soap and detergents are produced by individuals who are credible enhances its credibility	Strongly Disagree	0	.0
	Disagree	21	6.4
	Neutral	25	7.6
	Agree	150	45.5
	Strongly Agree	134	40.6
I believe that advertisement of soap and detergents are exaggerated	Strongly Disagree	7	2.1
	Disagree	57	17.3
	Neutral	61	18.5
	Agree	94	28.5
	Strongly Agree	111	33.6
Since Ads are always unrealistic, i do not consider soap and detergent Ads as an honest information source	Strongly Disagree	2	.6
	Disagree	15	4.5
	Neutral	35	10.6
	Agree	143	43.3
	Strongly Agree	135	40.9

**Advertisement effect on purchase intention**

		n	%
I believe in	Strongly Disagree	0	.0
advertisement	Disagree	103	31.2
because it helps to	Neutral	22	6.7
get information and	Agree	122	37.0
facts	Strongly Agree	83	25.2
The advertisements	Strongly Disagree	2	.6
of soap and	Disagree	68	20.6
detergents play a	Neutral	22	6.7
key role on the	Agree	119	36.1
buying quality	Strongly Agree	119	36.1
products.			
There is no big	Strongly Disagree	0	.0
difference between	Disagree	19	5.8
soap and detergent	Neutral	36	10.9
message in the ad	Agree	181	54.8
and their		94	28.5
performance in	Strongly Agree		
reality			
There is positive and	Strongly Disagree	2	.6
significant	Disagree	96	29.1
relationship between	Neutral	23	7.0
advertising and	Agree	102	30.9
consumers buying		107	32.4
behavior of the	Strongly Agree		
products.			