



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
MASTER OF BUSINESS ADMINISTRATION

**INFLUENCES OF TELEVISION ADVERTISEMENTS ON
CONSUMER PURCHASE INTENTION: THE CASE OF
BREWERIES IN ADDIS ABABA**

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**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ADDIS
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STATEMENT OF DECLARATION

I, **Tessema Zergaw Ekuraga** , declare that this research entitled *“Influences Of Television Advertisements On Consumer Purchase Intention: The Case Of Breweries In Addis Ababa”* is the result of my own effort and study. I also declare that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the Research Advisor.

This study has not been submitted for award of any Degree or Diploma Program in this or any other Institution.

Declared by: Tessema Zergaw Ekuraga

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Date: _____

STATEMENT OF CERTIFICATION

This is to certify that **Tessema Zergaw Ekuraga** has carried out his research work on the topic entitled “*Influences Of Television Advertisements On Consumer Purchase Intention: The Case Of Breweries In Addis Ababa*” is his original work and is suitable for submission for the award of Master Degree in Business Administration.

Baymot Tadesse (Ph.D) (Advisor)

June, 2019

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Abstract

Identifying and explaining advertising factors that influence consumers' purchase intention is very essential for every marketer. Thus, the purpose of this study is to highlight the influence of different contents of brewery advertisements on the consumer purchase intention for beer products in Addis Ababa. The research was conducted in two sub-cities in Addis Ababa. i.e Yeka and Bole sub-cities with the sample size of 384 respondents; out of which 328 valid questionnaires were collected and analyzed. The sample was selected by multi-stage sampling methods first taking two sub-cities from the ten sub-cities, and then taking two districts from several districts in the two sub-cities. Next, purposive sampling techniques were used to select hotels, restaurants and groceries from the two districts and responses of beer consumers were collected with the help of scaled questionnaires. Data analysis was carried out using SPSS version 21. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation, multiple regressions and mediations. In order to study the influences of brewery advertisements on consumers' purchase intention, six main explanatory variables and three demographic variables were considered with appropriate dimensions. The major explanatory variables are Message content credibility, Source Credibility, Humor, Music, Consumers' Attitudes towards brewery advertisements and Message Repetition as independent variables, and Consumers' Purchase Intention of beer products as dependent variable. Demographic variables discussed in the research are Gender, Age, and Marital status of the respondents. The result of the study shows that advertising elements like Message Content Credibility, Source Credibility, and Consumers' Attitudes towards brewery advertisements have strong and significant influences on consumers' purchase intention. The rest seven explanatory variables (Music, Humor, Message Repetition, Marital status, Gender, Age and Marital Status) have insignificant influences. Eventually, the study recommended appropriate actions for brewery companies as a means of overcoming the intense competition that exist in the market. So doing, they can increase their sales volume and market share.

Keywords:- Source Credibility, Message Content Credibility, Message repetition, Humor, Music, Consumers' Attitudes Towards Beer products, Customer Purchase Intention, and Brewery advertisement.

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LISTS OF ABBREVIATIONS/ACRONYMS

1. TVC: Television Commercials
2. AIDA: Attention – Interest – Desire – Action.
3. DAGMAR: Defining-Advertising-Goals-for-Measured-Results
4. MC: Market Communications
5. Ads: Advertisements
6. TV: Television
7. Ad agency: Advertising agency
8. SPSS: Statistical Package for Social Science
9. ELM: Elaboration Likelihood Model
10. TPB: The Theory of Planned Behavior
11. TRA: The Theory of Reasoned Action
12. Aad: Attitude toward advertising
13. Ab: Attitude toward a brand
14. SEM: Structural Equation Modeling
15. CLRM: Classical Linear Regression Model

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Chapter One: Introduction

1.1. Background of the study

Advertising is non-personal mass communication using mass media (such as TV, radio, newspapers, magazines, billboards, etc.), the content of which is determined and paid for by a clearly identified sender, the company (DePelsmacker, 2007). The term “advertising” originates from the Latin word “advertere” which means “to turn the mind towards”. Advertising has a psychological impact on consumers and influences the buying decisions of consumers. As a marketing vehicle, one of advertising’s features is to aim at persuasion of potential customers (Kotler & Armstrong, 2004). Advertising has often been associated with efficacious ability to inform, remind, differentiate and favorably persuade customers to buy a product and engage in repeat purchases. It also plays an influential role in positively changing the knowledge, attitudes, beliefs or behavior of target audience.

From the explanation of Etzel et.al (1997), we understand that advertising is influencing people to buy our products or services more than they buy those of competitors. It also provides information about the use and sometimes price of the product, location of the business, what is being sold, and whom it’s being sold to. From the literatures, it could be affirmed that the purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make a purchase decision. An advertisement is a combination of certain elements, such as content or message to be conveyed; the execution or the style of conveying the particular message; and the frequency or repetition of the advertisement in front of the consumers. If all these elements are properly managed, the ad could be said to be the most effective tool of communication (Batra et al., 1995; Kotler, 2000).

According to Belch (2003), the advertising industry is made of companies that advertise; agencies that create the advertisements; media that carries the ads; and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it to the customer or receiver. Papazian (2016) explains the fact that in today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements).

Among the media organizations, Television advertising is one of the strongest medium of advertisement. Television is a unique and powerful advertising medium as it contains the elements of sight, sound, and motion to create a variety of advertising appeals and executions (Belch & Belch, 2003). Television advertising employs attention grabbing trick such as catchy and pleasing music, Jingles, humor and repeated messages (Ashaduzzaman, 2011). Another author explained the term as television beer advertisements can influence not only the individual's belief, awareness, knowledge and attitude, but even the actual drinking patterns (Papazian, 2016).

A variable may be called a mediator "to the extent that it accounts for the relation between the predictor and the criterion" (Baron & Kenny, 1986). Central to the concept of mediation is the so-called mediator. Extending a simple causal inference where a predictor X causes an outcome Y, the mediator M intervenes within this relationship. A mediator M is therefore a variable that is influenced by the predictor X and in turn influences the outcome Y: $X \rightarrow M \rightarrow Y$. Therefore, examining the indirect effect is the focal element of theory testing with mediation analysis (Hayes 2013). Mediation extends simple regression by introducing an explaining variable, the mediator. When there is exactly one mediator M intervening in the causal relationship of X on Y, this is called simple mediation.

Purchase intention is a substantially important factor in measuring the success of a company. Since companies want to increase the sale of specific product to maximize their profit, then they must gain as much as possible purchasing intention from the customers. Therefore; marketing, especially advertisement on television is a suitable method for diffusing products' information to large amount of customers and gaining customers' purchase intention (Halim & Hamid, 2005).

When we look television advertising practices in Ethiopia particularly in Addis Ababa, we find that advertisements have been in use for many years by producers and marketers to promote goods and services. Television advertisements were running on the sole station of the country Ethiopian Broadcasting Corporation (EBC) until a few years ago since its establishment in 1964. Nowadays, brewery companies have several channel choices to advertise their beer products. These include Jtv, Fana, Walta, Ltv, Esat, ETV and other regional, and national television channels. As explained by Alemu (2013), the advertisements that are run on this station in recent times are mostly produced by external advertising agencies featuring renowned individuals, models, musicians, and people with artistic back ground.

In the current study, television is taken as the primary media for brewery advertising. The study will discuss the influences of advertising elements (humor, music, message credibility, message repetition, consumers' attitudes and source credibility) on consumers' purchase intention.

1.2. Statement of the Problem

Marketers' survival depends on consumer satisfaction and consumer satisfaction depends on their perception and preference of a particular product or service. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers and marketers to understand the major factors that can attract the attention of buyers (Doyle & Saunders, 1990). Knowing which advertising methods can really catch consumers' preferences and which advertising methods influence their buying decision are important to business advertisers, marketers, manufacturers, and suppliers. Advertising will only survive and grow if it focuses on being effective and if it achieves its objective. Effective advertisements are advertisements that help the advertiser to reach its goals (Doyle & Saunders, 1990).

Decades back the Ethiopian brewing industry was characterized by very few actors of the market, many of them owned by the government and the competition to sell or win a market share was not as stiff as it is today. Because the sale of the products was somewhat focusing or concentrated on around the regions where the brewing companies were located, it was not that usual to see as many advertisements of beer products as we see these days (Hafi, 2014). After the privatization of the government owned breweries which were bought by internationally experienced brewing companies and the emergence of new beer producing companies, the structure and strategy of the industry is changing in many ways which include the way the companies communicate with their customers, in particular how they advertise their products. (Halim & Hamid, 2005). And, television viewers frequently heard complaining on the message contents of the brewery advertisements that were broadcasted in television channels. They also were heard complaining about the brewery advertisements' repetition in different television programs.

Despite the fact that analyzing the influence of company's advertisement effort on consumer behavior is very important, there are very few studies that illustrated the influences of brewery television advertisements on behavior of teenage consumers (Halim & Hamid, 2005). They showed that brewery advertisements had strong influences on teenagers to push them taste alcoholic drinks that were advertised through different media channels and those advertisements

had adverse effects on their lives. However, there were no researches conducted regarding the influences of brewery advertisements on consumers' purchase intention for beer products. This is to mean an advertisement which was aimed at identifying the most effective advertising elements that were liked by beer consumers with ages above eighteen years.

Researchers often conduct mediation analysis in order to indirectly assess the effect of a proposed cause on some outcome through a proposed mediator (Baron and Kenny, 1986). However it was important to find out the indirect effects of brewery advertisements on consumers' purchase intention, the mediation analysis was not discussed on those previously conducted researches.

This study tried to address this research gap by examining theoretically and empirically which factors determine consumers' purchase intention for beer products. Based on prior international studies, key explanatory variables were identified. On top of this, in the process of the researcher's effort to find related researches, it is found out that there were some internationally conducted researches which showed the influences of Source Credibility, Humor, message credibility and Music on consumers' purchase intention. However, the direct influences of message repetition and the indirect influences of the advertising factors on consumers' purchase intention were not discussed. The indirect effect is to mean the mediating effect of consumers' attitudes toward beer products between brewery advertisements and consumers' purchase intentions was not discussed.

Accordingly, in examining the above points, therefore, the current study is trying to fill this research gap in Ethiopia's capital city, Addis Ababa. The researcher is aimed to point out how consumers' purchase intention is influenced by television brewery advertisements by adding the mediating role of consumers' attitudes towards beer products. Thus, the study is going to find out the overall influences of source credibility, advertising message credibility, music, humor, message repetition, and consumers' attitude toward beer products on their purchase intention for beer products in Addis Ababa. On top of this, the researcher is going to identify the importance of these brewery advertising factors to revise the promotion strategies of brewery companies.

1.3. Research Question

- i. What are the direct influences of advertising factors (Humor, Music, Source Credibility, Credibility of advertising messages, Consumers' Attitudes and Message Repetition) on consumers' purchase intention for beer brands?

- ii. What are the indirect influences of the advertising factors on consumers' purchase intentions of beer consumers through the mediating role of the consumers' attitudes?
- iii. To what extent demographic factors are associated with customers' purchase intention?

1.4. Objectives

1.4.1. General objectives of the study

The general objective is to assess the influences of television brewery advertisements on consumers' purchase intention in Addis Ababa.

1.4.2. Specific objectives of the study

The specific objectives of the study will be:

- i. To examine the direct influences of advertising factors (Humor, Music, Source Credibility, Credibility of advertising messages, Consumers' Attitudes and Repetition) on consumers' purchase intentions for beer brands.
- ii. To evaluate the indirect influences of the advertising factors on consumer purchase intention through the mediating effect of consumers' attitudes; and
- iii. To identify the extent of association between demographic factors (Gender, Age and Marital Status) and consumers' Purchase Intention.

1.5. Significance of the study

This research was significant to identify the direct and the indirect influences of brewery advertising elements such as Humor, Music, Repetition, Credibility of advertising, consumers' attitudes and Source Credibility on consumers' purchase intention. Specifically, the study would contribute the following key points to the current knowledge of brewery factories, consumers and advertising agencies in Addis Ababa. The study is primarily significant because:

- It would identify the direct and the indirect influences of the advertising factors and the mediating role of consumers' attitudes on consumers' purchase intentions for beer products; and
- It would be helpful for brewery companies to use the outcomes of the current study for their promotion strategies.

The researcher, believe that the findings of this research can serve as a resource for those who want to conduct their study in the areas of brewery advertisements in the country in future.

1.6. Delimitation of the Study

The scope of this study is to explain the direct and indirect influences of humor, music, source credibility, advertising message credibility, and message repetition on consumers' purchase intention for breweries in Addis Ababa. Because it is hard to define consumers who consume beer in their home, this study scope is limited to consumers who use beer in Hotels, groceries & restaurants in Addis Ababa.

1.8. Operational definition of key terms

Attitude: An individual's way of thinking or feeling; a self-evaluation, either positive or negative, of performing a behavior.

Intent: The likelihood of taking action to perform a specific behavior.

Theory of Planned Behavior (TPB): A model used to address individual motivational factors within unique contexts to explain the overall execution of a specific behavior.

1.9. Organization of the Paper

This research paper consists of five chapters. Chapter one provides a background to the study, statement of the problem, objectives of the study, research questions, significance, delimitation, and organization of the study. The second chapter discussed the theoretical framework of the study; empirical review of some related literatures and the study's perceptual framework. The third chapter is dedicated to the methodology of the study which presents the rationale behind selecting the qualitative and quantitative study and method of data collection. The next chapter, chapter four, concentrates on presentation and analysis of findings. The last chapter presents conclusion and recommendation of the study.

Chapter Two

2. LITERATURE REVIEW

2.1. Theoretical Review

The major goal of this theoretical review is to document and assess theoretical issues and themes that are to do with the topic of the study. To this end, this chapter starts with the definition of relevant concepts of purchase intention, advertising factors that influence purchase intention, consumers' attitudes, and advertising theories/models.

2.1.1. What is advertisement?

There is little or no consensus among scholars as to the definition of advertising. Therefore, advertising meant different things to different people and this discord among scholars and inspired a burst of intellectual activities in both research institutions and policy communities as well (Fletcher, 2010).

From economic perspectives, a good technical definition Belch and Belch (2003) definitions of advertising who defined advertising as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Similarly, Wells, Brunett & Moriarty, (1989) defined advertising as a paid form of communication from an identified sponsor using mass media or channels of communication to sell more products and establishing new markets.

Some people say advertising is simply a way to sell a product or to announce what products are available, who made them, and where you go to buy (Moriarty et al., 2009). Meanwhile, a modern definition of advertising includes other important factors, such as media, audience, and goals. Moriarty et al also defined advertising as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas).

Fairly similar to the definition above, Lane et al. (2011) stated that advertising is a message paid for by an identified sponsor and usually delivered through some medium of mass communication. The fundamental principle of good advertising is that it must be built around the overall marketing plan and execute the communication elements of a more far-reaching marketing program. While Egan (2007) defined advertising as a non-personal form of mass communication with a high degree

of control over design and placement but potentially a low degree of persuasion and credibility. He concluded that it is either neutral or unbiased.

According to Schudson (1984), 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 (Schudson, 1984). AMA defined advertising as, "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Though advertising cannot change consumers' deeply rooted values and attitudes, it may succeed in transforming a person's negative attitude toward a product into a positive one. For instance, serious or dramatic advertisements are more effective at changing consumers' negative attitudes. Humorous ads, on the other hand, have been shown to be more effective at shaping attitudes when consumers already have a positive image of the advertised brand (Solomon, 2011).

2.1.2. Beer Consumption in Ethiopia

According to the Statistical Abstract of 2011 produced by Access Capital, breweries in Ethiopia Produced 1.56 million hectoliters of beer during 2010 and this represented 37% of all beverage produced by commercial producers. It was second to soft drinks which produced 2 million hectoliter during the same period and this represented 48%. The rest included wine and other alcoholic spirits.

There are facts that indicate that beer market in Ethiopia has been growing and the breweries are also making profits from their operations. Good instances are that Meta Beer factory and Harar Beer that have undertaken substantial expansion projects. There are currently five breweries in Ethiopia namely BGI Group, Dashen, Harar, Meta and Bedele Factories. When we come to the beer industry in the capital/Addis Ababa/ BGI is the leader with 64% of market share while Meta, Dashen, Harar and Bedele hold 12%, 11%, 7% and 5% market share consecutively (Fortune newspaper, 6 March, 2011).

2.1.3. Advertising Theories and Models

Advertising communication models are theories about "how advertising works." These theories or models attempt to explain and describe, at the individual buyer or consumer level, the process by which advertising communicates with and effectively persuades individuals to take action.

Managers operate with these theories or models, explicitly or implicitly, whenever they create, approve, or test advertising. Advocates suggest that there is a series of stages between the point of unawareness of a product and or brand and the ultimate purchase or sale of a particular brand. The body of work in the marketing and advertising literature that relates to this advertising effectiveness controversy is called the hierarchy of effects and has been accorded theoretical status by many advertising and marketing practitioners and academics (Barry, 1987).

The traditional hierarchy framework suggest that audiences respond to messages in a very ordered way that is firstly cognitively (thinking), then affectively (feeling) and thirdly conatively (doing). Cognition is typically defined as ‘mental activity’ as reflected in knowledge, beliefs or thoughts that someone has about some aspect of their world. While the affective component is any degree of feeling and emotion, in a general sense, the brand and conation refers to either intention to perform a behavior (e.g. purchase) or the behavior itself (Egnan, 2007).

De Beer (1998) outlines two main models of hierarchy effects of advertising, named *modus operandi*; that is AIDA and DAGMAR. AIDA is an acronym for Attention, Interest, Desire and Action whereas DAGMAR is an acronym for Defining Advertising Goals for Measured Results. Such models present a learning process by which consumers go through to complete the buying process. These models assume that a purchase will only be made when all the steps in the hierarchy of effects have been completed. The model is dynamic in that each single step in the sequence depends upon the preceding step (Glowa, 2002).

AIDA’s Hierarchy of Effects Model

According to AIDA model, for an advertisement to be successful, it must have the following elements: attention, interest, desire, and action (De Beer, 1998). One of the techniques that are used in advertising to grab the attention of the audience is the placement and attractiveness of the advertisement. Glowa (2003) explains that the AIDA model suggests consumers move from an Awareness –Interest – Desire - Action or that the consumers acquired a Learn-Feel-Do mentality. This means, consumers learn about the existence of a product, then they develop a feeling of desire to buy or know more about the product and they ultimately buy or use the product.

The model was designed to represent the stages through which a salesperson should take a prospect but was later adopted as a basic framework to explain how persuasive communication (mainly advertising) worked. AIDA was theorized as a behavioral model intended to ensure that an

advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually takes action (Hackley, 2005; Nwosu, 2001). The AIDA theory was seen as highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). AIDA theory suggests that for an advertisement to be effective, it has to be one that commands Attention, leads to Interest in the product, then to Desire to own or use the product, and then finally leads to Action (Mackay, 2005).

DAGMAR Model

DAGMAR (Defining Advertising Goals for Measuring Advertising Results) which was Colley's (Communication 1961) suggested formula for setting communications orientated objectives. DAGMAR incorporated elements of Awareness, Comprehension, Conviction and Purchase as stages of the influence of advertising message on consumer behavior. Awareness is the stage where advertising can raise audience awareness on advertising message (similar to Attention and Interest in AIDA). Comprehension is the stage where consumer audience understands the core message of an ad, after that Conviction is a stage where audience believes the genuineness of the message that is delivered through advertising (similar to Desire in AIDA, since a strong conviction can raise a desire to purchase), and Purchase is where the consumer audience follow up his belief in the advertising message through an act of purchase (this stage is similar to Action in AIDA).

The Tears Model

Shimp (2003) writes that there are two general attributes, credibility and attractiveness that play important roles in facilitating communications effectively. Shimp (2003) claims that the general attribute credibility refer to is the tendency to believe or trust someone. When an endorser is perceived as credible, the attitude of the audience seems to change through a psychological process called internalization. This process occurs when the receiver accepts the endorser's position on an issue as his or her own. Two important sub attributes of the endorser credibility are Trustworthiness and Expertise. Trustworthiness, the T in the TEARS model refers to being seen as believable, dependable and someone who can be trusted. The celebrity earns the trust by his or hers accomplishments, on the movie screen, on the sports field, in public office etc. The trustworthiness of an endorser lies on the audience's perception of the endorser's motivation. If the consumers believe that the endorser is endorsing a product for self-interest, the persuasive effect of the

endorser will be lower than if the audiences see the endorser as someone having nothing to gain by endorsing the brand.

The second sub attribute is expertise, the E component of the TEARS model. The expertise is about having specific skills, knowledge or abilities that can be related to the endorsed brand. Shimp (2003) also claims that whether the endorser is an expert or not is unimportant. All that matters is how the target audience perceives the endorser. If the endorser is perceived as being an expert he or she is more likely to be able to change the opinion of the audience than if the endorser is not perceived as an expert by the audience.

Shimp (2003) continues with the third attribute, which is attractiveness. This is not just physical attractiveness. The different characters that the audience can perceive in an endorser can be intellectual skills, personality properties, lifestyle characteristics and athletic skills. When the consumers find something in the endorser that they like, persuasion occurs through identification. Identification means that consumers are likely to adopt the endorser's behaviors, attitudes, interests or preferences if they find the endorser attractive.

Attractiveness can be divided in to three sub attributes, physical attractiveness, respect and similarity. The A component in the TEARS model attractiveness is a key consideration in many endorsement relationships. Research supports the idea that attractive people are more likely to produce more favorable evaluations of advertised brands than less attractive endorsers.

Respect is the R in the TEARS model and represents the quality of being admired due to one's personal qualities and accomplishment. Celebrities can be respected for their acting abilities, athletic skills, political arguments and personality. A respected celebrity who endorses a brand can improve a brand's equity via the positive effect the consumers may get towards the brand. The final sub attribute in attractiveness is the S, which is similarity, which refers to how the endorser matches with the audience in terms of age, gender, ethnicity, social class etc.

The Elaboration Likelihood Model

In most cases, the ultimate goal of persuasive messages is to produce an intended behavior. Social psychologists and media scholars have considered how input variables such as the message, message source (e.g., spokesperson), and the recipient might each influence persuasion through a hierarchy of psychological processes (output variables), including exposure to the

message, attention, comprehension, yielding to a new attitude, and action based on the attitude (McGuire, 1985). Music constitutes one input variable that interacts with other input variables to influence output variables in the persuasion process.

Allan (2007) reviewed different studies investigating the effects of music in advertising and found that musical properties such as tempo (i.e., speed or pace of the music), mode (major or minor), and fit with extra-musical elements may have a positive, a negative, or no influence on a variety of psychological variables (e.g., attitude toward an advertisement, pleasure, arousal, mood, product preference, and purchase intention).

Factors that may interact with music include audience characteristics (e.g., familiarity with the music), the type of product, imagery, or other extra-musical meanings in the message. For example, Allan reported studies indicating that attitude toward a brand can become more positive if the meanings of the music and the rest of the advertisement fit well together from the listener's perspective (North, MacKenzie, Law, & Hargreaves, 2004) but attitude may become more negative if they do not.

Attitude change and the Elaboration Likelihood Model

Many scholars view attitudes as cognitive structures that lead to the favorable or unfavorable evaluation of some entity such as a person, activity, idea, or product. Attitudes can consist of both cognitive and affective elements. That is, people may associate an entity with positive or negative thoughts and feelings. Researchers have used the Elaboration Likelihood Model or ELM to explain attitude change (Petty & Cacioppo, 1986). Elaboration is the extent to which cognitive effort is expended to understand issue-relevant arguments and contemplate main points, logic, and counter-arguments in order to form an attitude or judgment.

The basic elements of the model are depicted in Figure 1 below (slightly adapted to consider the possible role of music). People are more likely to give greater cognitive effort ('elaboration') to the central argument (a logical, persuasive appeal) of a message if they have the motivation and ability to do so. This is called central route processing, in which a person is highly involved with the message and critically evaluates the argument. According to the ELM, if the central argument of the message is strong, containing relevant, logical facts, the individual will develop a more favorable attitude toward a product. If the argument is weak, the individual is likely to develop a less favorable attitude. If the motivation or ability to elaborate is lacking, the model predicts that

a person will give less cognitive effort to the central argument, and the argument quality will have less impact. This is called peripheral route processing. In this instance, the individual does not or cannot give the argument much thought. Yet, people may still be persuaded by cues that require little thought, such as whether the message source is an attractive person or whether they like the background music.

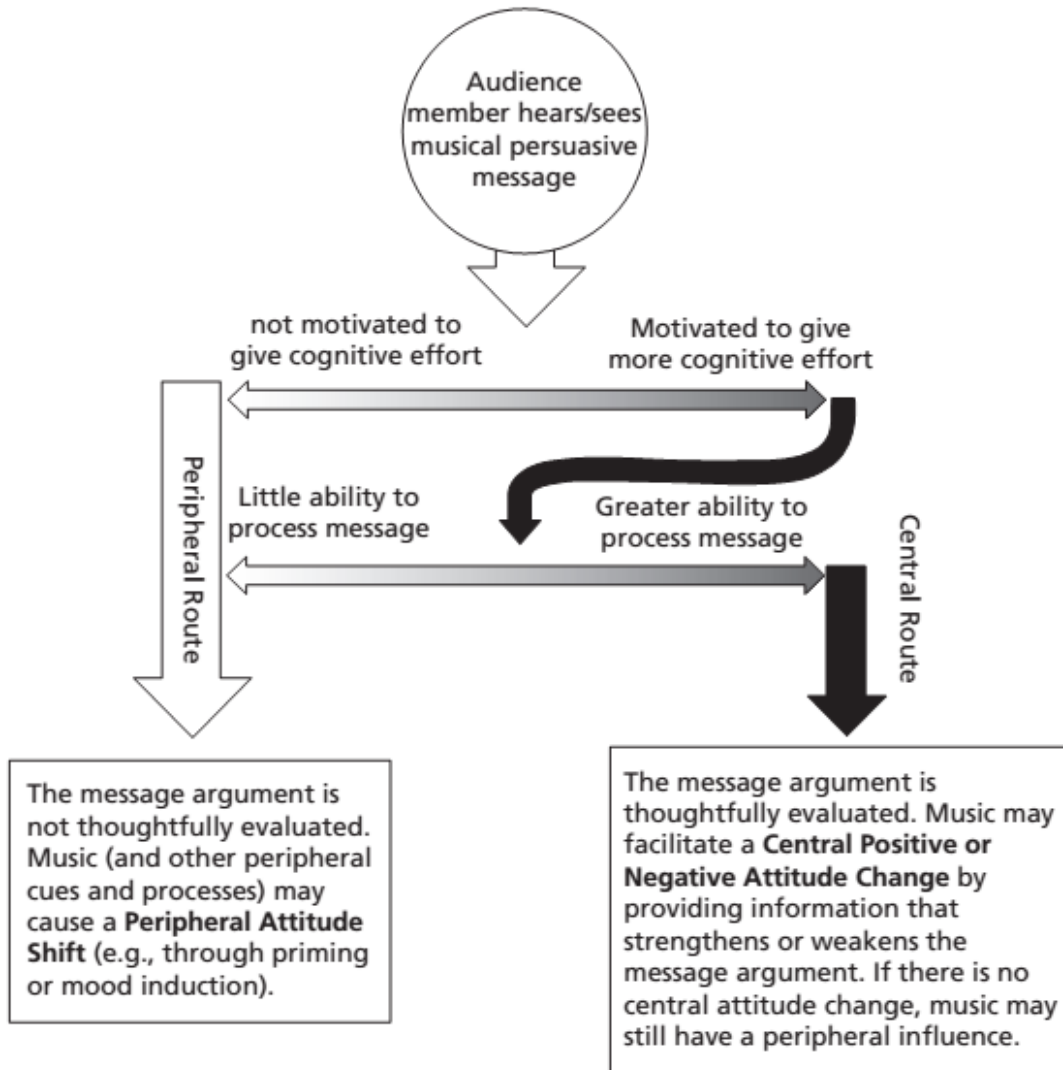


Figure 1: The proposed elaboration likelihood model.

The two routes are distinguished by the amount of elaboration given to a message. Motivation can be raised by increasing the relevance of a message to participants, heightening their level of involvement (Petty & Cacioppo, 1986). Elements of a message are not intrinsically central or peripheral. For example, the attractiveness of a beautiful model in a TV commercial is usually considered a peripheral cue, because it is not part of the central argument. Elaboration

Likelihood Model (ELM) propounded by Petty and Cacioppo (1986) prompted to explore the linkage between brewery advertising elements, and consumers' attitudes. This theory has been mostly used in the context of communication and persuasion and explains the formation of a certain kinds of attitudes. It relates the degree of involvement of the consumers to the decision making process. As per ELM, a higher involvement of the consumer would lead to a higher degree of cognitive elaboration of the stimulus. It results into higher level of logical thinking before arriving at any decision. In case of low involvement, the peripheral route for the persuasion is used leading to formation of attitude of lesser strength. ELM argues that a concentrated and thoughtful attention to a cue would mark the central route for persuasion whereas if the individual is not putting attention to a cue then the peripheral route gets activated for persuasion. Here, attitude towards brewery advertisements play a clear role in deciding to consume the preferred locally produced beer brands. The information rich consumers will use the logical ways to analyze and make their decision due to the credibility of the advertising messages whereas less informed consumers would mostly rely on certain cues.

The Elaboration Likelihood Model, music, and Humor

There are two main ways music may function within the ELM. First, music may increase or decrease motivation or ability to elaborate, guiding a person toward central or peripheral route processing. Second, music can provide information that is processed within a particular route. In the first function or role of music within the ELM, mood induced by music (Gorn, Pham, & Sin, 2001) may increase the motivation or ability to think about the argument by increasing arousal (Kellaris, Cox, & Cox, 1993). On the other hand, music may also increase cognitive load, reducing one's ability for central processing. The other element that leads consumers to peripheral route is humor elements of an advertisement. Several authors have extensively researched about the use of humor in advertising. Humor is a universal phenomenon that is easy to spot and enjoy, often triggering laughter. It is also an elusive entity that is difficult to define and analyze.

Relationship between the ELM and consumers' purchase intentions

The ELM identifies a person's level of motivation to deal with central message argument as one of its key points influencing the relative impact of central and peripheral process (Petty, Cacioppo and Schumann, 1983). Also, Petty and Cacioppo, (1983) stated that the ELM suggests that as a consumer's motivation to centrally process brand-relevant aspects of an advertisement increase,

the impact of central processing on purchase intention should increase, the impact of peripheral processing on purchase intention should decrease, and the impact of brand attitudes on purchase intentions should also increase. When the ELM is low, then let the endorser serve as a cue (e.g. peripheral processing) should be better.

The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is an expansion on the Theory of Reasoned Action (TRA), first introduced by Fishbein and Ajzen in 1975. TRA describes measures of attitudes and social normative perceptions of a specific behavior that lead to an intention to perform the behavior (Montano & Kasprezik, 2002). TPB seeks to address individual motivational factors within unique contexts to explain the overall execution of a specific behavior (Ajzen, 1991). In this study, the Theory of Planned Behavior is used to examine the influences of brewery advertisements on consumers' attitude towards locally produced beer brands and its effects on the consumers' purchase intention.

It is assumed that intentions will capture motivational factors that influence behavior, following that an intention is an indication both of how hard a person is willing to work, and how much effort a person will exert, in order to perform the behavior (Ajzen, 1991). The author suggests as a general rule, the stronger a person's intention to engage in a behavior; the more likely the behavior will be performed. The behavior, however, must be under a person's volitional control, or will, to decide whether or not to perform the behavior (Ajzen, 1991).

An attitude towards a behavior is an individual's "beliefs about what will happen if he or she performs the behavior" (Edberg, 2015). Attitudes are shaped by an individual's judgment, either positive or negative, of the expected outcomes of performing a behavior (Ajzen, 2011). A behavioral belief is the individual's perception of the likely consequences of performing the behavior. Let's say a person may purchase a local beer brand because she or he holds specific attitudes about this behavior. In the study, consumers' attitude towards locally produced beer brands can have strong effect in consumers purchase intention. A normative belief is a person's perception of social normative pressures, or a relevant others' beliefs that she or he should perform the behavior. The subjective norm is an individual's own perception of a particular behavior and the strength of motivation to comply, or to conform, with relevant others' beliefs (Ajzen, 2011).

The TPB builds on the TRA by introducing a person's control beliefs, or the presence of factors that can assist or hinder the performance of a behavior. Perceived behavioral control is an individual's evaluation of her or his ability to engage in the intended behavior based on her or his perceived power, or perceived difficulty or ease, of performing the behavior (Ajzen, 2011). For instance, how does a person perceive potential barriers to purchasing beer brands? Does she or he perceive her or his power to afford local beer brands as positively or negatively affecting their intention to buy beer products? Figure 3 represents the basic TPB model.

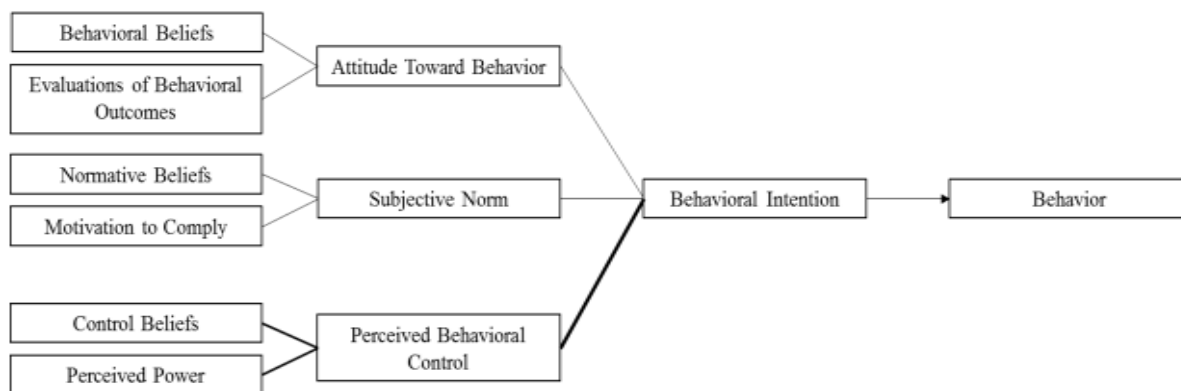


Figure 2: Theory of Planned Behavior Model

2.1.4. Attitude toward behavior

Attitude is an individual's internal evaluation of an object such as a branded product, and has been an important concept in marketing research since 1960s. Hoyer and MacInnis, (1997) define attitude as "relatively global and enduring evaluation of an object, issue, person, or action". Previous studies have referred attitude towards specific dimensions such as attitude towards advertiser (Lutz, 1983), attitude towards advertisement and attitude towards brand (Goldsmith et al., 2000).

The literatures defined attitude toward advertisement as "a predisposition to respond in a favorable or in unfavorable manner to a particular advertising stimulus during a particular exposure situation" (Mackenzie, Lutz & Belch, 1986; Biehal, Stephens & Curlo, 1992). In other words, a consumer's liking of advertising may be eventually transferred to the brand portrayed in the advertising. Thus, (Aad) plays an important role in affecting the consumer's attitude toward brand (Ab), and his/her purchase intention in either direct and/or indirect ways. Attitude toward brand (Ab) is a "predisposition to respond in a favorable or unfavorable manner to a particular brand after the advertising stimulus has been shown to the individual".

2.1.5. Theory of Planned Behavior and Purchase Intention

Intention is defined as an individual's motivation or willingness to perform or not to perform any given behaviors (Klama, 2013). In Theory of Planned Behavior, intention refers to the antecedent of behaviors, in other words, intention is a predictor of behavior which indicates that if a person has stronger intention to engage in a behavior, he would then more likely to perform that behavior (Ajzen, 1991). Besides, intention has been applied and studied frequently by researchers in the marketing field and was found that the purchase behavior is affected by intention (Ismail & Mokhtarb, 2015).

Theory of Planned Behavior (Ajzen, 1991) stresses in the link between beliefs and behavior and it has been applied to studies of the relation among beliefs, attitudes, behavioral intention and behavior. Behavioral intention is an indication of an individual's readiness to perform a given behavior which is based on attitude toward the behavior, subjective norm, and perceived behavioral control, and it is assumed to be an immediate antecedent of behavior (Ajzen, 1991). In this study, different brewery advertising factors believed to influence beer consumers' attitudes towards locally produced beer brands and the attitude created have influential effect on the consumers' purchase intention. Ajzen (1991) said a behavior is a function of compatible intentions and perceptions of behavioral control. The Theory of Planned Behavior is used in this study to examine consumers' behavioral intention towards beer products.

Customers tend to buy a product because they perceive that product can perfectly serve their need and want. They will purchase again after they find out that the product is worth buying. So the final decisions to accept or deny the product seem to be depended on the customers' intention (Keller, 2001). He underlined that purchase intention can gauge the potential of a consumers' buying power, and the higher the purchase intention the higher possibility consumers' willingness is to buy a product.

2.1.6. Advertising credibility

MacKenzie and Lutz (1989), defined advertising credibility as "consumers' perceptions of the truthfulness and believability of advertising in general." Their conceptualization and measurement of advertising credibility suggest that the construct refers to consumers' generalized beliefs in the integrity of advertising claims (MacKenzie and Lutz, 1989). Herbig and Milewicz (1995) suggested that credibility is related to the extent to which, what is said matches with what is done.

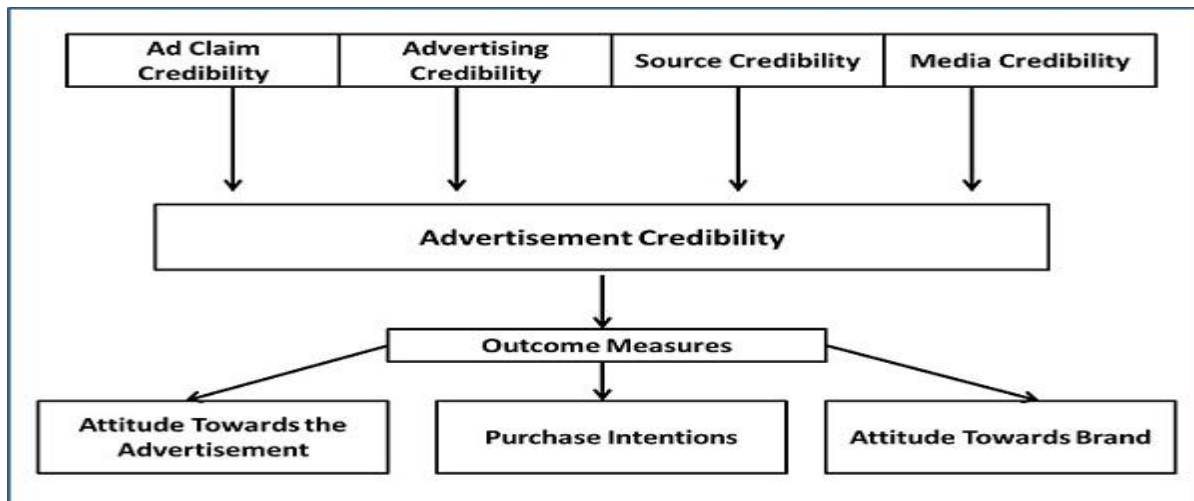
In other words, if the product claims confirms with the performance, the credibility increases. Bae, Wright and Taylor (2001), gave the revised model of advertising credibility. The model is shown in the following page.

Credibility exists when one can confidently use past actions to predict future behavior (Herbig and Milewicz, 1995). This conceptualization is similar to one of the determinants of Ad credibility given by MacKenzie and Lutz (1989). Distinguishing between advertising credibility and ad credibility, MacKenzie, Lutz and Belch (1986), posited credibility of Ad refers to how truthful or believable the audiences perceive the assertions made about the brand to be. The authors discussed the determinants of Ad Credibility: 1) the perceived claim discrepancy of the ad; 2) the credibility of the advertiser and; 3) the credibility of advertising in general.

Perceived Ad claim discrepancy is the degree to which the message recipient perceives a discrepancy between what is being claimed about the brand in the ad and the actual characteristics or benefits of the brand (MacKenzie and Lutz, 1989). If the actual benefits fall short of the claimed benefits it results in damaging the credibility of the ad. This dimension is very close to the definition of credibility given by Herbig and Milewics (1995). The exaggerations in the ad may lead to consumer think that the ad is not credible. Message content is evaluated by the customers keeping in mind the past experiences and/or information with respect to the advertised brand.

Advertiser Credibility is the perceived truthfulness and honesty of the sponsor of the ad. “If the sponsor is credible, this ad is for the sponsors’ brand; therefore, the ad is credible. However, advertiser credibility is not included in this study. Advertising credibility represents consumers’ perception of the truthfulness and believability of advertising in general, not simply the particular Ad in question. It is one of the several perceptual dimensions along which consumers may assess advertising as institution.

Figure 3: Model of Advertising Credibility



2.1.7. Source Credibility

According to Anderson (1970), source credibility can be conceptualized as a "weight" that can enhance the value of information in a message. A highly credible communication source is more effective than a less credible source in causing positive attitude change and behavioral intentions. The effectiveness of a highly credible source, however, has been found to be moderated by some contextual factors. For example, Yoon et al. (1998) mentioned that, the main effect of source increases when a highly credible source is identified early in the message and use of evidence can increase the influence of a low-credibility source. In addition, effectiveness of source credibility has been found to be moderated by some receiver characteristics including the locus of control, authoritarianism, involvement, and extremity of initial attitude. For instance, Yoon et al. (1998) mentioned that, highly authoritarian people tend to be more influenced by high-credibility source. They suggested that individuals highly involved with the issue are relatively immune to the effect of source credibility, in other words, people with low involvement may simply accept or reject the message on the basis of source without carefully examining the arguments. Further, people with initial positive attitude towards the advocated position were more influenced by a less credible source and people with initial negative attitudes toward the advocated issue were more persuaded by a more credible source.

For the present research, both the source-credibility model of Bae, Wright and Taylor, 2001 and the attractiveness model of McGuire (1985) were used in defining the dimensions of the source credibility of the celebrity endorsers. The attractiveness model contents that the effectiveness of a message depends on source familiarity, likability, and attractiveness to the

respondents. Combining these two models Ohanian (1990), developed a scale to measure source credibility with underlying three dimensions.

According to dimensions of endorser credibility, (Ohanian, 1990; & Goldsmith et al., 2000) have sourced that endorser credibility has three dimensions, expertise, trustworthiness, and attractiveness. Following is a discussion of the three dimensions of source credibility expertise, trustworthiness, and physical attractiveness as the hypothesized dimensions of celebrity endorsers' credibility.

Trustworthiness

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. Ohanian (1990) mentioned, that concept of trust, in a tour of the centuries from Aristotal to King, and concluded that what Aristotal called "ethos" and what called "source credibility" are the same concept: a listener's trust in a speaker. Furthermore, such term as "favorable disposition" "acceptance" "psychological safety" and "perceived supportive climate" are often mentioned as favorable consequences of trust.

Numerous studies support the effect of trustworthiness on attitude change. For example, in the context of fear arousing communication, Yoon et al. (1998) investigated the impact of source trustworthiness on the persuasiveness of the communication. The results indicated that when the communicator was perceived to be high trustworthy, an opinionated message was more effective than a non opinionated communication in producing attitude change. However, when trustworthiness was low, this relationship was not significant. Ohanian (1990) manipulated a source's expertise and trustworthiness to assess the impact of each of these components on the communicator's persuasiveness. Their finding indicated that a source that was perceived to be both an expert and trustworthy generated the most opinion change. In fact, the trustworthy communicator was persuasive, whether an expert or not, (Ohanian (1990).

Expertise

Expertise is the second dimension of source credibility. This dimension is also referred to as "authoritativeness", "competence" and "expertness". Adjectives such as "trained – untrained" "informed – uninformed" and "educated – uneducated" commonly have been used to measure this dimension, Ohanian (1990).

Attractiveness

A considerable body of research in advertising and communication suggests that physical attractiveness is an important cue in an individual's initial judgment of another person. Most companies are concerned about their corporate reputation. Moreover, many of these same firms utilize endorsers in their ads, and the credibility of these endorsers is important to persuading consumers to buy the advertised brand (Goldsmith et al., 2000). The rationale of paying millions of dollars to these actors and athletes, of course, is that these message sources will add credibility to the advertisement. This added credibility due to the attractiveness of the celebrity endorsement is expected in turn to enhance consumers' attitude toward the ad (Aad), (Yoon et al., 1998).

In general, endorser credibility has direct relationship with (Aad). In addition, endorser credibility has indirect relationship with (Ab) through (Aad) when consumer is interested with Ad he/she will form positive attitude toward the advertised brand that available in the Ad. Also, Endorser credibility has indirect relationship with (PI) through (Aad) and this happen when consumer possess affective response toward (Ad) then he/she form positive purchase intention toward company's product or service, Goldsmith et al. (2000). Finally, they found that endorser credibility has significant and positive effect on purchase intention (PI) either through (Aad) or (Ab), (e.g., Yoon et al., 1998; Ohanian, 1991; Goldsmith et al., 2000).

2.1.8. Advertising Appeals

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Different types of appeals in adverts can be seen in the media. Kotler (1997) pointed out in his study that advertising appeal is the theme of advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message, and the driving power is the appeal. Every advertising appeal represents an attraction, which arouses consumers' desires. Kotler (2003) divided advertising appeals into rational and emotional appeal. To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behavior.

By rational advertisement appeal, the product can be emphasized to highlight its functions and benefits to the consumers. On the other hand, Emotional Advertising appeal places stress on meeting consumers psychological, social or symbolic requirements where many purchase motives come from. Kotler (2000) defined rational appeal as rationally oriented purchase stimulated by directly giving explanations of a product's advantages. Rational appeal focuses on the benefits consumers may enjoy in an advertisement, it emphasizes that a product or service could achieve the function and benefits consumers desires. He further defined emotional appeal as the stimulation of consumers purchase intention by arousing positive or negative emotion. According to Kotler, positive emotional appeals covers, humor, love, happiness, sex, music, adventure, fear, romance, emotional and sensitive words. This study adopted two emotional appeals suggested by Kotler including music appeals and humor appeals.

Humor and Music appeals

In order for the television advertisement to become successful, companies must make a commercial that will gain the attention and interest of the audience, meets broadcasting standards and place it in targeted television networks that will reach the targeted consumer segment. While spoken words in television commercials can become annoying and boring after seeing it a couple of times, humor and music can make repetition enjoyable.

Humor

In the study of Jeon (1990), researchers examined the moderating effects of product involvement on the effects of humor on memory and attitude towards the advertisement. The result showed that there is a strong connection between humor and memory of advertised product and brand name. Many public speakers often open their speech with a joke. Humor helps setting a good mood to transfer message and gain acceptance.

Humorous advertisements are best explained by using Consumer Mood. Mood is defined as specific feeling state which is quickly happened in a concrete period and situation (Jeon, 1990). Gardner (1985) also described mood as a phenomenon of emotion state that people can personally perceive. As a result of many researches, customers in positive moods such as: happy, joyful, inspired, delighted, relaxed etc. receive the television advertising with pleasure, they also remember the advertising better and recall advertising message, product feature easier (Isen, 1993).

Good feelings push persuasion partly by enhancing positive thinking. In a good mood condition, people would like to view the world as a wonderful land. They also make things faster, they have more impulsive decisions, they depend less on systematic thinking, but more on heuristic cues, and especially they are more flexible in solving problem (Schwarz, 2001). Therefore, it has been suggested that if you cannot make a strongly attractive and reliable messages to the customers, it is a very smart idea to put your audience in a good mood and hope they will feel good about your message without thinking too much about it (Schwarz, 2001).

Humor advertisements on television grab the attention of viewers and these viewers enjoyed television adverts (Ashaduzzaman, 2011). A researcher proves that use of humor in advertising will help to get consumer intention (Cheng, 2014). Through various internal and external marketing channels, customer purchase decision and loyalty with the brand is created by the humor (Ozyer, 2016). Researchers found out that humorous advertising has positive impact on brand awareness and brand awareness has the positive impact on consumer purchase intention (Cheng, 2014).

Researchers have proven a transfer of positive attitudes from the humorous message to the advertised brand (MacKenzie et al., 1986). Zhang (2006) agrees in this proposition stating that the effect of humour, on the viewer's attitude towards the brand, can be mediated by their attitude towards the advertisement. This theory is termed superiority of the pleasant proposing a linear relation between attitude towards the ad and attitude towards the brand. A conditioning process causing a transfer of positive ad related feelings onto the brand. In this study, the researcher wants to mention that the literatures so far discussed underlined that humorous advertisements influence consumers' attitudes toward the advertisements and the brands advertised.

Music in Advertisement

Social psychologists and media scholars have considered how input variables such as the message, message source (spokesperson), and the recipient might each influence persuasion through a hierarchy of psychological processes (output variables), including exposure to the message, attention, comprehension, yielding to a new attitude, and action based on the attitude (McGuire, 1985). Music constitutes one input variable that interacts with other input variables to influence output variables in the persuasion process.

Allan (2007) found that musical properties such as tempo (i.e., speed or pace of the music), mode (major or minor), and fit with extra-musical elements may have a positive, a negative, or no influence on a variety of psychological variables (e.g., attitude toward an advertisement, perception of advertisement time, brand recall, message processing, pleasure, arousal, mood, product preference, and purchase intention).

2.2. Empirical Review for influence of television brewery advertisements on consumers' purchase intentions

The major goal of this section is to document and assess empirical findings of previous researchers that are directly related with the influences of television brewery advertisements on consumers' purchase intention. Empirical evidences have shown that television commercials influence consumers' purchase intention.

2.2.1. Empirical Review for Consumers' Purchase Intention

A research conducted by Hemamalini & Shree (2014) entitled "Effectiveness of television advertisement on purchase intention", analyzed the effects of the three distinguished elements (i.e. Involvement, Message and Celebrity) on the television advertisement in reference to the purchasing intention to the teenagers. The study provides interesting findings through chi-square, weighted average method. The study predicts the positive impact of television advertisement on customer attention and directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements- Involvement, Celebrity and Message have a significant relationship and importance with the effectiveness of television advertisement towards buying intention.

A research conducted by Khuong and Nguyen (2015) which was entitled "The Effects of Television Commercials on Customers Purchase Intention – A Study of Milk Industry in Ho Chi Minh City, Vietnam", quantitative approach was applied with 300 respondents who often used milk products and watched the TVCs about milk products. The results indicated that all factors of commercials positively correlated with customers' purchase intention. Moreover, this study argued that in order to gain higher customers' purchase intention, marketers and commercials makers should a) pay more attention on the repetition of TVC on air, b) concentrate on building trust in customers' mind and perception, c) create meaningful advertising message. Interestingly, this study also found that customers' purchase intention was directly affected by customers' positive moods. In addition, purchase intention was indirectly influenced by customers' trust, customers' interest and length of TVCs.

As discussed by (Nguyen & Ayda, 2014) which was entitled 'Factors that influence consumer purchasing decisions of Private Label Food Products: A case study of ICA Basic', there are three main factors that have impact on changing attitude of consumers. These are intrinsic cue, extrinsic cue and demographic factors. Intrinsic cue is physical attributes of the product (perceived

value, perceived quality and perceived risk) whereas extrinsic cue are product related attributes (brand, perceived price, advertisement and WOM), (Collins-Dodd & Lindley, 2003), and (Richardson, Jain, and Dick, 1996) as cited by (Nguyen & Ayda, 2014). Understanding these variables is important for this study since they have a significant influence on consumers' purchase intention.

2.2.2. Empirical Review for Consumers' Attitudes

A study conducted by Ugonna (2017) with the title 'the effects of media advertising on Hero beer on consumers' purchase intent in Awka, Anambra State', elaborated influences of advertising on consumers' attitude and tested the influences using the AIDCA theory of advertising. According to the study, the buyer decision model is made up of three levels-the environment, the buyer's black box and the buyer responses. Accordingly, advertisement is aired towards the consumer and the ad message enters the consumer's black box where a lot of perception, spadework, thinking and brainstorming are done before the consumer could progress to making a rational choice of choosing Hero beer. As the ad message enter the consumer's black box, a lot of influences are impacted on the consumer and these influences include; cultural influences, social influences (reference group, family and roles and status), personal influences (age and life cycle stage, lifestyle, occupation, personality and self-concept) and finally, psychological influences (motivation, perception, believes and attitude and learning).

2.2.3. Empirical Review for Source Credibility

Celebrities have great impact on the consumers purchase intention (Ohanian, 1990). As suggested by the author, expertise, trustworthiness and attractiveness were used as hypothesized dimensions of source attributes. Ohanian (1990) mentioned that, the decision to use attractiveness was further motivated by the fact that attractiveness has become an important factor through the increasing use of celebrities as endorsers for products, services and / or social causes.

As discussed by Ibitayo & Tejumaiye (2015) in university of Lagos with the title "influence of celebrity in television advertising: a case study of pepsi consumers among Unilag Undergraduates", conducted a research among four faculties in the University of Lagos. The researchers used a sample size of 400 and found that majority of the respondents take Pepsi-Cola and they responded celebrity-endorsed advert has a significant influence on the students' purchase decision. The study recommended that, before using celebrities, advertisers need to understand

how to choose celebrities. It underlined that care must be taken to scrutinize a celebrity's lifestyle and his/her present social acceptance before endorsement so as to avoid any negative image that could have negative effect on the product. Thus, the various elements involved in producing celebrity-based advertisements should be carefully organized in order to achieve desired results as the researchers concluded.

2.2.4. Empirical Review for Humor

According to a study conducted by Venkatesh and Senthilkumar (2015) which was entitled "Effectiveness of humor advertising on advertising success", they found out that in global advertising 'humor' is the most effective emotion used in advertising compared to other emotional appeals. They added that advertisers and researchers more interested in Humor in advertising for more than 100 years. In their conclusion they agreed that humor increases liking and getting stronger than non-humor ads. They also mentioned that humor is more suitable on service products which require little abstraction to understand, low involving or low personal identification, related to tangible objects.

Several authors have extensively researched about the use of humor in advertising. According to Yang, (2009), the study have found that humorous advertising messages not only attract and hold consumers' attention but also increase liking for both the advertisement and the advertised brand. It means that the customers, who were attracted by humorous advertisements, become like the advertisements. Then, audiences will focus more on the advertised brand and product. Finally, customers will think positively, being convincing easily by any information in the television advertisement. In the study of Jeon (1990), researchers examined the moderating effects of product involvement on the effects of humor on memory and attitude towards the advertisement. The result showed that there is a strong connection between humor and memory of advertised product and brand name.

2.2.5. Empirical Review for Music

As Nina (2012) discussed with the title "Music & Advertising: the effects of music in television commercials on consumer attitudes", an individual's mood is a key determinant of his or her attitude towards a commercial. Mood states seem to bias consumer attitudes in the same direction as the mood state. The influence of music on mood seems to be mainly peripheral and subconscious. However, music only appears to have a partial effect on mood, since other factors

(visual and verbal) also play a major role. The researcher also commented that it was found that the recall of information of an ad is improved when paired with a well-known musical composition. Commercials with popular music also appeared to be more effective in stimulating attention and memory than commercial without popular music.

2.2.6. Empirical Review for Credibility of the Advertising Messages

According to a research conducted by Ishaverma (2014) with the title “advertising credibility: a review of literature”, advertising has been proved to be effective in providing information, yet its credibility had been questioned consistently. The researcher outlined credibility as three separate concepts—source credibility, message credibility, and media credibility—there exists no scale that exclusively measures message credibility.

Credibility of an advertisement is affected by various factors, particularly by the company’s credibility and the person who brings a message (Goldsmith, Lafferty and Newell, 2000) and the credibility of the information content. Advertising credibility can be classified as advertiser credibility (corporate credibility) and advertisement credibility. Interestingly, good advertising message play an important role in the relationship with effective television commercial and customers’ purchase intention. Television commercial message which can creating trust from customers may encourage audiences contemplate its content and lead customers to make logical buying intention (Durairaj & Levy, 1990).

2.2.7. Empirical Review for Message Repetition

Turley & Shannon(2000) had a research about the effect of advertising on purchase intention, message recall in sports arena with 348 respondents. The result showed that the frequency of advertisement was positively associated with the purchase intention and brand name recall. In other words, when advertising frequency increases it will lead to increased purchase intention and brand recall (Turley & Shannon, 2000).

Customer purchase intention is affected by the repetition of the advertisement. Although one time commercial on television has a great impact on consumer, the need of repetition of the commercial is mandatory (Majeed & Razzak, 2011). The study suggested that in order to get consumer purchase intention, marketers must repeat the adverts on television again and again. Another researcher explained that consumer purchase intention influenced by the span of TV commercial

(Khuong & Nguyen, 2015). The repetition of commercials may influence consumer to purchase the product appear in the advertisements.

Belch (1982) concluded that commercials with high frequency of repetition help customers recall the messages and brand image of the products easier. In addition, there are two more interesting dimensions of wear in and wear out regarding to advertising repetition research. According to Pechmann & Stewart (1988), an ad is told to have worn in when audiences perceive that the advertisement has a definitely positive impact on them. In contrast, wear out occurs when viewers stop being affected by the advertisement or when viewers have negative mood while watching the television. Television commercial repetition causes wear in and wear out effects in different ways for each individual. Some people may experience wear in just at the first time exposure to an advertising stimulus, whereas others may not feel a wear in effect until the third exposure to advertising (Pechmann & Stewart, 1988).

2.3. Conceptual Framework and Hypothesis of the study

The following is the conceptual framework of this research.
Advertising Elements (explanatory variables)

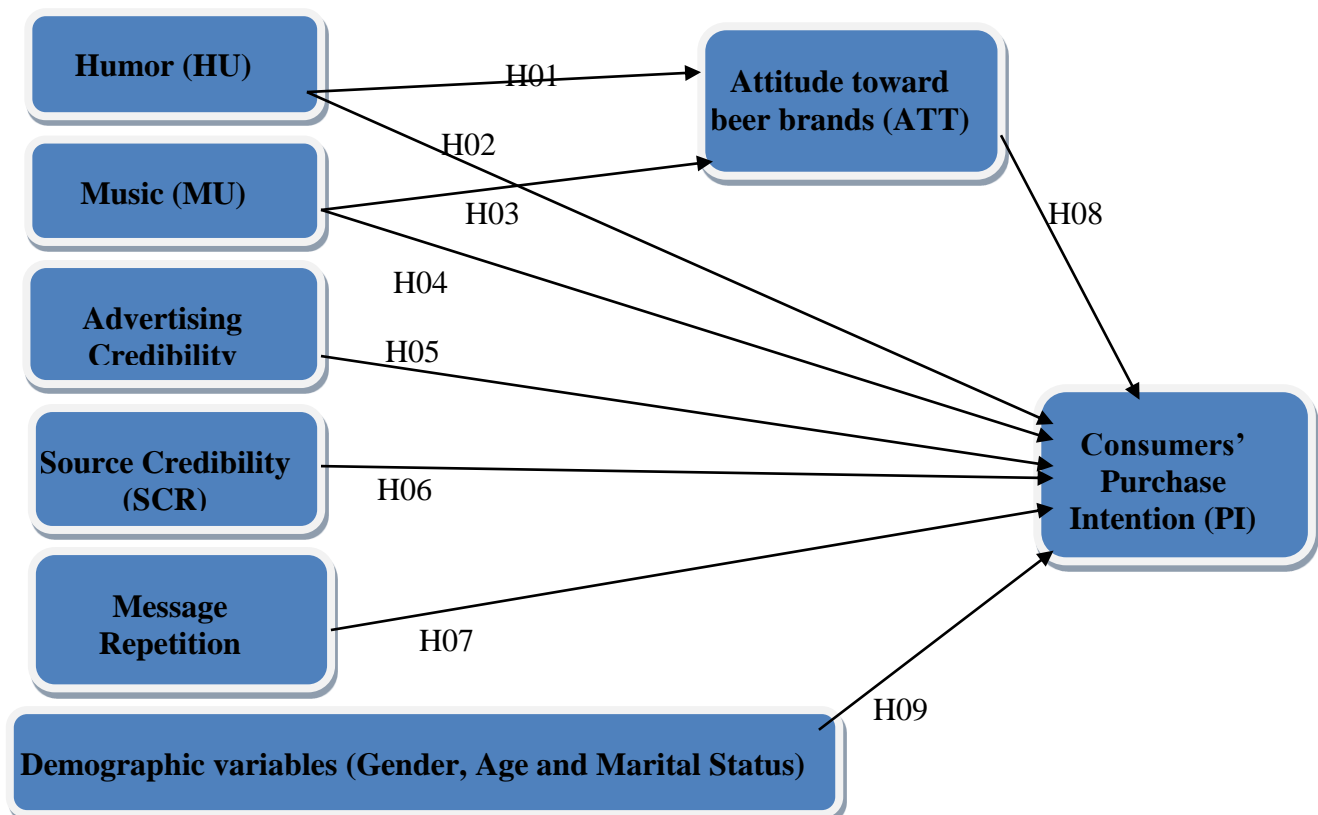


Figure 4: Research model based on the Theory of Planned Behavior by Ajzen (1991).

2.4. Hypotheses

The hypotheses of this study are listed below □-

H01: Humorous brewery advertisements have indirect and positive influence on consumers' purchase intention for the beer brands advertised.

H02: Humorous advertisements have direct and positive influence on purchase intention.

H03: Music has indirect and positive influence on consumers' purchase intention for beer brands.

H04: Music has direct and positive influence on consumers' purchase intention.

H05: Advertising credibility has direct and positive influence on consumers' purchase intention.

H06: Source credibility has direct and positive influence on consumers' purchase intention.

H07: Message repetition has direct positive influence on consumers' purchase intention for beer products.

H08: Consumers' attitudes toward beer products have positive influence on their purchase intention for the beer brands.

H09: Demographic variables (Gender, Age and Marital Status) have positive and significant influence on consumers' purchase intention for beer products.

3. CHAPTER THREE: RESEARCH METHODOLOGY

3.1. The Research Approach of the Study

In this study, quantitative and qualitative approach is chosen due to the fact of quantification in the collection and analysis of the data and the purpose is to make a generalization of the data. Moreover, instead of gaining in-depth insights of phenomena, the main focus of this research is to test hypotheses derived from the adapted theoretical models. The relationship between different advertising factors, consumer attitude and purchase intention are the ultimate goal to identify in this study. Therefore, mixed research design is employed.

There are two approaches that can be applied in business research, namely deductive and inductive approaches. These two approaches differ in the relationship between theory and data. Deductive research refers to the research when a hypothesis is tested in the light of existing theory of the domain by analyzing empirical data (Bryman and Bell, 2007). Researchers continue to collect data based on existing theories and principles. In contrast, inductive research is based on incomplete data in order to draw a conclusion thereby supplement the theory (Bryman and Bell, 2007).

The purpose of this research is to test advertising factors that influence consumers' purchase intention towards beer products. This study was based on reviewing previous researches and theoretical models derived from existing theories. As results, eight hypotheses were developed. Therefore, deductive approach was appropriate to apply in this study. Furthermore, the study collected empirical data by conducting questionnaire in order to test the existing theory and adapted model instead of generalize a new theory. From this perspective, deductive approach was supported and fulfilled the requirements.

3.2. Research Design

Research Design refers to the framework into which the research fits depend on the theory and nature of the research problem. This will underpin all of the research activities. According to Creswell (2009), there are three research designs. These are – Qualitative, Quantitative, and Mixed designs. Further, research design can be divided into five types: – Descriptive, Experimental, Correlational, Diagnostic, and Explanatory research designs.

In a descriptive research design, a researcher is solely interested in describing the situation or case under his/her research study. It is a theory-based research design which is created by gathering, analyzing and presenting collected data. By implementing an in-depth research design such as this, a researcher can provide insights into the why and how of research. The current study used descriptive research design to gather, analyze, and present the collected data. Explanatory research design is utilized when both the variables as well as the association between them has been explored and tested in the form of theory, but the aim of the researcher is to test the relationship between the variables in a new context (Creswell and Poth, 2017). Therefore, in the current research, descriptive and explanatory designs of research is applied because, the main variables of the research i.e. advertising components and consumers' purchase intention have already been explored.

As shown in a paragraph above, Quantitative research design is one of the three research designs. Quantitative research design further be categorized into two types of research designs – Survey and Experimental (Creswell, 2009). A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, the researcher generalizes or makes claims about the population (Creswell, 2009). Thus, the research approach for gathering primary data for the present study is a survey design.

Quantitative research entails a deductive approach and can be seen as a strategy that emphasizes quantification in gathering and analyzing of data (Bryman and Bell, 2007). According to Creswell (2009), quantitative research is an approach that aims at generalizing the findings to the population. It commonly consists of hypotheses that are deduced from existing theories which need to be tested. It allows the researchers to collect numerical data from large sample sizes, then to be measured in a statistical manner. Large sample size ensures the possibility and credibility to make generalization of the chosen population regarding the corresponded theory (Bryman and Bell, 2007).

On the other hand, qualitative research is implemented in cases where a relationship between collected data and observation is established on the basis of mathematical calculations. Theories related to a naturally existing phenomenon can be proved or disproved using mathematical calculations. Researchers rely on qualitative research design where they are expected to conclude “why” a particular theory exists along with “what” respondents have to say about it.

3.3. Data Sources and Instruments used

Under this study, the researcher used the two sources of data: These are primary and secondary sources. Secondary sources of data were obtained and used from different sources such as advertisement manuals, journal articles, rules and regulation, books, internet, flyers and videos and other related literatures. The main method the researcher used in collecting primary data was a questionnaire. A questionnaire is a series of questions asked to customers having the advantages of being quite inexpensive; easy to protect privacy of respondents; and easily corroborated with other methods of data collection. For the primary data collection purpose the research used multiple choice and 5-point Likert Scale questionnaires.

The questionnaire is constructed based on the empirical literature review in order to measure the influence of advertising on consumer purchase intention. In order to ensure content validity, measurement items were mainly adopted from prior studies (Baker and Churchill, 1977; Dodds, Monroe, and Grewal, 1991). The original questionnaires have been developed in English and then translated to Amharic as majority of the customers have an understanding of the latter one.

In addition to questionnaires, personal (face to face) interviews were done with brewery factories’ marketing personnel. According to Emory (1980), interviews are purposeful conversation imitated by interviewer to obtain information that is relevant to some research purpose. The interviews that

were conducted had two types structured (with predetermined questions asked orderly) and unstructured (flexible in the order of questions asked). Thus, this study used both structured and unstructured types of interviews.

3.4. Description of the study area

The study was conducted in Addis Ababa where majority of the brewery factories and their offices are found and majority of the locally produced beer products are distributed and consumed. Addis Ababa is the capital city of Ethiopia as well as Africa, for its historical, diplomatic and political significance for the continent. It is the industrial, commercial and cultural centre of the country. Being the seat of various regional and international institutions, it is an important political and diplomatic hub of Africa. According to Wikipedia, the free encyclopedia, Urban Population Projection value of the city in the year 2016 was about 3,352,000. In the capital city of Addis Ababa, 55% of the population used to live in slums. Now, however, a construction boom in both the private and public sector has led to a dramatic improvement in living standards. Notably, government-built condominium housing complexes have sprung up throughout the city, benefiting close to 600,000 individuals.

Addis Ababa is currently divided into ten sub-cities and each sub-city is divided into districts. These ten sub-cities are Bole, Yeka, Gulele, Arada, Addis Ketema, Kolfe Keranio, Lideta, Kirkos, Akaki Kality and Nifassilk Lafto. Each sub-city is divided into many different weredas/districts. For example, there are fourteen districts in Yeka sub-city only.

3.5. Target Population of the Study

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2006). The target population of this study is those consumers of beer products in Addis Ababa who have seen television brewery advertisements. The sampling frames for this research is infinite or undefined because there is no statistical data that list or even estimate the number of beer consumers in Addis Ababa and it is impossible to identify and list from this research perspective. Therefore, the sampling frame of this research is customers of Hotels, Restaurants, and groceries located in Addis Ababa, who consume beer. Thus, the target population of the study is unknown.

As we can see in every corner of the city, majority of the beer consumers are found consuming different beer brands in hotels, restaurants, and groceries. These three institutions are believed to

be the places where those consumers are easily accessed while entertaining themselves. However consumers may not happy to fill the questionnaires while they are entertaining themselves, the researcher and other partners who are cooperating with the researcher might be expected to be there and consume beer waiting for the questionnaires being filled. The researcher couldn't get any other better option to obtain groups of those consumers in one area to obtain their opinions regarding brewery advertisements.

3.6. Sampling Methods and Sample Size Determination

Since the goal of quantitative research is to generalize the results of the work to the whole of the research population, the sample should be selected carefully using the correct procedure. The sampling strategy adopted can affect the quality of a piece of research (Dawson, 2002 and Cohen et al., 2000). Thus, appropriate attention is given for collecting relevant data from representative samples by selecting large sample size from the population.

Sampling Method

Sampling procedure consist of two types: probability and non-probability (Adams et al., 2007). Probability sample is the random selection method which implies that individuals have equal probability to be selected within the population (random selection). Probability sampling includes Simple Random, Systematic, Stratified, Cluster and Multistage sampling methods (Adams et al., 2007). In contrast, in non- probability sample, individuals cannot have equal probability to be selected. In other words, some individuals have more probability to be chosen.

Because the sampling frame for this research is unknown and Hotels, Restaurants, and Groceries, are found in all the ten sub-cites, the proper method for this research is to use multistage sampling procedure. According to Creswell, (2009), probabilistic cluster sampling is ideal when it is impossible or impractical to complete a list of elements composing the population. Thus, the sampling technique for this study is probability sampling particularly multistage cluster sampling. The first reason behind the selection of probability sampling technique is that it gives each element in the population an equal probability of getting into the sample; and all choices are independent of one another. The other one is it gives each possible sample combination an equal probability of being selected.

Sampling Procedure

Multistage cluster sampling starts with dividing the total population into many subgroups. In this research, the sub-city administration of Addis Ababa is clustered the total population in to ten subgroups geographically. Cluster sampling try to secure heterogeneity within each subgroups and homogeneity between subgroups. In this research it is believed that beer consumers in each sub-city show heterogeneous characteristics because respondents may live in one sub-city but may consume beer in other sub-cities.

From the total ten sub-cities, two sub-cities are taken as sample using purposive sampling technique since all sub-cities are believed to be homogeneous. Purposive Sampling is based on the intention or the purpose of study. Only those elements would be selected from the population which suits the best for the purpose of this study. The researcher preferred purposive sampling technique because the numbers of sub-cities or clusters are very small. First the names of all sub-cities were written on identical slips of paper and the slips of paper folded in similar ways. Then, the folded papers were put on a bowl and mixed well. After that two slips of paper were drawn at a time without looking at them. Based on this probability sampling technique Bole and Yeka sub-cities were taken as a sample clusters.

Then again following the same procedure from each of the two sub-cities one wereda/district is selected. Accordingly, from Bole wereda 8 (CMC area) and from Yeka wereda 8 (megenagna area) are selected using purposive sampling technique and data were collected from hotels, restaurants, and groceries there. Respondents were easily found consuming beer on weekends (on Saturday & Sunday in the afternoon). The selected hotels, restaurants and groceries were purposively selected to fill the questionnaire. The days and the time are selected because most consumers drink beer on weekends in the afternoon based on the observation of the researcher.

Dallas, et al., (2011) mentioned in a study regarding the distribution of alcohol consumption that the most commonly chosen minimum legal drinking age in many countries is around 18 years of age. According to the author, the populations of the study are beer consumers who are at the age of 18 years and older. The first age groups are young people aged 18–29 years; the second age groups are young people aged 30–39 years; the third age groups are people aged 40–49 years; the fourth age groups are people aged 50–59 years and the remaining are old people above the age of 59 years.

Sample Size

Determining sample size is a very important issue because samples that are too large may waste time, resources and money, while samples that are too small may lead to inaccurate conclusions. Thus, determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept according to (Corbetta, 2003). Since the total population is unknown and previous studies are not available with the present study title in Ethiopia, this study used the recommendation by Corbetta (2003) in determining the sample size. The sample size the beer consumers in Addis Ababa is determined in accordance with the following assumptions: probability (p) equals to 50%, this is the safest possible assumption, the confidence level of 95% which corresponds to Z -value of 1.96 From the standard table and an error or precision (e) of 5%. The formula is as follows:

Sample size:- $n_0 = z^2 pq / e^2$ or $1.96^2 * 0.5 * 0.5 / (.05)^2 = 384$

Where,

n₀ - Sample size

Z - Z value at specified confidence interval

p - Estimated proportion of an attribute present in the population

q – 1-p

e - Desired level of precision

With 95% confidence interval, 5% level of precision, and a proportion of 50%, the sample size for this study is determined to be 384. The 50% proportion is the maximum variability in a population, which is often used in determining a more conservative sample size (Isreal, 2013).

3.7. Measurement Items

Purchase intentions have been widely used as a predictor of subsequent purchase in the literature. In this study, purchase intentions refer to the consumers' intentions to purchase beer products. And purchase intentions was measured by adapting three purchase-intention items developed by Baker and Churchill (1977) with the 5 - point Likert scale from strongly disagree to

strongly agree and three willingness to buy items by Dodds, Monroe, and Grewal (1991) with a 5 point Likert scale from very unlikely to very likely. Therefore, the present study uses the same three purchase intention items and two—willingness to buy items.

Source credibility had been measured as a multidimensional construct. Celebrity's credibility is measured through three dimension including trustworthiness, attractiveness and expertise. Endorser credibility is often measured by the semantic differential items, for instance: experienced/unexperienced, and knowledgeable/unknowledgeable for expertise; honest/dishonest, and trustworthy/untrustworthy for trustworthiness; and attractive/unattractive, and plain/elegant for attractiveness (Lafferty and Goldsmith, 1999; Ohanian, 1990). Staymans (1990) scaled the following bipolar to measure consumers' attitudes: good/bad, likeable/unlikeable, irritating/not irritating, interesting/not interesting, favorable/unfavorable, pleasant/unpleasant, and high quality/poor quality.

Alpert & Alpert (2005) measured influences of music on consumers' attitudes using four questions for the target consumers. He asked how the respondent would characterize when they see television advertisements with different styles of music productions. They expressed their feelings as bipolar items pleasant/unpleasant, likable/unlikable, sad/happy, miserable/glad as the author suggested. Alpert & Alpert (1989) measured humorous advertisements using five items. He used measurement scales like happiness, curiosity, surprise, and funny on a 5-point semantic differential scale. Participants will be asked to indicate their agreements based on the 5-point scales from 1 = strongly disagree to 5 = strongly agree.

Advertising repetition can be easily measured with frequency of brewery advertisements that were previously seen on television in a specified period of time. Scales such as often, regularly, sometimes, once, rarely, and many times can be used to find out the number of times that the consumer has seen the advertisements. Greer (2003) measured credibility of ads using five items from Beltramini's (1988) advertising believability scale: Unbelievable/believable, not convincing/convincing, not credible/credible, dishonest/honest, and untrustworthy/trustworthy on a 5-point semantic differential scale.

3.8. Data Analysis and Interpretations

According to Bryman and Bell (2007), it is very important to determine how to collect data as well as how to analyze it accurately since the wrong data might have an impact on the result. Yin

(2009) presented that analyzing data is a process of reviewing, categorizing and compiling the data in a proper manner. When the data has been collected and prepared, analysis method must be chosen for further analysis. According to Bryman and Bell (2007), mathematical formula and computer software are the two approaches to analyze quantitative data. For quantitative study, data can be analyzed by different quantitative data analysis on the basis of the SPSS software package.

Choosing the data analysis method is based on the study purposes, in this study the following analysis methods were applied: frequencies analysis, descriptive analysis, reliability analysis, correlation analysis, hypothesis testing, regression analysis and mediation analysis (Malhotra and Birks, 2003). Then AMOS was used to test the overall fit of the model and to estimate the direct and indirect relationships between the independent variables (predictors) and dependent variable (predicted) so as to accept or reject the model, and various analyses of model fit was examined. AMOS also was used to examine specific relationships between hypotheses and variables using the key constructs of Ajzen's (2011) Theory of Planned Behavior.

The model which is appropriate to test the significance of these variables would be multiple linear regression model (Brooks, 2008). Multiple linear regression models allow us to investigate how the explanatory variables are associated with a dependent variable and the predictive powers of the explanatory variables for variations on the dependent variable. The regression model used for the current study has shown the relationships and the interpretations, this analysis does not allow us to make causal inferences. Three things are necessary to establish causality: association, time order, and nonspuriousness.

While regressions of cross sectional data can reveal associations, they usually do not document time order. Since there might be many other variables that are not mentioned in this study, the relationship between explanatory and dependent variables might not show causal relationships (spuriousness). This is to mean that those explanatory variables may not be the only independent variables that caused changes on the dependent variable there can be other variables that are causes for the outcome. According to Brooks (2008), the general multivariate regression model with K independent variables can be written as follows:-

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_k X_{ki} + \epsilon_i \quad (i = 1, 2, 3, \dots, n)$$

Where Y_i is the i^{th} observation of the dependent variable, X_{1i}, \dots, X_{ki} are the i^{th} observation of the independent variables, β_0, \dots, β_k are the regression coefficients, ε_i is the i^{th} observation of the stochastic error term, and n is the number of observations. Hence, the influence of brewery advertisements on consumers' attitude and their purchase intention can be modeled as described below:-

$$PI = \beta_0 + \beta_1 ADCR + \beta_2 SCR + \beta_3 HU + \beta_4 MU + \beta_5 MREP + \beta_6 ATT + \beta_7 \text{Gend} + \beta_8 \text{Age} + \beta_9 \text{Mstat}$$

$$ATT = \beta_0 + \beta_3 HU + \beta_4 MU$$

Where;

β_0 = Consumers' Purchase intention in the absence the brewery advertising factors, consumer attitudes, perceived behavioral control and subjective norms.

β_1 = The partial change in consumers' purchase intention due to one unit change in Advertising Credibility while other things remain constant.

β_2 = The partial change in consumers' purchase intention due to one unit change in Credibility of Celebrity while other things remain constant.

β_3 = The partial change in consumers' purchase intention due to one unit change in Humor while other things remained constant.

β_4 = The partial change in consumers' purchase intention due to one unit change in Music while other things remain constant.

β_5 = The partial change in consumers' purchase intention due to one unit change in Message Repetition while other things remained constant.

β_6 = The partial change in consumers' purchase intention due to one unit change in Consumers' Attitudes while other things remain constant.

$\beta_7, \beta_8, \beta_9$ respectively are partial changes in consumers' purchase intention due to changes in consumers' gender, age and marital status while other things remain constant.

3.8.1. Validity and Reliability

Reliability: According to Bryman and Bell (2007), reliability examines the consistency of a concept measure. A concept can be measured by multiple item measure and questions formulated on the light of measures will be added up to gauge an overall score. In this way, the most important issue is to ensure these indicators refer to the same thing. Thus Cronbach's alpha is the effective way to test the internal reliability (Bryman and Bell, 2007). The value of Cronbach's alpha is

generally accepted if its value is above 0.6, the higher the value is the more reliable the questions are (Flynn et al., 1994). A pilot test was conducted to identify whether the items are suitable to be used in the context. 32 data were collected using the same procedure as the main questionnaire. Reliability test was conducted and showed that the Cronbach's Alpha for the questionnaire items was acceptable, which was 0.863.

Correlation analysis: is the approach to increase reliability and validity that the samples properly represent the population. By applying this analysis method, the data can be ensured in order to draw conclusions of the population. This can be measured by the value of Pearson-correlation (r-value). This value is ranged between -1 and +1. The value of -1 indicates an absolutely negative relationship between two variables, which represents that a higher value of this variable leads to a lower value of the other. On the other hand, +1 stands for a perfectly positive relationship between two variables (Aaket et al., 2011). Accordingly, the higher the correlation is, the more similar two variables are (Bryman and Bell, 2007).

The survey questionnaire was segregated in different sections in order to assess all variables used in this study. The questionnaire also captured the demographic profile of the respondents. Prior to distributing all the questionnaires to the respondents, 10% of the questionnaires (32 questionnaires) were distributed to Undergraduate students in Addis Ababa University in order to find ambiguity in terms, meaning of items etc. They were also asked to fill up the answers pertaining to questionnaire. Thus, the content validity of study is established.

Linear Regression Analysis: is a statistical procedure to investigate the relationship between two or more variables (Bryman and Bell, 2007). There are several key parameters needed to be focused: Significance, Beta, Adjusted R Square and T-value. According to Bryman and Bell (2011), Beta represents the standardized regression coefficient. The beta value (β -value) indicates how strong each independent variable influences the dependent variable (Bryman and Bell, 2007). Regarding to significance level, if its value (P-value) is greater than 0.05, hypothesis will be rejected.

Mediation Analysis: Researchers often conduct mediation analysis in order to indirectly assess the effect of a proposed cause on some outcome through a proposed mediator. Baron and Kenny (1986) asserted that the evidence for mediation is strongest when there is an indirect effect but no

direct effect, which they call “full mediation.” When there are both indirect and direct effects, they call it “partial mediation.”

3.9. Questionnaire Design

In this section the researcher explained and defined the measurement items, the variables and their sources.

Table 1: Summaries of questionnaire designs, research variables and sources of data

	Variable name	Measure	Adapted from
Dependent variable	Purchase Intention (PI)	Questionnaire numbers 26-28	Baker and Chirchill, 1977; Dodds, Monroe, and Grewal, 1991
Independent variables	Consumers’ Attitude (ATT)	Questionnaire numbers 23-25	Staymans, 1990
	Advertising Credibility (ADCR)	Questionnaire numbers 7-10	Greer, 2003; Beltramini, 1988
	Source Credibility (SCRD)	Questionnaire numbers 11-16	Lafferty and Goldsmith, 1999; Ohanian, 1990
	Message repetition (MREP)	Questionnaire numbers 17-19	It is measured by the frequency of television advertisements.
	Humor (HU)	Questionnaire numbers 4-6	Alpert & Alpert, (1989)
	Music (MU)	Questionnaire numbers 20-22	Alpert & Alpert, (2005)

Source: Extracted by the researcher

3.10. Ethical Considerations

As suggested by (Trochim, 2000; Sekaran, 2006), the researcher has ensured the strict adherence of the following ethical conducts:

- Respondents take part in the research voluntarily and data was collected based on the consent of the individual.
- The purpose of the research was clearly explained to respondents.
- Information provided by respondents was treated with strict confidentiality and the researcher ensured that participants will remain anonymous throughout the study.
- There was no misrepresentation or distortion of the actual data collected from respondents.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

4.1. Introduction

A total of 384 sets of questionnaires were administered and distributed to the potential respondents that were beer consumers in the selected sample area. However, only 328 duly filled in questionnaires were returned representing the rate of 85.4 percent. Structured interview questions were prepared to sales personnel and supervisors of a brewery company and the responses were properly written although recording was not possible. Each question in the interview was designed properly to easily meet research objectives. The questionnaires and the interview questions are found in the appendix section of the study.

The questionnaire (see Appendix IA & IB) consisted of two parts. Part one was prepared to gather general information about the respondents' profiles such as age, gender, and marital status. Part two of the questionnaires consisted of questionnaires about major factors influencing consumers' purchase intention.

4.2. Consumer Profiles

4.2.1. Gender of the respondents

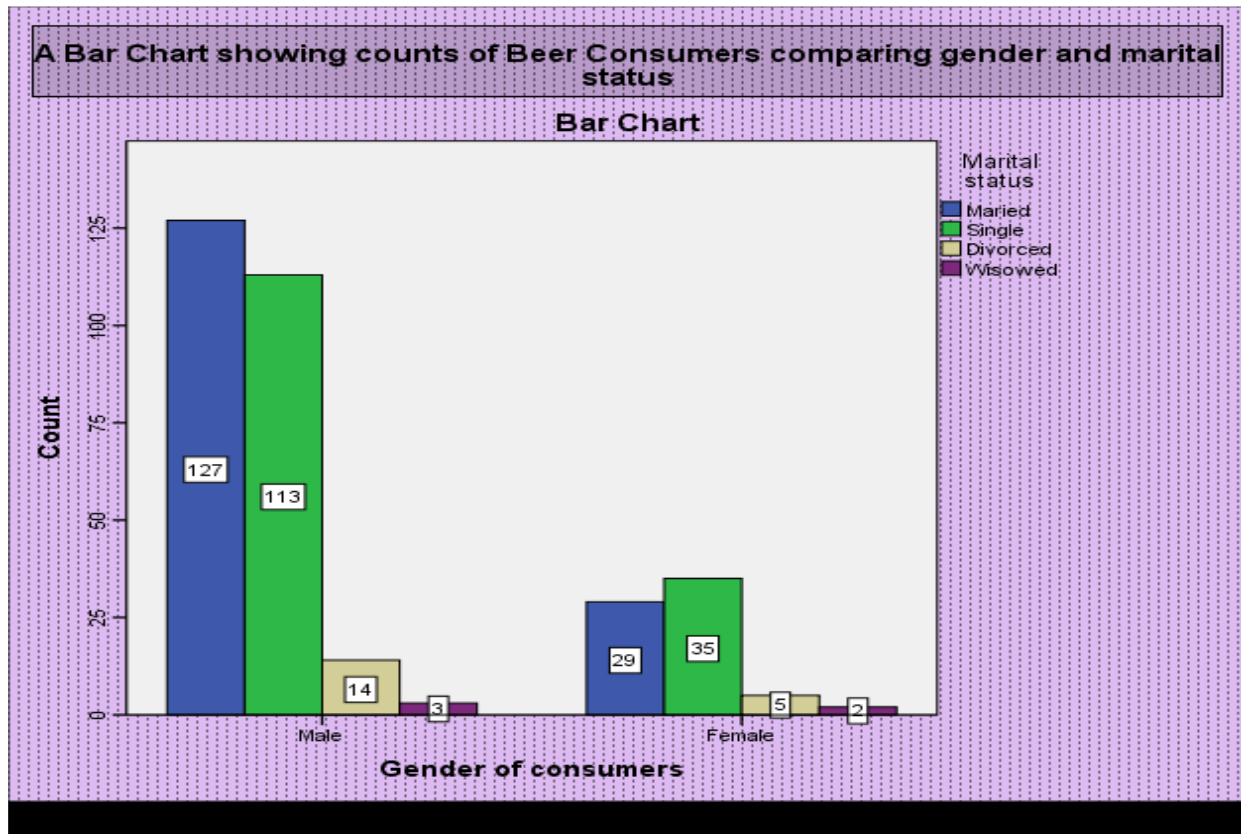
According to table 4.1 here below, the male respondents constituted 257 (78.35%) of the total respondents and female respondents represented 71 (21.65%). This shows that men consume more beer products than women and it also shows that it is common to get more men than women when we go to hotels, restaurants and groceries on weekends. This implies that gender difference has influence on consumption of beer products.

Table 2: The respondents' gender related with their marital status

Gender of Consumers	Marital status				Total
	Married	Single	Divorced	Widowed	
Male	127	113	14	3	257
Female	29	35	5	2	71
Total	156	148	19	5	328

Source: the researcher's own survey, 2019

Figure 5: A bar chart showing gender and marital status of the respondents



Source: analysis of survey data, 2019

4.2.2. Ages of the respondents

As far as the age of the respondents is concerned, 66 (36.9%) of respondents were categorized in the age range of 18-29 years; 155 (51.8%) of the respondents were found in between 30-39 years; 59 (11.3%) of respondents were found in between the age of 40-49 years; while 37 (11.28%) of the respondents were found between in the age range of 50 and 59; the remaining 11 respondents were above the age of 59 years. This implies that the majority of beer consumers in the study area were found in the age range from 30-39 years old. The next majority of consumers found in the age interval of between 18-29 years.

4.2.3. Marital status of the respondents

As far as the marital status is concerned, the study revealed that 156 (47.6%) of the respondents were married; while 148(45.1%) of the respondents were single; the other 19 (5.8%) were divorced; and the remaining 5 were widowed. This implies that the majority of respondents who

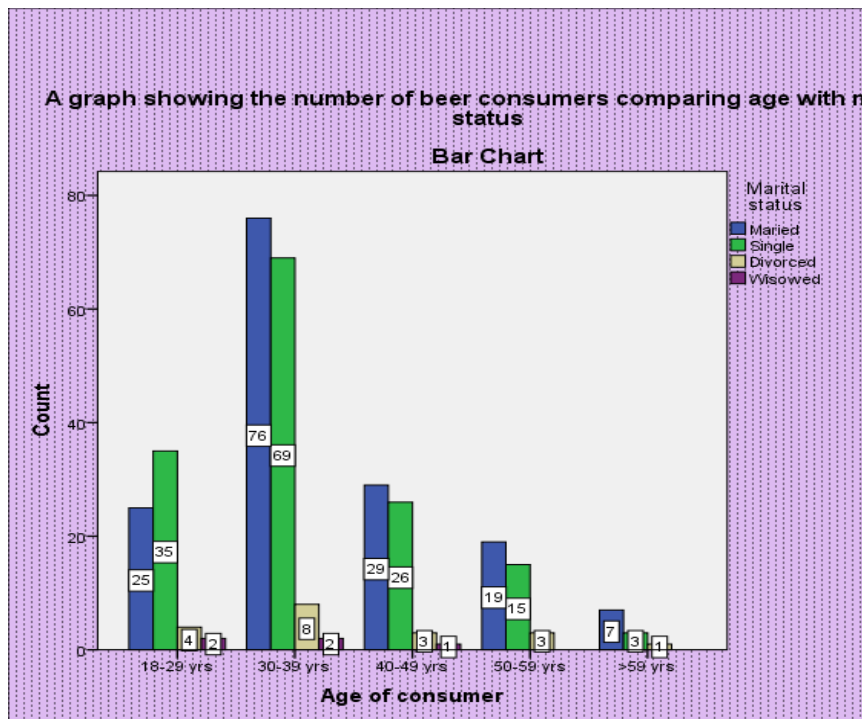
frequently consume beer products were married individuals. The next majority of the respondents were single consumers.

Table 3: Age groups of the respondents and their marital status

Age of consumer	Marital status				Total
	Married	Single	Divorced	Widowed	
18-29 yrs	25	35	4	2	66
30-39 yrs	76	69	8	2	155
40-49 yrs	29	26	3	1	59
50-59 yrs	19	15	3	0	37
>59 yrs	7	3	1	0	11
Total	156	148	19	5	328

Source: the researcher’s own survey, 2019

Figure 6: A graph showing age groups of the respondents and their marital status



Source: analysis of survey data, 2019

4.2.4. Association between Intention to Use and Demographic Factors

As used in the works of Amin (2012), Chi-Square test is conducted to check the association between Sex, Age, Marital Status, and Consumers' Purchase Intention. The summary is presented under Table 7. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is a relationship between two categorical variables.

Figure 7: Chi-Square Test between Age, Education level, Income, Gender and Adoption

Comparison		Value	Df	Assimp. Sign. (two –tailed)
Gender and purchase intention	Pearson Chi-Square	26.123 ^a	10	.004
	Likelihood Ratio	27.633	10	.002
	Linear-by-Linear Association	7.038	1	.008
	N of Valid Cases	328		
Age and purchase intention	Pearson Chi-Square	168.597 ^a	40	.000
	Likelihood Ratio	180.688	40	.000
	Linear-by-Linear Association	.567	1	.451
	N of Valid Cases	328		
Marital status and purchase intention	Pearson Chi-Square	15.538 ^a	30	.986
	Likelihood Ratio	18.791	30	.944
	Linear-by-Linear Association	.001	1	.977
	N of Valid Cases	328		

Source: Survey Result, 2019

a) Gender and Consumers' Purchase Intention

At 95% confidence interval, the significance value (.004) is significantly than 0.05. Hence, it can be concluded that there is a strong and significant relationship between gender and consumers' purchase intention for beer products.

b) Age and Consumers' Purchase Intention

At 95% confidence interval, the significance value (.000) is less than 0.05. Hence, it can be concluded that there is a significant relationship between age and consumers' purchase intention.

c) Marital Status and Consumers' Purchase Intention

At 95% confidence interval, the significance value (.986) is greater than 0.05. Hence, it can be concluded that there is no significant relationship between marital status and consumers' purchase intention.

4.3. Discussion of summaries of the measurement items

4.3.1. Reliability tests of the data gathered

Reliability test of the 328 responses for the 35 items and has been done to check whether the scale used on the questionnaire consistently reflect what it intends to measure or not. For the test of reliability, Cronbach's alpha is used as a measure of internal scale consistency using SPSS v.21. As per the result found from the collected data, the overall Cronbach's alpha is 0.851 which is above the standard threshold level of 0.70 (Nunnally, 1978). This shows that the data extracted from the questionnaire is reliable. See table 4 below.

Table 4: The reliability statistics of the data gathered

Cronbach's Alpha value for all the items	N of Items
.851	35

As shown in table 5 below, Cronbach's Alpha coefficients of the independent and the dependent variables used in the study. Cronbach's Alpha values for the independent and the dependent variables range from 0.700 to 0.756. Based on the examination of the research scales and the constructs, it can be concluded that each variable represents a reliable and valid construct.

Table 5: the reliability statistics of the individual variables

Dependent and independent variables	Cronbach's Alpha values for each variable
Humorous brewery advertisements (HU)	.742
Credibility of the advertising message (ADCR)	.733
Source credibility (SCR)	.709
Message Repetition (MREP)	.711
Music included in the advertisement (MU)	.700
Consumers' attitude towards beer products (ATT)	.756
Consumers' purchase intention (PI)	.705

Source: Analysis of Survey data 2019, using SPSS V21

4.3.2. Measurement items of Humorous brewery advertisements

As it was discussed in the previous chapters of the study, consumers' views on humorous brewery advertisements are measured using the following three items. Table 6 discusses the SPSS results of each of the three measurement items.

Table 6: Measurement items for humorous brewery advertisements

Measurement Items	Scales	Frequency	Percent	Mean	SD
Humor - Humorous brewery advertisements present joyful events being with family and friends (HU1)	Disagree	15	4.6	4.12	0.773
	Neutral	36	11.0		
	Agree	173	52.7		
	strongly agree	104	31.7		
	Total	328	100.0		
Humor - Humorous brewery advertisements show consumers that drinking beer is important to be happy (HU2)	strongly disagree	14	4.3	3.29	0.788
	disagree	21	6.4		
	Neutral	155	47.3		
	Agree	133	40.5		
	strongly agree	5	1.5		
Total	328	100.0			
Humor - Humorous brewery advertisements make me funny (HU3)	Disagree	22	6.7	3.85	0.817
	Neutral	72	22.0		
	Agree	168	51.2		
	strongly agree	66	20.1		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

According to table 6, we can see from the response values for questionnaire item 1 that majority of the participants (52.7%) agreed that humorous brewery advertisements show joyful events with family and friends. The next majority of the respondents (31.7%) strongly agreed that humorous brewery advertisements show joyful events with family and friends. The mean value of the results obtained for item one is 4.12 with standard deviation of 0.773. Thus, we can say that humorous brewery advertisements influence beer consumers to make them believe that drinking beer products with family and friends lead to have joyful events.

When we see the responses of questionnaire item 2, majority of the respondents (47.3%) neither agree nor disagree that humorous brewery advertisements are related with happiness. The next majority of the respondents (40.5%) agreed that humorous brewery advertisements relate drinking

beer with happiness. The mean value of item two is 3.29 with standard deviation of 0.788. What we can understand from the results is that many beer consumers believe there is a relationship between drinking beer and becoming happier although majority of the respondents had moderate agreement levels. For the third item that measures consumers' fun on humorous brewery advertisements, 51.2% of the respondents showed their agreements on the funny nature of humorous brewery advertisements. The mean value of the item is 3.85 with standard deviation of 0.817. The results obtained imply that majority of the beer consumers believe on humorous nature of the brewery advertisements.

4.3.3. Measurement items that describe credibility of brewery advertisements

The four measurement items of credibility of brewery advertisements and their SPSS results are discussed below. See table 7.

Table 7: Measurement items of advertising credibility and their results

Measurement Items	Scales	Frequency	Percent	Mean	SD
Advertising Credibility - Brewery advertisements are believable (ADCR1)	strongly disagree	2	.6	3.84	1.005
	disagree	49	14.9		
	Neutral	37	11.3		
	Agree	152	46.3		
	strongly agree	88	26.8		
	Total	328	100.0		
Message Credibility - Brewery advertisements are convincing (ADCR2)	strongly disagree	28	8.5	3.05	1.036
	disagree	71	21.6		
	Neutral	99	30.2		
	Agree	117	35.7		
	strongly agree	13	4.0		
	Total	328	100.0		
Message Credibility - Brewery advertisements show the health benefits of drinking beer (ADCR3)	strongly disagree	8	2.4	3.28	0.932
	disagree	57	17.4		
	Neutral	127	38.7		
	Agree	108	32.9		
	strongly agree	28	8.5		
	Total	328	100.0		
Message Credibility - Brewery advertisements show social	Disagree	21	6.4	3.82	0.892
	Neutral	102	31.1		
	Agree	120	36.6		

benefits of drinking beer (ADCR4)	strongly agree	85	25.9		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

The first measurement item that measures advertising credibility for brewery advertisements is requested respondents to express their agreements with believability of the brewery advertisements. For this first questionnaire which is going to measure advertising credibility, majority of the respondents (46.3%) showed their agreements with the believability of brewery advertisements that were viewed on television. The next majority of the respondents (26.3%) strongly agreed with the believability of brewery advertisements. The mean value of the item is 3.84 with standard deviation of 1.005. This result enables us to argue that television brewery advertisements are believable among majority of the beer consumers. For the results of advertising credibility measurement items, see table 7 above.

The next measurement item asked beer consumers to know whether brewery advertisements are convincing television viewers to consume the beer products that were advertised or not. For this questionnaire item, majority of the respondents (35.7%) agreed that television brewery advertisements are convincing their viewers to consume the beer brands advertised. The next majority of the respondents (30.2%) neither agreed nor disagreed that television viewers are convinced with the brewery advertisements. The mean value of this second item is 3.05 with standard deviation of 1.036. Thus, we can argue that television brewery advertisements have the ability to convince television viewers to consume beer products.

The other message credibility measurement item inquired beer consumers to mention their agreements with brewery advertising messages that were describing the health benefits of drinking beer. Although majority of the respondents (38.7%) have neither agreed nor disagreed, 32.9% of the respondents expressed their agreements with the credibility of brewery advertisements that are informing television viewers about the health benefits of drinking beer. The mean value of this item is 3.28 with standard deviation of 0.932. Thus, we can say that most beer consumers believe in television brewery advertisements' credibility for explaining the fact that drinking beer is beneficial to their health.

Finally, one more measurement item was added to know whether beer consumers agree with brewery advertisements that are showing the social benefits of drinking beer or not. 36.6% of the respondents replied brewery advertisements show the social benefits of television brewery

advertisements. However, 31.1% of them neither agreed nor disagreed with the statement. The mean value of this item is 3.82 with standard deviation of 0.892. These imply that many beer consumers have positive attitude on the television commercials that are showing the social interaction benefits of drinking beer.

4.3.4. Source credibility measurement items

There are six measurement items in this study to measure source credibility of television brewery advertisements. These six measurement items are discussed below in table 8.

Table 8: Source credibility measurement items and their SPSS results

Measurement Items	Scales	Frequency	Percent	Mean	SD
Source Credibility - Celebrity endorsers who advertise beer products are experienced (SCR1)	Disagree	17	5.2	3.82	0.771
	Neutral	81	24.7		
	Agree	174	53.0		
	strongly agree	56	17.1		
	Total	328	100.0		
Source Credibility - Celebrity endorsers who advertise beer products are knowledgeable (SCR2)	strongly disagree	14	4.3	3.41	1.057
	disagree	58	17.7		
	Neutral	79	24.1		
	Agree	134	40.9		
	strongly agree	43	13.1		
Total	328	100.0			
Source Credibility - Celebrity endorsers who advertise beer products are honest (SCR3)	strongly disagree	9	2.7	3.79	0.938
	disagree	18	5.5		
	Neutral	77	23.5		
	Agree	152	46.3		
	strongly agree	72	22.0		
Total	328	100.0			
Source Credibility - Celebrity endorsers who advertise beer products are trustworthy (SCR4)	strongly disagree	18	5.5	3.28	0.968
	disagree	57	17.4		
	Neutral	77	23.5		
	Agree	167	50.9		
	strongly agree	9	2.7		
Total	328	100.0			
Source Credibility - Celebrity endorsers who advertise beer products are attractive (SCR5)	strongly disagree	5	1.5	3.22	1.040
	disagree	90	27.4		
	Neutral	106	32.3		

	Agree	83	25.3		
	strongly agree	44	13.4		
	Total	328	100.0		
Source Credibility - Celebrity endorsers who advertise beer products are plain (SCR6)	strongly disagree	6	1.8	3.15	0.987
	disagree	94	28.7		
	neutral	98	29.9		
	agree	104	31.7		
	strongly agree	26	7.9		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

As we can see from table 8 above, the independent variable, source credibility, is measured using the six measurement items. The table presented the summarized SPSS values of those six items. The first item measured source credibility by identifying the respondents' agreement levels to the statement saying 'celebrity endorsers that endorse brewery advertisements have previous beer consumption experiences. Majority of the respondents (53%) agreed with the statement; while 24.7% of the respondents neither agreed nor disagreed with the statement. The mean value of their response for this first item is 3.82 with standard deviation of 0.771. This figure shows beer consumers believe that majority of the celebrity endorsers who advertise beer products have previously consumed beer products so that they are credible sources to advertise beer.

The second item measured source credibility by investigating the respondents' agreement levels with the statement saying 'celebrity endorsers who advertise beer products are knowledgeable'. Majority of the respondents (40.9%) agreed with the statement; while 24.1% of the respondents neither agreed nor disagreed with the statement. The mean value of the second item is 3.41 with standard deviation of 1.057. From this result we can understand that majority of the beer consumers have detail knowledge about beer products that are commercialized through television media.

The third item measured source credibility by enquiring consumers' agreement levels. They were requested to tell whether the celebrities who advertise beer products are honest for what they say on television commercials or not. Majority of the respondents (46.3%) agreed that celebrity endorsers who advertise beer products are honest; while 23.5% of the respondents neither agreed nor disagreed on the endorsers' honesty. The mean value of the item is 3.79 with SD of 0.938. This implied that majority of the respondents believed that celebrity endorsers of the brewery advertisements are honest. Similarly, for the fourth item, majority of the respondents (50.9%)

agreed that celebrities who advertise beer products are trustworthy; while 23.5% of the respondents neither agreed nor disagreed that they are trustworthy. The mean value for the fourth item is 3.28 with SD of 0.968. The results obtained for the fourth item implied that majority of the respondents believe in celebrity endorsers' trustworthiness.

The fifth item wanted to know whether the respondents agreed or disagreed with the idea that celebrity endorsers who advertise beer products have attractive personalities. For this argument, 32.3% of the respondents had neutral idea; while 27.4% of them disagreed that the endorsers do not have attractive personalities. The mean value of this item is 3.22 with SD of 1.040. Finally, the last item measured source credibility by knowing the respondents' agreement levels on plain nature (easy going behavior) of the endorsers. 31.7% of the respondents agreed that celebrity endorsers have plain nature while advertising beer products. The other 29.9% neither agreed nor disagreed that they have plain nature. The mean value of the item is 3.15 with standard deviation of 0.987. Thus, easy going personality of the celebrity endorsers who advertise beer products help them to convince television viewers.

4.3.5. Message repetition and its measurement items

There are three measurement items that describe advertising repetition characteristics. The following table presents summaries of the measurement values. See table 9.

Table 9: Measurement items for message repetition

Measurement Items	Measurement Scales	Frequency	Percent	Mean	SD
Message Repetition - I often watch brewery advertisements between television programs (MREP1)	strongly disagree	4	1.2	4.08	0.865
	Disagree	8	2.4		
	Neutral	62	18.9		
	Agree	137	41.8		
	strongly agree	117	35.7		
	Total	328	100.0		
Message Repetition - Repetition of brewery advertisements help consumers to remember the brand advertised (MREP2)	strongly disagree	19	5.8	3.11	1.036
	disagree	64	19.5		
	Neutral	147	44.8		
	Agree	59	18.0		
	strongly agree	39	11.9		
	Total	328	100.0		

Message Repetition - Brewery advertisements repetition is important to build confidence on the brands (MREP3)	strongly disagree	21	6.4	3.44	1.050
	disagree	38	11.6		
	Neutral	84	25.6		
	Agree	146	44.5		
	strongly agree	39	11.9		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

According table 9 above, item one tries to measure message repetition using the respondents' agreement levels for their repetitive television brewery advertising views. 41.8% of the respondents agreed that they often watch brewery advertisements between different television programs. While, 35.7% of the respondents strongly agreed that they often watch brewery advertisements. The mean value of this first measurement item is 4.08 with standard deviation of 0.865. This result imply that majority of the beer consumers often view brewery advertisements within and between different television programs.

The second item measures advertising repetition using the respondents' ability to remember the repetitively advertised beer brand than other beer brands that were not repetitively advertised. The respondents expressed their agreement levels with their ability to remember the repetitively advertised beer brand. 44.8% of the respondents neither agreed nor disagreed that they better remember the repetitively advertised beer brands. However, 19.5% of the respondents disagreed with the statement which says 'repetitively advertised beer brands are better remembered'. The mean value of the second item is 3.11 with SD of 1.036. Thus, we see here that the respondents couldn't confidently tell whether the repetition of brewery advertisements help beer consumers to remember the repetitively advertised beer brand.

The third item tried to measure advertising message repetition using the confidence that beer consumers have on the repetitively advertised beer brands. 44.5% of the respondents said that they have confidence on consuming the repetitively advertised beer brands. While, 25.6% of the respondents neither agreed nor disagreed that they have the confidence. The mean value of the measuring item is 3.44 with SD of 1.050. This imply that the more brewery advertisements repetitively advertised on television, the more consumers' confidence strengthened on those beer brands.

4.3.6. Music in brewery advertisements and its measurement items

There are three measurement items that describe the nature of music in brewery advertisements. The following table discusses each of the measurement items and their values. See table 10.

Table 10: Measurement items for music in brewery advertisements

Measurement Items	Measurement Scales	Frequency	Percent	Mean	SD
Music - Brewery advertisements with entertaining music are pleasant to me (MU1)	strongly disagree	7	2.1	3.36	0.849
	disagree	52	15.9		
	Neutral	92	28.0		
	Agree	170	51.8		
	strongly agree	7	2.1		
	Total	328	100.0		
Music - I like the music productions in the beer advertisements (MU2)	strongly disagree	12	3.7	3.32	0.852
	disagree	24	7.3		
	Neutral	162	49.4		
	Agree	107	32.6		
	strongly agree	23	7.0		
	Total	328	100.0		
Music - Music is very important for brewery advertisements (MU3)	strongly disagree	16	4.9	3.63	1.147
	disagree	46	14.0		
	Neutral	64	19.5		
	Agree	119	36.3		
	strongly agree	83	25.3		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

According to table 10 above, the first item measures music in brewery advertisements by checking if music included in brewery advertisements are pleasant. 51.8% of the respondents agreed that the music productions included in the adverts are so pleasant that they were attracted to watch those advertisements. The other 28% of the respondents had moderate level of agreement. The mean value of the measurement item is 3.36. This indicates that majority of the beer consumers believe in the music productions included in brewery adverts are pleasant to them.

When we see the second measurement item, consumers were requested to mention their agreements with a statement which says ‘beer consumers like the music productions in brewery advertisements’. 49.4% of the respondents neither agreed nor disagreed with the statement. The

other 32.6% of them agreed that the music productions in brewery advertisements are liked by beer consumers. The mean value of this item is 3.32 with SD of 0.852. This value indicates that beer consumers could not identify whether the music productions included in brewery advertisements are likeable or not.

The third item measures whether music is important for brewery advertisements or not. 36.3% of the respondents indicated their agreements by mentioning that music is important for brewery advertisements. The other 25.3% strongly agreed that music inclusion is very important for brewery advertisements to get the attentions of television viewers. The mean value of the item is 3.63 with SD of 1.147. From these results we can argue that music is important for brewery advertisements in order to make the brewery advertisements are to be listened properly by television viewers.

4.3.7. Measurement items of consumers' attitudes towards beer products

There are three measurement items to measure beer consumers' attitudes towards the beer products that are advertised on television. These measurement items are discussed in the following table.

Table 11: Consumers' attitudes toward beer products and their measurement items

Measurement Items	Measurement Scales	Frequency	Percent	Mean	SD
Attitude - Beer products are good for thirst quenching (ATT1)	strongly disagree	1	.3	4.13	0.818
	disagree	7	2.1		
	Neutral	64	19.5		
	Agree	133	40.5		
	strongly agree	123	37.5		
	Total	328	100.0		
Attitude - I have convinced that beer products have health benefits (ATT2)	strongly disagree	8	2.4	3.87	0.835
	disagree	20	6.1		
	Neutral	31	9.5		
	Agree	218	66.5		
	strongly agree	51	15.5		
	Total	328	100.0		
Attitude - Beer products are important to strengthen social interactions (ATT3)	Disagree	2	.6	3.93	0.683
	Neutral	82	25.0		
	Agree	180	54.9		
	strongly agree	64	19.5		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

According to table 11, there are three items that measure consumers' attitudes towards the advertised beer products. The first item requested the respondents to express their agreement levels for a statement which argues that beer products are important for thirst quenching. 40.5% of the respondents agreed that they drink beer for thirst quenching. While 37.5% of the respondents strongly agreed that they drink beer for thirst quenching. The mean value obtained for this measurement item is 4.13 with SD of 0.818. This value shows that majority of the respondents prefer beer products for thirst quenching.

The second item measures the health benefits of drinking beer products. As we can see from the results obtained, 66.5% of the respondents agreed that they consume beer products to get health benefits of drinking beer. The other 15.5% strongly agreed that they consume beer products to get the health benefits of drinking beer. The mean value of the measurement item is 3.87 with SD of 0.835. This shows that majority of the respondents consume beer products especially after meal to get the food easily be digested.

The third and the last item which measures consumers' attitudes towards beer products that were advertised on television, measures the benefits of beer products for social interactions. Among these respondents, 54.9% of them agreed that drinking beer especially with family and friends strengthens the social interactions with them. The mean value for this item is 3.93 with SD of 0.683. From the results obtained for this measurement item, we can understand that most of the respondents consume beer products on weekends with their family members and with their friends which is believed to strengthen their social interactions.

4.3.8. Measurement items for consumers' purchase intention

For this dependent variable, there are three measurement items that measure the different categories of consumers' purchase intention for beer products. The following table discusses these measurement items.

Table 12: Purchase intention measurement items and their values

Measurement Items	Measurement Scales	Frequency	Percent	Mean	SD
	strongly disagree	2	.6	4.14	0.664
	disagree	3	.9		

Purchase Intention - I would like to drink beer because of television advertisements (PI1)	Neutral	31	9.5		
	Agree	202	61.6		
	strongly agree	90	27.4		
	Total	328	100.0		
Purchase Intention - I would make a special effort to drink beer instead of other drinks (PI2)	strongly disagree	18	5.5	3.43	1.005
	disagree	45	13.7		
	Neutral	69	21.0		
	Agree	170	51.8		
	strongly agree	26	7.9		
	Total	328	100.0		
Purchase Intention - It is very likely that I will purchase a beer brand which was advertised (PI3)	strongly disagree	3	.9	4.09	0.823
	disagree	18	5.5		
	Neutral	26	7.9		
	Agree	182	55.5		
	strongly agree	99	30.2		
	Total	328	100.0		

Source: Analysis of Survey data 2019, using SPSS V21

According to table 12, consumers' purchase intention for beer products was measured with three items. The results of each of the three measurement items were discussed in the table. The first measurement item measures beer consumers' decision to consume beer products because of the brewery advertisements. Among the respondents for the first measurement item, 61.6% agreed that the brewery advertisements that they viewed on television influenced them to drink the beer brand advertised. The other 27.4% of respondents strongly agreed that the brewery advertisements influenced them to consume the brand advertised. The mean value of the first item is 4.14 with SD of 0.664. These imply that previously viewed brewery advertisements influenced beer consumers to consume the beer brands.

The second measurement item measured consumers' purchase intention using the respondents' special efforts to consume beer instead of other alcoholic drinks. 51.8% of the respondents agreed that they would make a special effort to consume beer instead of any other types of alcoholic drinks that are available in the market. While, 21% of the respondents neither agreed nor disagreed that they will consume beer. The mean value for this item is 3.43 with standard deviation of 1.005. From the results obtained for this item, we can argue that majority of the respondents agreed that they preferred to consume beer products than other alcoholic drinks.

The third and the last measurement item measures whether the respondents choose the advertised beer brands in place of other beer brands available in the market or not. For this item, the respondents were requested to tell their agreement levels for the statement which says ‘it is very likely that beer consumers will consume the beer brand which was advertised. 55.5% of the respondents agreed that they will consume the brand that they previously viewed on television commercials. The other 30.2% strongly agreed that they preferred to consume the previously advertised and viewed beer brand. The mean value of the item is 4.09 with SD of 0.823. This indicates that brewery advertisements have strong influences on consumers’ purchase intention for beer products.

4.4. Relationship between advertisement and beer purchase intention

4.4.1. Correlation analysis

The correlation coefficient is a statistical measure of the association between two numerical variables (Zikmund, 2003). The relationship between independent variables (Repetition, Credibility of the message, Source Credibility, Music, attitude and Humor) and dependent variable (Purchase Intention) were tested by using a correlation analysis. The SPSS correlation results are given in table 13 below.

Table 13: Correlations among the variables

		HU	ADCR	SCR	MREP	MU	ATT	PI
HU	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	328						
ADCR	Pearson Correlation	.344**	1					
	Sig. (2-tailed)	.000						
	N	328	328					
SCR	Pearson Correlation	.255**	.579**	1				
	Sig. (2-tailed)	.000	.000					
	N	328	328	328				
MREP	Pearson Correlation	.158**	.229**	.642**	1			
	Sig. (2-tailed)	.004	.000	.000				
	N	328	328	328	328			
MU	Pearson Correlation	.431**	.178**	.460**	.479**	1		
	Sig. (2-tailed)	.000	.001	.000	.000			
	N	328	328	328	328	328		
ATT	Pearson Correlation	.072	.043	.189**	.255**	.400**	1	
	Sig. (2-tailed)	.193	.436	.001	.000	.000		
	N	328	328	328	328	328	328	
PI	Pearson Correlation	.252**	.525**	.567**	.378**	.279**	.273**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	328	328	328	328	328	328	328

Source: Analysis of Survey data 2019, using SPSS V21

As shown in the table 13, the study revealed that there is a positive and significant relationship between all the explanatory variables and the dependent variable. For the first explanatory variable, humorous brewery advertisements, the correlation between consumers’ purchase intention and humorous brewery advertisements is found to be “r”=-0.252 and “p” = 0.000 which means the correlation is significant at below 0.01 significant level (2-tailed). There is also a positive and strong relationship between consumers’ purchase intention and brewery advertising credibility with “r” value of 0.525 and “p” value of 0.000 at 0.01 significant levels. Similarly, there is a positive and strong correlation between consumers’ purchase intention and source credibility with “r” value 0.567 and “p” value of 0.000.

Furthermore, there is a positive and significant relationship between consumers’ purchase intention and message repetition of brewery advertisements with “r” value of 0.378 and “p” value

of 0.000 which means the correlation is significant at 0.01 significant levels. The other significant and positive relationship was observed between consumer purchase intention and music in the brewery advertisements. The “r” value is found to be 0.279 and the “p” value is 000. Finally, there is a significant and positive relationship between purchase intention and consumers’ attitudes towards beer products. The “r” value of the correlation between them is 0.373 with the “p” value of 0.000. Hence it could be concluded that all independent variables were positively and significantly correlated with purchase intention for beer products (dependent variable). Therefore, all the null hypotheses are rejected and the alternative hypotheses are accepted. This implies that the components of brewery advertising elements (humor, repetition, message credibility, music, consumers’ attitudes and source credibility) are positively and significantly related with purchase intention of beer consumers.

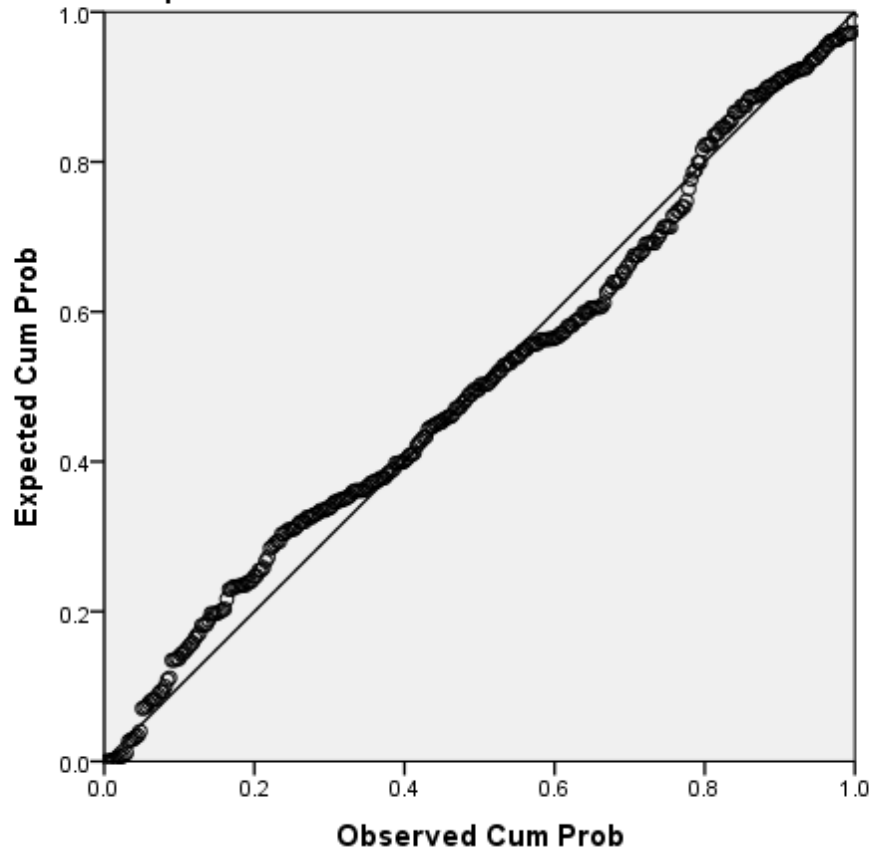
4.4.2. Testing Multivariate Assumptions of Classical Linear Regression Model

Inferences made based on the SPSS results are valid so long as the assumptions of the classical linear regression model holds. The Gaussian or Classical Linear Regression Model (CLRM), which is the cornerstone of many econometric theories, makes 10 assumptions. Accordingly, five basic assumptions: Linear Relationship, homoskedasticity, normality, non-multicollinearity, and exogeneity tests were tested in this study. Most of the underlying assumptions of multiple linear regression can be assessed by examining the residuals, having fitted a model. The various assumptions are listed below. The main assumptions are:

Assumption 1: Linear Relationship Test

Purchase intention is assumed to be linearly related with brewery advertising factors (humor, music, source credibility, message credibility, message repetition and consumers’ attitudes). Purchase intention (dependent variable) is assumed to be impacted with changes in consumer oriented variables (the independent variables) linearly. The linear relationships are observed in fig. 7 below.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Purchase intention



Assumption 2: Homoskedasticity

According to Gujarati (2004), homoskedasticity means equal variance. That is, the Y populations corresponding to various X values have the same variance. Put simply, the variation around the regression line (which is the line of average relationship between Y and X) is the same across the X values; it neither increases or decreases as X varies. As shown in the graph below, the variations of the independent variables around the regression line is the same. We can say that at this stage all Y values corresponding to the various X's are equally important. The first test on homoscedasticity was given by Breusch-Pagan test and the second was given by White's test. (See fig. 7 below).

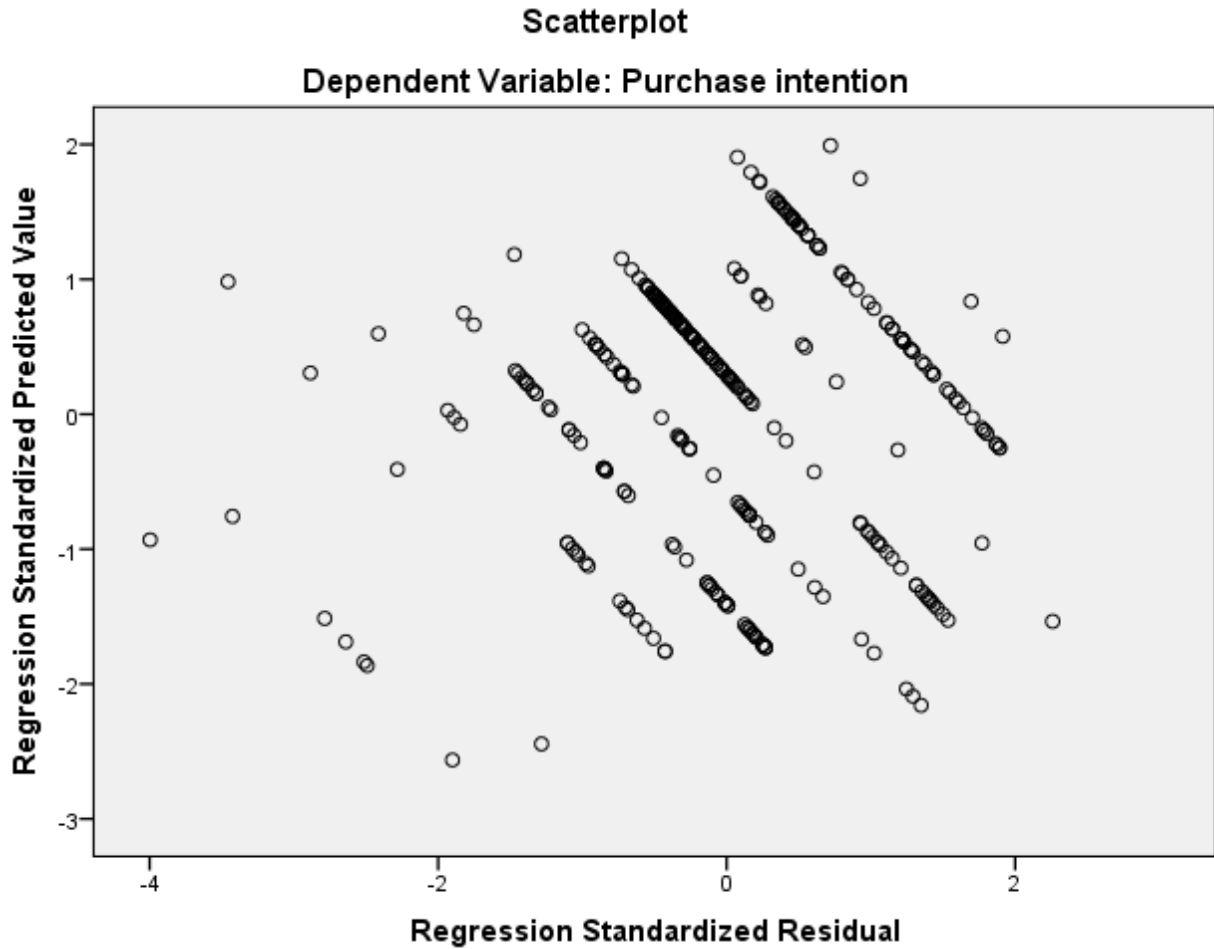


Figure 8: Regression Standardized Values

Source: Analysis of Survey data 2019, using SPSS V21

Assumption 3: Normality

In multiple-regression, normality of residuals is required for valid hypothesis testing. The interest of an econometrician is not only in obtaining the estimator but also in using it to make inferences about the true parameter. For this purpose, we need the normality assumption. Each error term assumed to be normally distributed. The normality assumption assumes a critical role if we are dealing with a small, or finite, sample size, say data of less than 100 observations. One property of the normal distribution is that any linear function of normally distributed variables is itself normally distributed. Since the estimators are linear functions of the error term, then they are also normally distributed. Skewness and kurtosis are one of the most important determinants of the normality of a data (Gujarati, 2004). Because the coefficient of kurtosis was

close to three and the coefficient of skewness was close to zero, the data were consistent with a normality distribution assumption.

Another test available for normality was the Shapiro-Wilk test. The p-value is based on the assumption that the distribution is normal. Since our p-value was very small, we can reject the null hypothesis ‘the residuals are normally distributed.’

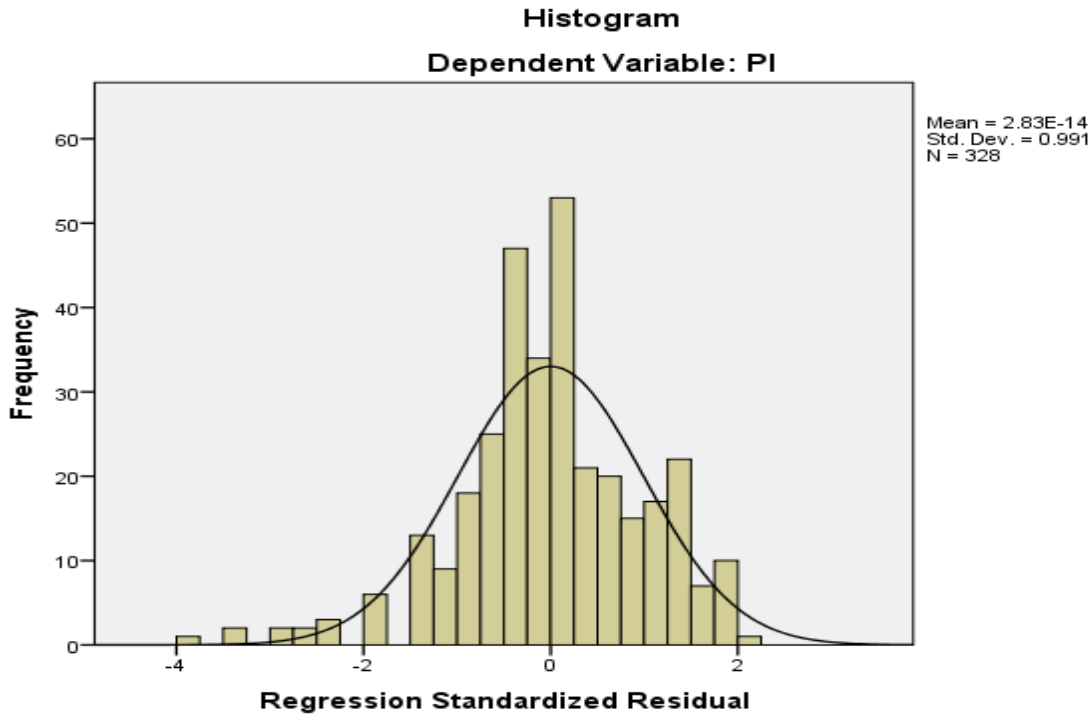


Figure 9: Regression standardized residuals

Source: Analysis of Survey data 2019, using SPSS V21

The histogram which is shown above presented that the data are normally distributed. The overall mean value of the model is 2.83 with standard deviation of 0.991. These imply that all the explanatory variables are positively related to consumers’ purchase intention for beer products. We can also assess the assumption that there are no outliers in our data from the above plot. If there was an extreme value in the standardised predicted values or standardised residuals (say greater/less than ± 3), we should look at the sample unit (in this case the district) that corresponds to the residual.

Assumption 4: Multicollinearity

Figure 10: Collinearity Statistics of the data

Model	Collinearity Statistics		
	Tolerance	VIF	
1	HU	.717	1.394
	ADCR	.571	1.753
	SCR	.370	2.705
	MREP	.518	1.932
	MU	.534	1.871
	ATT	.823	1.215

a. Dependent Variable: PI

Source: Analysis of Survey data 2019, using SPSS V21

The simplest way to ascertain whether or not your explanatory variables are highly correlated with each other is to examine a correlation matrix. If correlations are above .80 then you may have a problem. A more precise approach is to use the collinearity statistics that SPSS can provide. The Variance inflation factor (VIF) and tolerance statistic can tell you whether or not a given explanatory variable has a strong relationship with the other explanatory variables.

The correlation matrix which is discussed in the above sections has shown that the correlations among the explanatory variables are much lesser than 0.80, which imply that all the explanatory variables are not highly correlated. The result in table 9 reports a mean VIF of 1.81 that was much lower than the limit of 10. The VIFs for individual variables was also very low, supporting the conclusion that the explanatory variables included in the model were not substantially correlated with each other. Accordingly, in this study, there was no problem of multicollinearity, which enhanced the reliability for regression analysis.

Assumption 5: Exogeneity

All that this assumption says is that the factors not explicitly included in the model, and therefore subsumed in the error term, do not systematically affect the mean value of the dependent variable, consumers' purchase intention in our case. According to Brooks (2008), if a constant term is included in the regression equation, this assumption will never be violated. Because the regression model used in this study included a constant term, the errors were assumed to exhibit zero mean.

4.4.3. Regression analysis

Multiple regression analysis is defined as “a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating the coefficients for the equation of a straight line” (Hair et al., 2004). Nine hypotheses were tested using multiple regression analysis.

Let R be the multiple correlation coefficient between y and $X_1, X_2, X_3, \dots, X_k$. Then square of multiple correlation coefficients (R^2) is called as coefficient of determination. R^2 is the most common goodness of fit statistic. Its value commonly describes that how well the sample regression line fits to the observed data. This is also treated as a measure of goodness of fit of the model. R^2 measure the explanatory power of the model in general which in turn reflects the goodness of fit of the model. R^2 must lie between 0 and 1. If this correlation is high, the model fits the data well, while if the correlation is low (close to zero), the model is not providing a good fit to the data. In a regression model, the ANOVA F statistic tests whether the model as a whole is significant.

The first table of interest is the **Model Summary** table. This table provides the R , R^2 , adjusted R^2 , and the standard error of the estimate, which can be used to determine how well a regression model fits the data:

Table 14: Model Summary of the regression results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.423	.406	.15470

a. Predictors: (Constant), Attitude, Advertising credibility, Marital status, Age of consumer, Gender of consumers, Message repetition, Humor, Music, Source credibility

b. Dependent Variable: Purchase intention

Source: Analysis of Survey data 2019, using SPSS V21

A value of 0.650 in table 14 above indicates a good level of prediction. We can see from the results of the table, the R^2 value is 0.423 that our independent variables explain 42.3% of the variability of our dependent variable, consumers' purchase intention. The Adjusted R-square statistics of the Model Summary table means that 40.6% of the variation in consumers' purchase intention can be attributed to these nine variables included in the study.

One-way ANOVA was run next to see if significant differences between the means of the variables. The results are given in the following tables. According to the ANOVA tables that are

shown below, the overall significance level of humorous advertisements, message content credibility, source credibility, attitude toward beer advertisements, message repetition, music, gender, age and marital status is less than 5% implying that these six variables are significant. This shows that consumers' purchase intention for beer products is significantly influenced by the overall effect of the six explanatory variables included in the model.

The F-ratio in the ANOVA table (see table 15 below) tests whether the overall regression model is a good fit for the data. The first table shows that the independent variables statistically significantly predict the dependent variable, $F = 25.87$, $p = 0.000$ (i.e., the regression model is a good fit of the data).

Table 15: ANOVA results of the study

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5.572	9	.619	25.868	.000 ^b
Residual	7.610	318	.024		
Total	13.182	327			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Attitude, Advertising credibility, Marital status, Age of consumer, Gender of consumers, Message repetition, Humor, Music, Source credibility

Source: Analysis of Survey data 2019, using SPSS V21

In multiple regressions, the effects of multiple independent variables often overlap in their association with the dependent variable. The coefficients printed by SPSS don't include the overlapping part of the association. Multiple regression coefficients only describe the unique association between the dependent and that independent variable. The ANOVA F-test and the R-square statistic include this overlapping portion. That is why these two statistical values are important to test the overall model fit of the results of the eight explanatory variables and the dependent variable to the true value of the population.

4.4.4. The direct influences of each of the individual explanatory variables

Table 16 below revealed the result of multiple regression analysis between the dependent variable (purchase intention) and the individual independent variables (Humor, Repetition, Source Credibility, Music, Message Credibility, Consumers' Attitudes, Gender, Age and Marital Status).

As shown in the table, the study revealed that three of the explanatory variables (advertising message credibility, source credibility, and consumers' attitudes towards beer products) have significant level influence on consumers' purchase intention with p-value of 0.000 ($p < 0.01$) that means, these independent variables have strong influence on consumers' purchase intention for beer products. This is because the coefficients of the explanatory variables in the model are significantly different from zero. According to the result of the table, the other six explanatory variables (humor, music, message repetition, gender, age and marital status) have insignificant influence on consumers' purchase intention). This is because the coefficients of these six variables in the model are not significantly different from zero.

Regression Equation

The general form of the equation to predict consumers' purchase intention from the independent variables is:

$$PI = .240 + (.088*HU) + (.354*ADCR) + (.640*SCR) + (.067*MREP) + (0.060*MU) + (.203*ATT) + (-0.007*GEN) + (-0.003*AGE) + (0.003*MAR)$$

Ho: HU, ADCR, SCR, MREP, MU, ATT, GEN, AGE and MAR do not help to explain PI. This means that the values of the coefficients of the explanatory variables are equal to zero.

The p-value for each independent variable tests the null hypothesis that states the independent variables have no influence on the dependent variable. If there is no correlation, there is no association between the changes in the independent variable and the shifts in the dependent variable. In other words, there is insufficient evidence to conclude that there is effect at the population level. If the p-value for a variable is less than our significance level, our sample data provide enough evidence to reject the null hypothesis for the entire population.

The **Coefficients**, the *t*-values and corresponding p-value are located in the "B", "T" and "Sig." columns, respectively, as shown below:

Table 16: Coefficients of the model showing the direct influences on dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.240	.102		2.365	.019
Humor	.088	.062	.072	1.418	.157
Advertising credibility	.354	.066	.301	5.336	.000
Source credibility	.640	.144	.320	4.440	.000
Message repetition	.067	.054	.075	1.246	.214
Music	-.060	.050	-.071	-1.207	.228
Attitude	.203	.048	.200	4.213	.000
Gender of consumers	-.007	.022	-.014	-.321	.749
Age of consumer	-.003	.009	-.015	-.342	.733
Marital status	.003	.013	.009	.212	.832

a. Dependent Variable: Purchase intention
Source: Analysis of Survey data 2019, using SPSS V21

Table 16 above revealed the result of multiple regression analysis between the dependent variable (Consumers' attitudes toward beer products) and the individual independent variables (Humor, Repetition, Source Credibility, Music, Message Credibility, Gender, Age and Marital Status). As shown in the table, the study revealed that three of the explanatory variables (ADCR, SCR and ATT) have direct significant level influences on consumers' purchase intention with p-value less than .05 ($p < 0.01$) that means, these independent variables have strong influence on consumers' attitudes purchase intention toward beer products. This is because the coefficients of the explanatory variables in the model are significantly different from zero. According to the table, the other six explanatory variables have no significant influence on consumers' purchase intention). We say this because the coefficients of these six variables in the model are not significantly different from zero.

4.1.2. The indirect influences of each of the individual explanatory variables

A. Mediation analysis using process macrons

A variable may be called a mediator "to the extent that it accounts for the relation between the predictor and the criterion" (Baron & Kenny, 1986). When conducting mediation analysis, the researcher is primarily interested in this intervention process, namely the indirect effect, because

it reveals something about how the causal relationship works. Therefore, examining the indirect effect is the focal element of theory testing with mediation analysis (Hayes 2013).

I) The indirect effect of explanatory variables on PI through ATT

To see the mediating effects of the independent variables and PI through ATT as a mediating variable, the following three assumptions needs to be tested and all must be met (Wahyuni et al., 2013).

1. There is a statistically significant relationship between the explanatory variables and PI.
2. There is a statistically significant relationship between the explanatory variables and ATT.
3. There is a statistically significant relationship between ATT and PI.

i) The indirect effect of HU on PI through ATT

OUTCOME VARIABLE: ATT

	Coefficients	S.E	T	P Value	Remark
HU	.0.09	0.067	1.305	0.193	Insignificant
ATT	0.023	0.018	LLCI=-0.009	ULCI=0.063	Insignificant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

As we can see from the table, the indirect effect of HU on PI is insignificant. Similarly, the indirect effect of ATT on PI (effect between consumers’ attitude towards brewery advertisements and consumers’ purchase intention for beer products) is insignificant since LLCI and ULCI have values with different signs (there is a zero value between the two values). This implies that there is no significant indirect relationship between HU and ATT. Similarly, ATT has insignificant influence on PI, the dependent variable.

ii) The indirect effect of MU on PI through ATT

	Coefficients	S.E	T	P	Remark
MU	.0.3338	0.0424	7.8685	0.000	Significant
ATT	0.0650	0.0223	LLCI=0.023	ULCI=0.111	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

From the table we see that the mediation effect of MU on PI through ATT is significant with p-value less than 0.01. Similarly, there is indirect mediation effect between ATT and PI because both the values of LLCI and ULCI have positive value (there is no zero value between the two limits). This shows that Music in brewery advertisements has a strong indirect Consumers' Purchase Intention for beer products through the mediating role of ATT.

iii) The indirect effect of ADCR on PI through ATT

	Coefficients	S.E	T	P	Remark
ADCR	0.0499	0.0640	0.7793	0.4364	Insignificant
ATT	0.0127	0.0162	LLCI=-0.016	ULCI=0.049	Insignificant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

The table shows that there insignificant indirect relationship between source credibility and consumers' purchase intention through the mediation effect of ATT. There is also insignificant indirect relationship between ATT and PI since the LLCI and the ULCI have values with different signs. This means that there is a zero value between the two limits.

iv) The indirect effects of SCR on PI through ATT

	Coefficients	S.E	T	P	Remark
SCR	0.3720	0.1070	3.4756	0.001	Significant
ATT	0.0648	0.0299	LLCI=0.018	ULCI=0.133	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

From this table we see that SCR has a strong and significant indirect influence on consumers' purchase intention for beer products through the mediation effect of attitude towards brewery advertisements. ATT also has indirect significant influence on consumers' purchase intention since the values of both LLCI and ULCI have positive results.

v) The indirect effects of MREP on PI through ATT

	Coefficients	S.E	T	P	Remark
MREP	0.2257	0.0474	4.7576	0.000	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

	Coefficients	Boot SE	LLCI	ULCI Value	Remark
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ATT	0.043	0.018	0.014	0.084	Significant
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The first table shows that MREP has strong and significant influence on consumers' purchase intention for beer products through the mediating role of consumers' attitudes towards brewery advertisements. Whereas, the second table shows that ATT has significant and indirect influence on PI. Thus, mediation effect is available here between brewery advertising message repetition and consumers' purchase intention.

II) The direct effects of the explanatory variables on PI

i) The direct effects of HU and ATT on PI

OUTCOME VARIABLE: PI

	Coefficient	SE	T	P	Remark
HU	.2858	.0635	4.4998	0.000	Significant
ATT	.2597	.0527	4.9276	0.000	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

This table shows that Humor in brewery advertisements have direct and significant influence on consumers' purchase intention after Attitudes of those consumers toward brewery advertisements were used as a mediator variable. Similarly, Attitudes of beer consumers toward brewery advertisements has direct and significant influence on consumers' purchase intention.

ii) The direct effect of MU and ATT on PI

	Coefficient	SE	T	P	Remark
MU	.1713	.0485	3.536	0.001	Significant
ATT	.1949	.0580	3.360	0.001	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

As shown in the table, there is direct and significant relationship between HU and PI after ATT was added as a mediator. Here, ATT also has a direct and significant influence on consumers' Purchase Intention.

iii) The direct effects of ADCR and ATT on PI

	Coefficient	SE	T	P	Remark
ADCR	.6041	.0531	11.385	0.000	Significant
ATT	.2543	.0458	5.546	0.000	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

The table shows that the credibility of the brewery advertising messages and attitudes of those consumers toward the adverts have direct and significant influence on consumers' purchase intention.

iv) The direct effects of SCR and ATT on PI

	Coefficient	SE	T	P	Remark
SCR	1.069	.091	11.751	0.000	Significant
ATT	.174	.046	3.767	0.000	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

Here in the table, after mediation both SCR and ATT have direct and significant influence on PI with p-value of less than 0.01.

v) The direct effects of MREP and ATT on PI

	Coefficient	SE	T	P	Remark
MREP	0.297	.047	6.346	0.000	Significant
ATT	.191	.053	3.621	0.000	Significant

Source: Analysis of Survey data 2019, using Process Macrons V3.3

Here, we also have direct and significant relationship between the independent variables, MREP and ATT, and the dependent variable, PI.

III) The direct effects of explanatory variables on ATT

	SCR	MREP	MU
ATT	-0.103	0.098	0.310

Source: Analysis of Survey data 2019, using Process Macrons V3.3

To sum up, the indirect and the direct effects of the independent and the dependent variables through the mediating role of ATT are summarized as follows:

- ⇒ We can conclude that by fulfilling all of the three assumptions set above, three of the explanatory variables (MU, SCR, and MREP) have statistically significant indirect effect on consumers' purchase intention.
- ⇒ On the other hand, two of the independent variables (HU and ADCR) have statistically insignificant indirect effect on consumers' purchase intention.
- ⇒ All the explanatory variables have strong and direct significant influence on consumers' purchase intention after the mediator, ATT included.

Thus, the outputs of the mediation analysis using process macrons, the general form of the equation to predict consumers' purchase intention from the independent variables become:

$$PI = .240 + (0.286*HU) + (.604*ADCR) + (1.069*SCR) + (.297*MREP) + (0.171*MU) + (.206*ATT)$$

$$ATT = .210 - (.103*SCR) + (.098*MREP) + (0.310*MU)$$

4.1.1. Statistical significances of influences of each of the brewery advertising elements on consumers' purchase intentions

As it was discussed above, the objective of the current study is to identify the influences of television brewery advertising elements on consumers' purchase intention for beer products. The null hypotheses that were given in chapter two to the theoretical assumptions are discussed in sections below to check whether they are consistent with the study's outcomes. In these sections, the influences of each and every explanatory variable on the dependent variable are discussed based on the results obtained from the coefficients of the model which are shown in the tables given above.

1. Humorous brewery advertisements and consumers' purchase intention for beer products

H01: Humorous brewery advertisements have indirect positive influence on consumers' purchase intention for beer brands advertised.

As shown on tables discussed above, the indirect (mediated) effect of HU on PI is 0.087. That means, due to the indirect (mediated) effect of HU on PI, when HU goes up by 1, PI goes up by 0.087. This is in addition to any direct (unmediated) effect that HU may have on PI. Thus, indirect influence of HU on PI is insignificant according to process macron results which were used for mediation analysis.

The study hypothesized that humor has indirect and positive influence on consumers' purchase intention for beer brands. Contrary to this, the results of the study in the mediation analysis given above, the results showed that HU has insignificant influence on consumers' purchase intention keeping other factors constant.

2. Humorous brewery advertisements and consumers' purchase intentions for the beer brands advertise

H02: Humorous advertisements have direct positive influence on consumers' purchase intention for beer brands.

According to mediation analysis using process macrons, the direct (unmediated) effect of HU on PI is .286. That is, due to the direct (unmediated) effect of HU on PI, when HU goes up by 1, PI goes up by 0.286. This is in addition to any indirect (mediated) effect that HU may have on PI.

The regression result in the coefficient model which is shown above was consistent with the hypothesis developed for humor in brewery advertisements.

The study hypothesized that humorous advertisements have direct and positive influence on consumers' purchase intention for beer brands. Supporting this hypothesis, the results of the study in the coefficients model table above confirmed that humorous brewery advertisements have positive and statistically significant influences on consumers' purchase intention for beer products which were previously advertised. Hence, the study failed to reject the null hypothesis. Therefore, it is true that humorous brewery advertisements have direct and positive influence on consumers' purchase intention.

3. Music productions in brewery advertisements and consumers' purchase intentions

H03: Music has positive and indirect influence on consumers' purchase intention for beer brands.

According to the results obtained from the mediation analysis, the indirect (mediated) effect of MU on PI is .334. That is, due to the indirect (mediated) effect of MU on PI, when MU goes up by 1, PI goes up by 0.334. This is in addition to any direct (unmediated) effect that MU may have on PI. Thus, according to the mediation analysis using process macrons, MU has strong and significant influence on PI.

The result was consistent with the hypothesis developed. The study hypothesized that music productions have indirect and positive influences on consumers' purchase intention for beer brands. Supporting the hypothesis, the results of the research showed that for one unit change in music, there are 0.334 unit changes in consumers' purchase intention keeping other factors constant. In other words, 33.4% variation in consumer' purchase intention was caused due to source credibility of the brewery advertisements, which is significant.

The results obtained confirmed that music productions have positive and significant influence on consumers' purchase intention for beer products which were previously advertised. Hence, the study supported the null hypothesis.

4. Music productions in brewery advertisements and consumers' purchase intentions

H04: Music has direct and positive influence on consumers' purchase intention for beer brands advertised.

The direct (unmediated) effect of MU on PI is 0.171. That is, due to the direct (unmediated) effect of MU on PI, when MU goes up by 1, PI goes up by 0.171. This is in addition to any indirect (mediated) effect that MU may have on PI. Thus, the mediation analysis showed that MU has direct and significant influence on PI.

Thus, the regression result in the coefficient model which is shown above was consistent with the hypothesis developed. The study hypothesized that music has direct and positive influence on consumers' purchase intention for beer brands. Supporting the hypothesis, the results of the study in the coefficients model table above showed that for one unit change in music productions, there is 0.171 unit change in consumers' purchase intention, keeping other factors constant. In other words, only 17.1% variation in consumer' purchase intention was caused due to the influence of music productions of the brewery advertisements.

The results obtained confirmed that music production has a positive and significant influence on consumers' purchase intention for beer products which were previously advertised. Hence, the study failed to reject the null hypothesis.

5. Message credibility of brewery advertisements and consumers' purchase intentions

H05: Advertising credibility has direct and positive influence on consumers' purchase intention.

The direct (unmediated) effect of ADCR on PI is .604. That is, due to the direct (unmediated) effect of ADCR on PI, when ADCR goes up by 1, PI goes up by 0.604. This is in addition to any indirect (mediated) effect that ADCR may have on PI.

Thus, the regression result in the coefficient model which is shown above was consistent with the hypothesis developed. The study hypothesized that advertising message credibility has direct and positive influence on consumers' purchase intention for beer brands. In support of this, the results of the study in the coefficients model table above showed that for one unit change in advertising message credibility, there is 0.604 unit change in consumers' purchase intention keeping other factors constant. In other words, only 60.4% variation in consumer' purchase intention was caused due to the influence of advertising message credibility of the brewery advertisements.

The results obtained confirmed that message credibility has a positive and significant influence on consumers' purchase intention for beer products which were previously advertised which is

significant with “p” value of 0.000 at 0.1% level of significance. Hence, the study failed to reject the null hypothesis.

The results of the study showed however that ADCR does not have significant indirect influence on consumers’ purchase intention.

6. Source credibility of brewery advertisements and consumers’ purchase intentions

H06: Source credibility has direct and positive influence on consumers’ purchase intention.

The direct (unmediated) effect of SCR on PI is 1.09. That is, due to the direct (unmediated) effect of SCR on PI, when SCR goes up by 1, PI goes up by 1.09. This is in addition to any indirect (mediated) effect that SCR may have on PI.

The regression result in the coefficient model which is shown above was consistent with the hypothesis developed. The study hypothesized that source credibility has direct and positive influence on consumers’ purchase intention for beer brands. In support of this, the results of the study in the coefficients model table above showed that for one unit change in source credibility, there is 1.09 unit change in consumers’ purchase intention keeping other factors constant. In other words, 109% variation in consumer’ purchase intention was caused due to source credibility of the brewery advertisements, which is significant with “p” value of 0.000 at 0.1% level of significance. The results obtained confirmed that source credibility has a strong and statistically significant influence on consumers’ purchase intention for beer products which were previously advertised. The researcher believes that source credibility is the consumers’ first criteria to choose a beer brand for their consumption. This is because they believe that what celebrity endorsers say on television advertisements about beer products is true and they want to be like the celebrity endorsers in enjoying beer products. Hence, this study couldn’t be able to reject the null hypothesis.

In addition, the results of the study showed that SCR has strong and significant influence on consumers’ purchase intention through the mediating role of ATT.

7. Message repetition of brewery advertisements and consumers’ purchase intentions

H07: Message repetition has direct and positive influence on consumers’ purchase intention for beer products.

The direct (unmediated) effect of MREP on PI is .297. That is, due to the direct (unmediated) effect of MREP on PI, when MREP goes up by 1, PI goes up by 0.297. This is in addition to any indirect (mediated) effect that MREP may have on PI.

The regression results in the coefficient model which is shown above were inconsistent with the hypothesis developed. The study hypothesized that message repetition has direct and positive influence on consumers' purchase intention for beer brands. Supporting this, the results of the study in the coefficients model table above showed that for one unit change in message repetition, there is 0.297 unit change in consumers' purchase intention keeping other factors constant. In other words, 29.7% variation in consumer' purchase intention was caused due to message repetition of the brewery advertisements, which is significant.

The results obtained confirmed that message repetition has a positive and statistically significant influence on consumers' purchase intention for beer products which were previously advertised. Hence, this study failed to reject the null hypothesis.

In addition to this, the results of the study showed that MREP has significant and indirect influence on consumers' purchase intention.

8. Consumers' attitude toward beer products and consumers' purchase intentions

H08: Consumers' attitudes toward beer products have positive influence on their purchase intention for the beer brands.

The direct (unmediated) effect of ATT on PI is .206. That is, due to the direct (unmediated) effect of ATT on PI, when ATT goes up by 1, PI goes up by 0.206. This is in addition to any indirect (mediated) effect that ATT may have on PI. In other words, consumers' attitude towards beer brands, contribute 20.6% for variation of the independent variable, consumers' purchase intention. That means a one unit change in consumers' attitude towards beer brands that were previously advertised, there is 0.206 unit change in consumers' purchase intention for beer products.

The study hypothesized that consumers' attitudes have direct and positive influence on consumers' purchase intention for beer brands. In support of this, the results of the study in the coefficients model table above showed that for one unit change in consumers' attitude, there is 0.206 units change in consumers' purchase intention keeping other factors constant. In other words, 20.6% variation in consumer' purchase intention was caused due to consumers' attitudes on the brewery advertisements, which is significant with "p" value of 0.000 at 0.1% level of significance.

The results obtained confirmed that consumers' attitude has a positive and statistically significant influence on consumers' purchase intention for beer products which were previously advertised. Hence, this study couldn't be able to reject the null hypothesis.

9. Demographic variables and consumers' purchase intention

H09: Demographic variables (Gender, Age and Marital Status) have positive and significant influence on consumers' purchase intention for beer products.

Demographic variables such as Gender, Age and Marital Status are discussed in this study. Among these variables, Gender and Age have Pearson Chi- Square values of 26.123 and 168.597 respectively that they have significant influence on consumers' purchase intention for beer products. On the other hand, demographic factors have insignificant influences on consumers' purchase intention.

Table 17: Summary of the Analysis

No.	Hypothesis	Status	Reason
H01	Humorous brewery advertisements have indirect and positive influence on consumers' purchase intention.	Rejected	$\beta=-0.087$, $p=0.193$
H02	Humorous advertisements have direct and positive influence on consumers' purchase intention for beer brands.	Failed to reject	$\beta=0.286$, $p=0.000$
H03	Music has indirect and positive influence on consumers' purchase intention for beer brands.	Failed to reject	$\beta=0.334$, $p=0.000$
H04	Music has direct and positive influence on consumers' purchase intention for beer brands advertised.	Failed to reject	$\beta=-0.171$, $p=0.000$
H05	Advertising credibility has direct and positive influence on consumers' purchase intention.	Failed to reject	$\beta=0.604$, $p=0.000$

H06	Source credibility has direct and positive influence on consumers' purchase intention.	Failed to reject	$\beta=1.069, p=0.000$
H07	Message repetition has direct positive influence on consumers' purchase intention for beer products.	Failed to reject	$\beta=0.297, p=0.000$
H08	Consumers' attitudes toward beer products have positive influence on their purchase intention for the beer brands.	Failed to reject	$\beta=0.206, p=0.000$
H09	Demographic factors (Gender, Age and Marital Status) have significant influence on consumers' purchase intention for beer products.	Failed to reject for Gender	Chi-Square=26.123
		Failed to reject for Age	Chi-Square=168.597
		Rejected for Marital Status	Chi-Square=0.986

Source: Analysis of Survey data 2019, Regression analysis and mediation using Process Macrons V3.3

4.2. Presentation and Assessment of the interview Questions

4.2.1. Interviewee demographic profile

In order to get in to the heart of the problem and to get the feeling of our customers, it is necessary to incorporate interview questions in addition to the questionnaires used in this study. The Demographic profile shows that majorities (92.7%) of the participants are male. 69% of the participants were Bachelor degree holders and only three of them were Masters qualified. The researcher had interviews with field marketing experts and supervisors of different brewery companies.

4.2.2. Consumer' expectations from brewery advertisements

For the first interview question asking 'what do you think that beer consumers expect from brewery advertisements', 40% of the interviewee responded that the quality of the beer brands should be

mentioned. 20% of the respondents responded that brewery advertisements should inform television viewers about the adverse effects of drinking too much. 25% of the respondents replied that the benefits of that they will get from drinking beer should be explained. To sum up the responses obtained from the interviewee, the respondents underlined the importance of information on the benefits, the quality and the adverse effects of drinking too much.

4.2.3. Consumers' expectation towards the benefits of beer products

For the second interview question asking “what are the benefits that beer consumers expect to get after consuming beer products”, 35% of the respondents replied that beer consumers drink beer products for thirst quenching. 27% of the respondents believe that they drink beer to entertain after work and on weekends. 15% of them replied that beer consumers drink beer with their family and friends for the sake of social interaction. 17% of them prefer beer products after meal for proper digestion. And, 5% of the respondents replied that beer consumers prefer drinking beer for sexual performance. Generally, the respondents informed the researcher that beer consumers want brewery advertisements to include the benefits intended to be delivered to consumers.

4.2.4. The criteria of breweries to choose media mixes for brewery advertisements

For the third interview question which is asking the interviewee “what are your criteria to choose media mixes to advertise your beer products”, 60% of the respondents replied that TV advertisement is the best medium for brewery advertisements. While, 25% of the respondents believed that radio advertisement is preferable especially for rural areas. 15% of them replied that a mixture of television, radio and banner advertisements are important.

4.2.5. Criteria to select celebrity endorsers for brewery advertisements

For the fourth interview question which asking “which criteria do you follow to select celebrity endorsers for your brewery advertisements”, 45% of the respondents believed that the most important criteria to choose celebrity endorsers for brewery advertisements is popularity of the advertiser. The next majority of the respondents (30%) responded that celebrity endorsers are selected on their knowledge regarding brewery industry as a whole. The remaining 25% of the respondents believed that celebrity endorsers are selected on their personality attributes.

4.2.6. Rules and regulations to be followed for brewery advertisements

Regarding the rules and regulations to be followed by brewery companies, advertising agencies and media organizations, the mandate to regulate broadcasting services in Ethiopia was given to

the Ethiopian Broadcast Agency in 1999 (Broadcasting Proclamation No. 178/1999). The Agency was vested the full power to issue, suspend and cancel licenses and had the full power to inspect media stations upon thought of their having illegal materials pertinent to the country's other media laws, essentially through the order of the court (Broadcasting Proclamation No. 178/1999, article 7). According to the regulation, selling alcoholic drinks to teenagers (below 18 years of age) is strictly forbidden.

CHAPTER 5: Conclusion and Recommendation

5.1. Conclusion

The study was conducted to investigate the influences of brewery advertisements on beer consumers' purchase intentions particularly in Addis Ababa. The following three research questions were set to be answered in the research:

- What are the direct influences of advertising factors (Humor, Music, Source Credibility, Credibility of advertising messages, Consumers' Attitudes and Message Repetition) on consumers' purchase intention for beer brands?
- What are the indirect influences of the advertising factors on consumers' purchase intentions of beer consumers through the mediating role of the consumers' attitudes?
- To what extent demographic factors are associated with customers' purchase intention?

The problem statement part of the study discussed that television brewery advertisements were believed to influence consumers' purchase intention referring researches conducted internationally. However, in our country the topic was not studied and television viewers were heard complaining on the repetition of brewery advertisements and on the message contents transmitted. In addition, the indirect influences of advertising elements on consumers' purchase intention, through consumers' attitudes, was not previously studied. Thus, the types of messages that were actually being conveyed to television viewers and the advertising method were an important area of the study. Thus, the main objective of the study was to point out the major components of brewery advertisements and the influences of these components on beer consumers' purchase intention for beer products.

Related terms with brewery advertisements were discussed in detail. By considering many reasons, key explanatory variables were identified. These explanatory variables were Humor, Music, Message Credibility, Source Credibility, Message Repetition, and Attitudes towards beer products. Furthermore, the influences of the demographic variables were discussed. The study used multiple regression models to identify the relationship among the explanatory variables and the dependent variable. Using SPSS and mediation using process macrons the indirect influences of the explanatory variables on consumers' purchase intention were discussed in detail and the results were tested using Multivariate Assumptions of Classical Linear Regression Model.

As per the result found from the collected data, the overall Cronbach's alpha value is 0.851 which is above the standard threshold level 0.70. This shows that the data extracted from the questionnaire is reliable. Cronbach's Alpha values for the independent and the dependent variables range from 0.700 to 0.756. Based on the examination of the research scales and the constructs, it could be concluded that each variable represents a reliable and valid construct. The Classical Linear Regression Model used for the study as a whole has shown an appropriate fit for the data.

The regression results showed that three of the independent variables have direct, positive and strong influence on the consumers' decision to purchase the advertised beer brands. The three independent variables that have direct, significant and strong influence on consumers' purchase intention are source credibility, credibility of the message content of the brewery advertisements and consumers' attitude towards the advertised beer products. These three explanatory variables have coefficients of 0.624, 0.357 and 0.206 respectively in the regression model.

Since these three values are significantly different from zero, the researcher is in a position to conclude that these three explanatory variables have strong and significant influences on the dependent variable, consumers' purchase intentions. Thus, the study failed to reject the null hypotheses of the explanatory variables. The other three explanatory variables that did not have direct and significant influence on consumers' purchase intention for beer products were humor, music and message repetition. This is because their coefficients in the model were closer to zero. This means the roles of these three explanatory variables in this study were very weak.

Demographic factors of the respondents also were discussed. According to the regression results, gender and age have significant influences on consumers' purchase intention however marital status doesn't have any relationship with consumers' purchase intention. So that breweries can refer this document to add in their knowledge to know more about their consumers. From the discussion of the demographic factors, the research identified that majority of the beer consumers are found in the age range between 18 and 49 years of age. The research also identified that majority of the beer consumers are males who were single or married.

In addition, the indirect influences of the explanatory variables were conducted through mediation analysis using process macros version 3.3. The results showed that music, source credibility and message repetition have indirect and significant influences on consumers' purchase intention

through the mediation of consumers' attitudes towards brewery advertisements. Others (humor and advertising credibility) have insignificant indirect influences on consumers' purchase intention. And, according to the mediation analysis, all the brewery advertising factors (HU, MU, ADCR, SCR, MREP, and ATT) have direct and significant influence on consumers' purchase intention.

5.2. Recommendation

According to the regression outputs, consumers' purchase intentions for beer products are strongly and significantly influenced by three major explanatory variables. These major variables are source credibility, advertising message credibility and consumers' attitudes toward the beer brands advertised. And according to mediation analysis, three variables (MU, SCR and MREP) have indirect significant influences and all the brewery advertising factors have direct and significant influences on consumers' purchase intention for beer products through the mediating role of consumers' attitudes toward brewery advertisements. Thus, the researcher recommends that brewery companies, advertising agencies and broadcasting companies should consider the following important suggestions:

A. This research suggests that source credibility is the most important brewery advertising element. And, source credibility is measured with experiences celebrities have on brewery industry and on beer products; the knowledge they have regarding breweries and beer products; the character they have; the trust they have on television viewers; the personality they have and the approach they show to viewers. As a result, when breweries and advertising agencies plan to advertise beer products, they should decide on the type and personality of the celebrity endorsers. Celebrity endorsers who are chosen to advertise brewery advertisements should have following attributes and qualifications in order to yield effective results. He or she:

- Should have knowledge about the brewery industry and the beer brands they are going to advertise;
- Should have beer consumption experience;
- Should have good image on the public;
- Should have presentation skills;
- Should have attractive personalities to attract television viewers;

- Should be honest for what they show to viewers. And finally they should not be teenager endorsers.
- B. The next most important explanatory variable that strongly and significantly influences the purchase intentions of beer consumers is the credibility of the message contents of the brewery advertisements. The credibility of the advertising messages are measured using the believability of the messages; the convincing ability of the messages; availability of the benefits of the beer brands in the message; and availability of the message that tell the quality of the beer brand. As a result, brewery companies and advertising agencies as well as broadcasting companies should consider the type of the message to be included in the brewery advertisements. Thus, the research suggests that brewery advertisements should:
- Include the benefits that beer consumers are going to obtain;
 - Appropriately mention the quality level of the beer brand advertised;
 - The good image the brewery company have on the public's mind; and
 - The message content should be true in order to get trust from the public.
- C. The third important explanatory variable is consumers' attitudes towards brewery television advertisements. Music, Humor, message repetition and demographic factors also have significant influences on consumers' purchase intention for beer product. Thus, brewery advertisements should consider the following points when the plan to advertise their beer products:
- Majority of beer consumers have interest to see music and humor contents in brewery advertisements although some respondents believed they are not importance. Thus a moderate level of music and humor appeals should be used;
 - The side effects of drinking beer and other alcoholic drinks should be added to the message.
 - Teenagers might be affected by emotional appeals because they believe that beer products are related with making life simple and happy. Thus, consumers suspected that young adults are easily attracted by the humor and the music included.
 - There should be a moderate level of repetition for brewery television advertisements to make television viewers appropriately listen the messages.

In general, source credibility, message credibility, attitude towards beer products, music, humor and message repetition influence beer consumers to develop their confidence on brewery

advertisements and consequently influence their purchase intention for the beer brands advertised. Therefore, more attention should be given to the explanatory variables to incorporate the rational appeals and emotional appeals of the six advertising factors of the brewery advertisements that are broadcasted through television channels. Here, the humor advertisements and the music that is included in the brewery advertisements must not be exaggerated although they are important in moderate levels. Furthermore, too much repetition of brewery advertisements affects television viewers in a negative way. So that a moderate level repetition for brewery advertisements is advisable in order to make brewery television advertisements effective and efficient.

5.3. Limitations and Suggestions for Further Research

In this study consumers' purchase intention was measured using components of television brewery advertisements. However, consumers' purchase intention for beer products is a very wide topic to be discussed in detail within larger geographic area. Consumers' purchase intention can be influenced by different marketing activities in addition to television advertising. There are also other important factors like quality of the beer products, the size of the brewery company, peer influences, the buying power of the customers, effectiveness of distribution works, and many other variables. The area investigated in this study was limited to the capital city of Ethiopia, Addis Ababa. Since consumer purchase intention is an important topic to be carefully investigated, the topic should be studied by covering the whole parts of the country in future studies.

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Appendix I: Questionnaire in English

Addis Ababa University School of Graduate Studies MBA Program

➤ Questionnaire to be filled by Beer Consumers

Instructions

The main objective of this study is to evaluate the effects of brewery advertisements on purchase intention of beer consumers in Addis Ababa. Thank you for your willingness to participate in this study. Your genuine and accurate answers have great contribution to the outcomes of the research.

Therefore, you are kindly requested to give genuine responses to the questions below. If you get more than one answer in the choices given, it is possible to mark more than one choice.

The researcher would like to remind you that the information you give to these questions are going to be used only for research purpose and kept confidential. Therefore, by any means, the information you provide do not harm your personal life.

Thank you in advance.

Note

Purchase Intention refers to the Buying Decision of consumers.

“Brewery” refers to a company that brews beer, or a building where beer is brewed.

A “celebrity” is someone who is well known and popular. A “celebrity endorser” is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement.

Note also that Ad=Advertisement; humorous = Entertainment/Funny

I. Demographic characteristics

❖ Please tick the box that corresponds your answer

1. Sex: Male Female
2. Age: 18-29 yrs 30 – 39 yrs
40 – 49 yrs 50 - 59 yrs >59 yrs
3. Marital status
Married Single divorced Widowed

- II. On a scale of 1-5, with 1 being strongly disagree and 5 being strongly agree, *circle* the number that best reflects your feelings.

No.	<p style="text-align: center;">Scale Items for the Variables</p> <p style="text-align: center;">(1=Strongly Disagree 3=Undecided /Neutral 2=Disagree 4=Agree 5=Strongly Agree)</p>	Strongly disagree	Disagree	Neutral	Agree	strongly agree
I. Humorous television brewery advertisements						
4	Humorous brewery advertisements make me surprised.	1	2	3	4	5
5	Humorous brewery advertisements make me happy.	1	2	3	4	5
6	Humorous brewery advertisements make me funny.	1	2	3	4	5
II. Credibility of advertising						
7	Brewery advertisements are believable.	1	2	3	4	5
8	Brewery advertisements are convincing.	1	2	3	4	5
9	Brewery advertisements are credible.	1	2	3	4	5
10	Brewery advertisements are trustworthy.	1	2	3	4	5
III. Source Credibility						
11	The Celebrity endorsers who advertise beer products are experienced.	1	2	3	4	5
12	The celebrity endorsers who advertise beer products are knowledgeable.	1	2	3	4	5
13	The celebrity endorsers who advertise beer products are honest.	1	2	3	4	5
14	The celebrity endorsers who advertise beer products are trustworthy.	1	2	3	4	5
15	The celebrity endorsers who advertise beer products are attractive.	1	2	3	4	5
16	The celebrity endorsers who advertise beer products are plain.	1	2	3	4	5
IV. Repetition of television brewery advertisements						
17	I often watch brewery advertisements between television programs.	1	2	3	4	5

18	Repetition of the beer advertisements is disturbing television viewers.	1	2	3	4	5
19	Brewery advertisements repetition is important to build confidence.	1	2	3	4	5
V. Music in television brewery advertisements						
20	Brewery advertisements with entertaining music are pleasant to me.	1	2	3	4	5
21	I like the music productions in the beer advertisements.	1	2	3	4	5
22	I feel happy to watch brewery advertisements when music is included.	1	2	3	4	5
VI. Consumers' attitudes towards beer brands						
23	Beer products are good for thirst quenching.	1	2	3	4	5
24	I convinced that beer products have health benefits.	1	2	3	4	5
25	Beer products are important to strengthen social interactions.	1	2	3	4	5
VII. Consumers' purchase intention for beer products						
26	I would like to drink beer because of television advertisements.	1	2	3	4	5
27	I would make a special effort to drink beer instead of other drinks.	1	2	3	4	5
28	It is very likely that I will purchase a beer brand of my choice.	1	2	3	4	5

Thank You for your Participation!

Appendix II: የአማርኛ መጠይቆች

አዲስ አበባ ዩኒቨርሲቲ ቢዝነስና ኢኮኖሚክስ ኮሌጅ
የድህረ ምረቃ ፕሮግራም

በደንበኞች የሚሞላ መጠይቅ

ውድ መጠይቁን ለመሙላት ፈቃደኛ ለሁኔታዎችዎ በሙሉ፣

የዚህ ጥናት ዋና አላማ የቢራ ማስታወቂያዎች በደንበኞች የመግዛት ፍላጎት ላይ ያላቸውን ተፅዕኖ መለካት ሲሆን ውድ መጠይቁን በመሙላት የምትሳተፉ ደንበኞች የምትሰጡኝ ምላሽ ለትምህርታዊ አላማ ብቻ የምጠቀምበት መሆኑንና በምንም አይነት ሁኔታ ሚኒስቴራዊነቱ የተጠበቀ እንደሚሆን ለመግለጽ እወዳለሁ። በዚህ መጠይቅ ላይ ግልፅ ያልሆነ ቃል ወይም ወይንም ወይንም ወይንም ማለት ስለ አሞላሉ ጥያቄ ካለዎት መጠይቁን የሰጠዎትን አካል በመጠየቅ በተሻለ መልኩ መረዳት ይችላሉ። መጠይቆቹን ለመሙላት እስክራብቶ ቢጠቀሙ ተመራጭ ስለሚሆን መጠይቁን የሚያስሞላዎት ግለሰብ መጠየቅ ይችላሉ።

ለሚሰጡኝ ትክክለኛ ምላሽ በቅድሚያ አመሰግናለሁ።

I. አጠቃላይ መረጃ

ለሚከተለው መጠይቅ በተሰጠው ሳጥን ውስጥ የ(✓) ምልክት በማድረግ ምላሽ ይስጡ።

- ጾታ: ወንድ ሴት
- እድሜ:
18-29 ዓመታት 30-39 ዓመታት 40-49 ዓመታት
50-59 ዓመታት ከ59 ዓመት በላይ
- የጋብቻ ሁኔታ
ያገባ(ች) ያላገባ(ች) የፈታ(ች) በሞት የተለየ(ች)

II. ከቁጥር 1-5 በተቀመጡ መለኪያዎች መሰረት 1- በጣም አልስማማም፣ 2-አልስማማም፣ 3-ልስማማም ላልስማማም እችላለሁ፣ 4-እስማማለሁ እና 5-በጣም እስማማለሁ በማለት ስለ ቢራ ማስታወቂያዎች ያለዎትን ግንዛቤ ለመግለጽ የመረጡትን ቁጥር በመክበብ ምላሽዎትን ይስጡ።

ኮድ	<p style="text-align: center;">ለመለኪያ የሚያገለግሉ ጥያቄዎች</p> <p style="text-align: center;">1-በጣም አልስማማም፤ 2-አልስማማም፤ 3-ልስማማም ላልስማማም እችላለሁ፤ 4-አስማማለሁ፤ 5-በጣም አስማማለሁ</p>	በጣም አልስማማም (1)	አልስማማም (2)	መካከለኛ (3)	አስማማለሁ (4)	በጣም አስማማለሁ (5)
i. ከአዝናኝ የቢራ ማስታወቂያዎች ጋር የተያያዙ መጠይቆች (HU)						
4	ከአዝናኝ የቴሌቪዥን የቢራ ማስታወቂያዎች የተረዳሁት ከቤተሰብ ወይንም ከጓደኞች ጋር በጋራ ቢራ መጠጣት ፍቅር ያጠነክራል	1	2	3	4	5
5	አዝናኝ የቴሌቪዥን የቢራ ማስታወቂያዎች የሚያስታውሱን ቢራን መጠጣት ከሃሳብ ነጻ በማድረግ ደስታን ይለግሳል	1	2	3	4	5
6	አዝናኝ የቴሌቪዥን የቢራ ማስታወቂያዎች እያሳቁ ስለቢራ ምርቶች ያሳውቁናል	1	2	3	4	5
ii. ከማስታወቂያዎች ተአማኒነት ጋር የተያያዙ መጠይቆች (ADCR)						
7	የቴሌቪዥን የቢራ ማስታወቂያዎች የሚያስተላልፏቸው መልዕክቶች በተመልካቾች ዘንድ ታማኝ ናቸው	1	2	3	4	5
8	የቴሌቪዥን የቢራ ማስታወቂያዎች ደንበኞች ስለቢራ ምርቶች ምንነት ግንዛቤ እንዲኖራቸው ያደርጋሉ	1	2	3	4	5
9	የቴሌቪዥን የቢራ ማስታወቂያዎች የቢራ ምርቶች ለጤና ስለሚኖራቸው ጠቃሚ መረጃዎች ይሰጣሉ	1	2	3	4	5
10	የቴሌቪዥን የቢራ ማስታወቂያዎች ስለተዋወቁት የቢራ ምርቶች ጥራት ጠቃሚ መረጃ ይሰጣሉ	1	2	3	4	5
iii. ከአስተዋዋቂዎች ተአማኒነት ጋር የተያያዙ መጠይቆች (SCR)						
11	የቢራ ምርቶችን በቴሌቪዥን የሚያስተዋውቁ ግለሰቦች የቢራ ተጠቃሚ የነበሩና ልምድ ያላቸው ናቸው	1	2	3	4	5
12	የቢራ ምርቶችን በቴሌቪዥን የሚያስተዋውቁ ግለሰቦች ስለቢራ ምርቶች ጠለቅ ያለ ዕውቀት አላቸው	1	2	3	4	5
13	የቢራ አስተዋዋቂዎች በሚያስተላልፏቸው መልዕክቶች ጨዋና ጠንቃቃ ስለሆኑ በተመልካቾች ዘንድ ታማኝ ናቸው	1	2	3	4	5
14	የቴሌቪዥን የቢራ አስተዋዋቂዎች በነበራቸው ጥሩ ስም በቴሌቪዥን ተመልካቾች ዘንድ አመኔታን ያተረፉ ናቸው	1	2	3	4	5
15	የቢራ ማስታወቂያዎችን በቴሌቪዥን የሚያስተላልፉ ግለሰቦች በአቀራረባቸው ተመልካቾችን የመሳብ ችሎታ አላቸው	1	2	3	4	5
16	የቢራ አስተዋዋቂዎች የሚያስተላልፉት መልዕክት ግልጽና ቀላል በመሆኑ የተመልካቾችን ቀልብ መሳብ ይችላል	1	2	3	4	5

iv. ከማስታወቂያዎች ተደጋግሞ መታየት ጋር የተያያዙ መጠይቆች (MREP)						
17	በተለያዩ የቴሌቪዥን ፕሮግራሞች መሃል ብዙ የቢራ ማስታወቂያዎችን በተደጋጋሚ እመለከታለሁ	1	2	3	4	5
18	የቢራ ማስታወቂያዎች በቴሌቪዥን ደጋግሞ ማስተላለፍ ተመልካቾች ቢራዎቹን በቀላሉ ለማስታወስ ያስችላቸዋል	1	2	3	4	5
19	የቢራ ማስታወቂያዎች በቴሌቪዥን ደጋግሞ ማስተላለፍ ደንበኞች በተዋወቁት ቢራዎች ላይ ያላቸውን መተማመን ከፍ ያደርገዋል	1	2	3	4	5
v. የቢራ ማስታወቂያዎች የሚያካትቱት ሙዚቃ የተመለከቱ መጠይቆች (MU)						
20	የቴሌቪዥን የቢራ ማስታወቂያዎች ከአዝናኝ ሙዚቃ ጋር ሲቀርቡ የተመልካቾችን ቀልብ የመማረክ ሀይል አላቸው	1	2	3	4	5
21	የቴሌቪዥን የቢራ ማስታወቂያዎች የሚጠቀሟቸው የሙዚቃ አይነቶች በተመልካቾች ዘንድ ተወዳጅ ናቸው	1	2	3	4	5
22	በቴሌቪዥን ለሚተላለፉ የቢራ ማስታወቂያዎች ሙዚቃ ማካተት አስፈላጊ ነው	1	2	3	4	5
vi. ደንበኞች ስለቢራ ምርቶች ያላቸውን አመለካከት ለመለካት የተዘጋጁ መጠይቆች (ATT)						
23	የቢራ ምርቶች የሚመረጡት ጥምን ለመቁረጥ ካላቸው ጠቀሜታ የተነሳ ነው	1	2	3	4	5
24	የቢራ ምርቶች የሚመረጡት ለጤናችን ካላቸው ጠቀሜታ የተነሳ ነው	1	2	3	4	5
25	የቢራ ምርቶች የሚመረጡት በማህበረሰቡ መካከል መቀራረብና አብሮነትን ለመፍጠር ካላቸው ጠቀሜታ የተነሳ ነው	1	2	3	4	5
vii. ከደንበኞች የቢራ ምርቶችን የመግዛት ፍላጎት ጋር የተያያዙ መጠይቆች (PI)						
26	በቴሌቪዥን ከሚተላለፉ የቢራ ማስታወቂያዎች የተነሳ ቢራ የመጠጣት ፍላጎት አድርብኛል	1	2	3	4	5
27	ከሌሎች የመጠጥ አይነቶች በበለጠ ቢራ ለመጠጣት የማደርገው ጥረት ጠንካራ ነው	1	2	3	4	5
28	የመጀመሪያ ምረጫዬ ያደረግሁትን የቢራ አይነት ለመግዛትና ለመጠጣት ዝግጁ ነኝ	1	2	3	4	5

ውድ ጊዜዎ ሰጥተው መጠይቁን ስለሞሉ ክልብ አመሰግናለሁ!

Appendix III: Interview questions

Interview Questions

1. What do you think that beer consumers expect from brewery advertisements?
 - a) Information about the quality of the beer brands that are advertised;
 - b) They want the messages to be trustworthy;
 - c) The advertisements should consider teenagers when they plan their advertisements;
 - d) The advertisements should include information about the side effects of over drinking;
 - e) Information about benefits that beer consumers get after consuming beer products;
2. What are the benefits that beer consumers expect to get after consuming beer products?
 - a) For thirst quenching;
 - b) For digestion;
 - c) For sexual performance;
 - d) To entertain after work or on week days;
 - e) To strengthen social interactions with family and friends;
 - f) Please specify if you have a different requirement

3. What are your criteria to choose media mixes to advertise your beer products?
 - a) For rural areas radio and banner advertisements have good access;
 - b) For Urban areas television and banner advertisements are preferable;
4. Which criteria do you follow to select celebrity endorsers for your brewery advertisement?
 - a) Popularity of the endorsers;
 - b) Cost of the celebrity endorsers;
 - c) Flexibility of the celebrity endorsers;
 - d) Sound clarity of the celebrity endorsers;
 - e) Knowledge they have on properties of beer;
 - f) Please specify if you have different criteria to follow

5. What are the rules and regulations to be followed in Ethiopia to advertise beer products?

Do you think that these rules and regulations are properly followed by brewery companies and advertising agencies?

Appendix IV: Mediation Analysis

This Mediation Analysis was Written by Andrew F. Hayes, Ph.D. www.afhayes.com. The Documentation is available in Hayes (2018) or at www.guilford.com/p/hayes3.

Model : 4
 Y : PI
 X : HU
 M : ATT

Sample
 Size: 328

OUTCOME VARIABLE:
 ATT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.0721	.0052	.0390	1.7038	1.0000	326.0000	.1927

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.2166	.0839	14.4957	.0000	1.0515	1.3817
HU	.0869	.0666	1.3053	.1927	-.0441	.2179

OUTCOME VARIABLE:
 PI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.3587	.1286	.0353	23.9882	2.0000	325.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.5941	.1024	5.8009	.0000	.3926	.7955
HU	.2858	.0635	4.4998	.0000	.1608	.4107
ATT	.2597	.0527	4.9276	.0000	.1560	.3633

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2858	.0635	4.4998	.0000	.1608	.4107

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ATT	.0226	-.0088	.0625

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
 5000

```

*****
Model   : 4
  Y     : PI
  X     : MU
  M     : ATT

```

```

Sample
Size: 328

```

```

*****
OUTCOME VARIABLE:
ATT

```

```

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .3995    .1596    .0330   61.9126    1.0000   326.0000    .0000

```

```

Model
      coeff      se      t      p      LLCI      ULCI
constant  .9428    .0496   18.9973    .0000    .8451    1.0404
MU        .3338    .0424    7.8685    .0000    .2503    .4173

```

```

*****
OUTCOME VARIABLE:
PI

```

```

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .3296    .1086    .0362   19.8036    2.0000   325.0000    .0000

```

```

Model
      coeff      se      t      p      LLCI      ULCI
constant  .8409    .0754   11.1488    .0000    .6925    .9893
MU        .1713    .0485    3.5357    .0005    .0760    .2666
ATT       .1949    .0580    3.3603    .0009    .0808    .3089

```

```

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

```

```

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
    .1713    .0485    3.5357    .0005    .0760    .2666

```

```

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
ATT    .0650    .0223    .0229    .1108

```

```

***** ANALYSIS NOTES AND ERRORS *****

```

```

Level of confidence for all confidence intervals in output:
95.0000

```

```

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

```

```
*****
Model   : 4
Y       : PI
X       : ADCR
M       : ATT
```

Sample
Size: 328

```
*****
OUTCOME VARIABLE:
ATT
```

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.0431	.0019	.0392	.6073	1.0000	326.0000	.4364

Model						
	coeff	se	t	p	LLCI	ULCI
constant	1.2816	.0570	22.4712	.0000	1.1694	1.3938
ADCR	.0499	.0640	.7793	.4364	-.0761	.1759

```
*****
OUTCOME VARIABLE:
PI
```

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	.5816	.3383	.0268	83.0699	2.0000	325.0000	.0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.4304	.0754	5.7103	.0000	.2821	.5787
ADCR	.6041	.0531	11.3854	.0000	.4997	.7085
ATT	.2543	.0458	5.5460	.0000	.1641	.3445

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y						
	Effect	se	t	p	LLCI	ULCI
	.6041	.0531	11.3854	.0000	.4997	.7085

Indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
ATT	.0127	.0162	-.0163	.0486

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

```
Model   : 4
Y       : PI
```

X : SCR
M : ATT

Sample
Size: 328

OUTCOME VARIABLE:
ATT

Model Summary

R	R-sq	MSE	F	df1	df2	p
.1890	.0357	.0378	12.0795	1.0000	326.0000	.0006

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.1116	.0624	17.8165	.0000	.9889	1.2343
SCR	.3720	.1070	3.4756	.0006	.1614	.5826

OUTCOME VARIABLE:
PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5919	.3504	.0263	87.6404	2.0000	325.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.4509	.0731	6.1650	.0000	.3070	.5948
SCR	1.0689	.0910	11.7511	.0000	.8899	1.2478
ATT	.1741	.0462	3.7674	.0002	.0832	.2650

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1.0689	.0910	11.7511	.0000	.8899	1.2478

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATT	.0648	.0299	.0178	.1328

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

Model : 4
Y : PI
X : MREP
M : ATT

Sample
Size: 328

OUTCOME VARIABLE:

ATT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.2548	.0649	.0367	22.6348	1.0000	326.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0587	.0570	18.5689	.0000	.9465	1.1708
MREP	.2257	.0474	4.7576	.0000	.1324	.3190

OUTCOME VARIABLE:

PI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.4200	.1764	.0334	34.8056	2.0000	325.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.6910	.0780	8.8560	.0000	.5375	.8446
MREP	.2971	.0468	6.3462	.0000	.2050	.3892
ATT	.1913	.0528	3.6205	.0003	.0874	.2953

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2971	.0468	6.3462	.0000	.2050	.3892

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATT	.0432	.0180	.0139	.0842

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

Appendix V: Path analysis with SPSS Amos 21

