

**THE IMPACT OF ADVERTISEMENT ON
CONSUMER'S PREFERENCE OF BRAND: THE
CASE OF St. GEORGE BEER IN ADDIS ABABA**

BY:

Dereje Ajibie



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May 2011

Addis Ababa

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CASE OF St. GEORGE BEER IN ADDIS ABABA**

*A Thesis Submitted to the School of Graduate Studies, Addis Ababa
University in Partial Fulfilment of the Requirements for the Degree of
Master of Arts in Marketing Management*

By:
Dereje Ajibie



Advisor:
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Abstract

Advertising may influence consumers in different ways, however, the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively. This research was aimed to examine the impact of advertisement on consumers' preference of brand in the context of St. George beer. The study has some purposes like to see the relationship between advertisement and consumer choice of beer brand and to help the company to adjust its advertisement programs in line with the impact of advertisement on their customers brand preference. Descriptive research design was planned for the study to examine the impact of advertisement on consumer's preference of brand. Structured and administered questionnaire was used as major data collection instrument, on 214 respondents selected on simple random sampling basis. Accordingly the study reveals that advertisement does not have impact on customers' preference of beer brand, rather customer prefers St. George beer because of its good taste. The study also indicates that TV, radio and Billboards are the most liked medium of advertisement by the respondents along with Sheger FM and FM 97.1 radio channels those operated to be the most preferred radio channels. Based on this indication, the study concludes that advertisement does not have impact on both consumers' preference of beer brand and total consumption of beer at least in the context of St. George beer. Finally the study suggest some ways that the company should adopt in promoting its products through TV, radio and billboard mediums of advertisement because these types of advertisement mediums considering preferred by most of the customers. The company should reduce the amount of money it allocate for advertisement activities and shall use part of this budget for other marketing activities or share it with customers, because most of the customers believe that advertisement does not have impact on their preference of beer brand and the company is quite familiar in the country.

CHAPTER ONE

INTRODUCTION

This chapter shows a general introduction and background of the study area. Further, the statement of the research problem, objectives, significance, scope, limitations and organization of the study are addressed.

1.1 Background of the study

In today's dynamic business world, when information becomes the life blood of people almost in all walks of life, it is quite common to hear about promotion and to be affected by it directly or indirectly (Paul 1997).

Haan and Gonzalez (2008) stated that advertising is an important aspect of everyday life. With the arrival of new communication technologies (cable and satellite TV and radio stations, specialized magazines, classified Internet home pages, electronic newsgroups, etc.), spending in advertising has grown significantly in recent years.

Advertising is a sub set of promotion mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision (Adeolu et al. 2005).

What has been secret for many years in a company will be public the moment it is advertised. In market oriented economy competition is very high. Thus, business organizations operate under continuous operations to sell their products or services. Competition involves provision of quality products/services, low price and better customer handling. More over informing the public that their organization provides better products/services than that of its competitors play a vital role in this dynamic business world.

Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively.

Advertising has become increasingly important to business enterprises – both large and small. Non business enterprises have also recognized the importance of advertising.

Advertising also have economic importance. Advertising strategies that increase the number of unit sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower price. Lower consumer price then allows these products to become available to more people. Similarly, the price of news papers, professional sports, radio and TV programs, and the like might be prohibitive without advertising. In short advertising pay for many of the enjoyable entertainment and educational aspect of contemporary life. Advertisement has become an important factor in the campaigns to achieve both such societal oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse by changing the attitude of people.

1.2. Background of the company

St. George is the first brewery in Ethiopia. It was found in 1915 EC. The founder of St. George brewery, according to some sources, is Mussie Dawit Hale who is a Belgian. As stated in St. George brewery 80th anniversary issue, other sources say that the brewery owned and operated by a German company. In fact, the brewery was set up by Mussie Dawit Hale who lately sold it to German company. (The company report, n.d.)

The St. George brewery is situated near Mexico square, Addis Ababa, and occupies an area of 20,000 Square metres of land. The brewery was

started 36 years ago by a German company an Ethiopian company took it over six years ago.

The factory started with machineries that were operated direct human labour. Transporting of the raw material to the silo, terminating of the malt, boiling the barley, filtering the beer, filling the bottles, etc. were all done manually. Basic raw materials like barley and hops were imported from Europe. The management staff of the factory and the leading technicians who controlled the brewer's activities was foreigners. During its first years about 200 bottles (half liter size) were produced daily.

Today, the brewery has undergone a complete renovation. All most all machineries are renewed to meet the standards of a modern brewery that can compete and excel in the market. (The company report, n.d.)

An Ethiopian company took over the brewery in 1952/53. This company was said to have been organized as a share holding entity, the larger share which was owned by Emperor Haile Silassie.

Generally, St. George brewery could be said as having scored good results in the 1940s and 1950s. Towards the end of 1950s the annual production of the brewery had reached 50,000 hectolitres.

In the early years of the 1970s the brewery was in good shape in terms of its machineries, physical buildings, vehicles, marketing net work. In 1974 the brewery was nationalized. On the other hand, the brewery was lacking the finance it needed to introduce new technologies that came in 1970s. The name of the brewery was also changed as "pilsner brewery" and later as "Addis Ababa brewery".

St. George brewery is once again privatized. The factory is now owned by BGI, an internationally acclaimed brewing company that operates in many countries. It has excellent reputation in producing quality beer and brought St. George to the same standard. The brewery supplies three kinds of beer to the market namely; St. George beer, Castel beer and Bati beer. The brewery also provides draught beer to its customer's.

1.4.2. Specific objectives

The specific objectives include:

- To identify the nature and types of advertisement that St. George beer customer's prefer
- To understand media preference of St. George beer customer's
- To evaluate the impact of customer's demographic profile on media preference

1.5. Significance of the study

The expected contributions of the study are the following;

- The study will help the company to know the impact of its advertisement on brand preference of its customers.
- This research also provide information to other companies about the media which most preferably used to effectively promote their brand
- The research can help other future researchers who are interested to conduct research in this area.

1.6 Scope of the study

Even though there are a number of factors that affect brand preference of customer's. Advertising also affect consumer's in different ways. However, this study focus on the impact of advertisement on brand preference of St. George beer customers who fund in Addis Ababa city with 214 respondents.

1.7. Limitations of the study

The researcher faced some difficulties to carry out the research work. One of the limitations in this study was shortage sufficient materials i.e books, journals, reports, articles etc. related to the topic/study area. Another limitation may be the small sample size of the study to generalize the reults. It is also difficult to represent all customers' idea by using a sample of 214 customers, however appropriate considerations were made to identify the respondents represent the population more closely.

1.8. Organization of the study

The entire project contained five chapters organized as follows. Chapter one incorporate an introduction consisting of the background, statement of the problem, objectives, scope, significance and limitation of the study. Chapter two contains the review of related literature. Chapter three explained the methodology used in conducting the study which incorporate the study population, design of the study, the sample size and, sampling technique and type and source of data, structure of questionnaire and the method of data analysis used in the study. Chapter four includes analysis and interpretation of the study. Chapter five incorporates the conclusion and possible recommendation made based on the findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter discusses what advertisement, the different types of advertisement and, advertisement medium and the importance of advertisement for different organizations. Furthermore, it also discusses the factors affecting consumers' behaviour, the impact of advertisement on consumers' behaviour and brand preference.

2.1. Defining Advertising

The definition of advertising varies with the individual's perspective from the point of view of the consumers; advertising is a source of information or a form of entertainment. From a societal perspective, advertising provides a valuable service to society and its members. To most business managers, advertising is an important selling tool. They believe that it facilitates the sale of products or build the reputation of companies (Burnett 2002).

According to American marketing association (AMA) "Advertising is any paid form of non- personal presentation and promotion of ideas, goods and services by identified sponsor." But a better definition is that advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by advertiser, and deliver through mass media in order to reach the specific objective of the sponsor (Burnett 2002).

Advertising also defined as, it is the non personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through the various media (Bov'ee and Arens 1989).

Informing the public that their organization provides better products/services than that of its competitors play a vital role in market-oriented economy. Advertisement is the most common way of informing and persuading the public at large through electronic and print media

2.2. Importance of Advertising

Advertisement is an important part to the marketers for promotional mix. Its helps in creating brand image and product awareness. Advertising is one of the most popular tools that are used by companies for convince and communicate with the largest buyer and customer (Izian et al. 2009).

The contribution of advertising to achieve organizational objectives in general and marketing objectives in particular by initiating purchase behaviour and brand choice is very important (Atkilt 2004).

Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middle men to stock the product by building consumer interest. It can help train dealers sales main in product uses and applications. It can build dealers and consumers confidence in the company and its products by building familiarity. Advertising is to stimulate market demand while sometimes advertising alone may succeed in achieving buyer acceptance/preference or even demand for the product; it is seldom solely relied up on (Brajidep et al. 2010).

The health organizations also, create awareness about family planning, express the overall impact of HIV AIDS on the world society and change the attitude of people about it through advertising, labour organizations have also used advertising to make their viewpoints known to the public at large.

Advertising assumes real economic importance too. Jaishri and Shruti (2006, as cited in Izian et al. 2009) stated that advertising one of the largest generators of revenue in the world economy. It moves markets and minds. It generates employment both directly and indirectly and influences a large section of people.

Brajidep et al. (2010) argued that advertising strategies that increase the number of unit sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower price. Lower consumer prices then allow these products to become available to more people similarly, the price of news papers, professional sports, radio and TV programs, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life.

They also states that advertising has become an important factor in the campaigns to achieve such social - oriented objectives such as the discontinuals of smoking, family planning, physical fitness, and the elimination of drug abuse. Advertising helps to increase mass marketing while helping the consumers to choose from among the variety of product offered for his/her selection.

2.3 Types of Advertising

2.3.1. Informative advertising

Informative advertising intended to build initial demand for a product and used to in the introductory phase of the product life cycle (www.faculty.piercecollege.edu).

Informative advertising aims to create awareness and knowledge of new products or new features of existing products. A function of advertising that help to communicate information about the product, its attributes, and its location of sale; this is the information function. This type of advertising informs the customers about the product, services, or ideas of the firm or organization (<http://smallbusinessbc.ca>).

Haan and Gonzalez (2008) argued that informative advertising helps to reduce the lack of information existing in product markets by, for instance, communicating firms' existence, their prices, qualities or locations.

Tyrone (1998, as cited in Demyanyk 2001) stated that informative advertising in partial view on advertising in general as it provides some knowledge to consumers helping them to make rational choice.

The effect of informative advertising on sales is related to distribution and marketing of that product that usually diminishes search cost (Demyanyk 2001).

2.3.2. Persuasive advertising

This type of advertising persuades or motivates the prospective buyers to take quick action to buy the products or services of the firm. For example "buy one, get one free".

Persuasive advertising can persuade the consumers to buy products, services, or ideas by telling the benefits that the customers will gain from these products, services and ideas better than other competitors' product, services and ideas (<http://smallbusinessbc.ca>).

Nelson (1999, as cited in Demyanyk 2001) suggests that persuasive advertising usually use more often for experience goods.

Persuasive advertising attempts to improve the competitive status of a product, institutions, or concept. It is used to in the growth and maturity stages of the product life cycle. One of the most popular approaches to persuasive product advertising is comparative advertising, which makes direct comparisons with competitive products

(www.faculty.piercecollege.edu).

By using persuasive advertising business attempts to persuade potential customers that they have a better product or service than the competitors (<http://smallbusinessbc.ca>).

2.4. Types of Advertising Media

All marketers face the question of how to best allocate their advertising expenditures. Cost is an important consideration, but it is equally important to choose the media best for the job. All media have advantages and disadvantages (www.faculty.piercecollege.edu).

Aduloju et al. (2009) argued that the choice of advertising medium is a critical success factor in any advertising activity.

2.4.1. TV advertising

TV advertisements have been very popular ever since they have been introduced. The cost of TV advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the TV channel on which the advertisement is going to be broadcasted. (www.buzzl.com)

According to Blech and Blech (2004) TV is the ideal advertising medium. Its ability to combine visual images, sound, motion, and colour presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium. They also stated that TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help to make advertised product appear interesting.

According to Nilssen and Sorgard (2001) actual advertising on TV is in part informative and in part persuasive. Firms advertise in order for their products to be known to the public, but they also advertise in order to persuade consumers to buy their product rather than some other products.

Television is acknowledged as the most powerful advertising medium because it allows for sight, sound, and motion and reaches a broad spectrum of consumers. From the brand equity perspective, TV advertising has two particular important strengths first; TV advertising

can be effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumers' benefits. second, TV advertising means for can be a compelling means of dramatically portraying non-product- related user and usage imager, brand personality, and so on (Keller 2004).

Demyanyk (2001) argued that the effect of advertising on sale of beer is direct positive and stable in Ukraine specifically TV advertisements, however, James 2006 stated that in United States, regional and local brewers were announced by national television advertisements.

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

2.4.2. Radio advertising

Radio is an ideal media for marketing fast moving consumer goods because it can reach wide targeted listener demographics in urban habitat. A large number of people listen to radio while communicating in urban areas and respond to the broadcast of various commercial messages (Raja 2010).

Radio is far from being a new concept; in fact radio advertising has been around for a very long time yet, often times business owners and organizations overlook the very real marketing potential that radio advertising offers. Radio advertising reaches individuals when they are in their homes, in their cars, while they are on the internet, and can even reach them in a public setting. (<http://articles.directorym.com>)

Radio advertising is based on the idea of operating an audio-only environment and placing the listener in it. A typical radio spot features a professional voice-over artist reading descriptive copy. Radio advertising targets that captive audience through a series of 30 second or 60 second spots which promote products or services in a memorable way. (<http://www.wisegook.com>).

2.4.3. News papers advertising

News papers are the most widely used advertising medium and they also offer excellent coverage. As an advertising medium, news papers are flexible and timely. Ads can be inserted on very short notice and can vary in size from small classifieds to multiple pages.

According to Belch and Belch (2004) news papers are the second major form of print media and represent the largest of all advertising dollar volume.

2.4.3.1. Types of news paper advertising

The two major classifications of news paper advertising are display and classified. In addition to these two dominant categories, other special types of ad and pre-printed inserts also appear in newspapers (Blech and Belch 2004).

a) Display advertising:- Is found through the news papers and generally uses illustrations, headlines, white space, and other visual device. In addition to the copy text there are two types of display advertising that appear in news papers- local and national (general) (Blech and Belch 1990).

- **Local advertising:** - refers to advertisements placed by local organizations, business, and individuals who want to communicate with consumers in the market area served by the news paper.
- **National or general advertising:** - according to Belch and Belch 2004 this advertisement refers to display advertising done by marketers of branded products or services that are sold on a national or regional level.

b) Classified advertising:-These advertisements are arranged under sub heads according to the product, service, or offering being advertised. Employment, real estate, and automotive are the three major categories of classified advertisement (Blech and Belch 1990).

c) Special insert advertisement:- Special advertisements in news paper include a variety of governmental and financial reports and notice and public notice of changes. In business and personal relationship. Pre-printed inserts are another type of advertising distributed through newspapers. These advertisements don't appear in the paper itself, but rather are printed by the advertiser and then taken to the newspaper to be inserted before delivery (Belch and Belch 2004).

2.4.4. Magazine advertising

Magazines are the medium to use when high-quality printing and colour are desired in an ad. Magazine advertising allows for excellent reproduction of photographs and art work that not only grasp buyer's attention, but may also convince them of the products value.

Magazine advertising is the ads you see placed throughout publications. Starting up or maintaining a magazine is dependant on a few factors, but one of the most important is advertising. Magazine advertising can make or break a publication. Magazine advertising is one of the most powerful marketing tools available. An ad placed in a magazine can improve sales enormously (www.wisegeek.com).

Consumers are naturally drawn to the unusual graphics and pictures often used in magazines. It follows that magazine consumers are more likely to read those magazine ads that carry compelling images.

As with newspaper advertising, there will be intense competition for the "mind share" of the consumer. The option of using two- or four-color

printing in magazine advertising gives the advertiser an opportunity to create a lasting image of his or her product that has no equal in any other print advertising vehicle. To further entice the reader's desire for your product, some magazines even offer advertisers an opportunity to include product samples with their ads. For example, witness the proliferation of "scratch and sniff" perfume ads.

Naturally, all of these wonderful ad enhancements come at a premium. The cost of placing a full-page ad with all of the options in a magazine can be staggering. After all, the advertiser is actually paying for the production costs associated with printing a glossy, four-color publication.

Costs for placing magazine ads will vary from publication to publication. They will also depend upon the size of the ad placed and the positioning of the ad. Magazine ads are sold by the page or page increment—full page, half page, quarter page, etc. Rates also depend upon the frequency with which an advertiser places ads over the period of a year. Typically, advertisers offer one-time, three-time, six-time, and twelve-time rates. Twelve-time rates are usually significantly lower than one-time rates. But, of course, you are paying that rate times twelve ads

(www.businessstown.com).

2.4.5. Billboard advertising

Bill board advertisements are an advertisements style and media that displays in public areas. That designed to catch a person attention and create memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. They have to be readable in a very short time because they are usually read while being passé at high speeds. Thus there are usually a few words, in large print, and a humorous or arresting image in brilliant colour

(www.schools.bgcdsb.org).

2.4.6. Online advertising

Online advertising is a paid message on web site, online service, or other interactive medium, such as instant messaging. It provides greater opportunities for interactivity-two-way communication between advertiser and potential customers (Laudon and Traver 2004).

2.5. Advertising and Consumer Behaviour

According to Hoyer and MacInnis (2007) consumer behaviour reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of good, service, activities and ideas by (human) decision-making units over time.

Consumer behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experience to satisfy their needs and desires (Kotler 2002).

Lutz et al. (1986, as cited in Liu 2002) stated that attitudes towards the advertisement has been provided as a significant influence on advertising effectiveness, brand attitudes, and purchase intentions

Proctor et al. (1982, as cited by Adeolu et al. 2005) noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favoured marketing mix that management should select. Consumer behaviour analysis helps to determine the direction that consumer is likely to make and to give preferred trends in product development, attributes of alternative communication method etc.

Arens (1996, as cited by Adeolu et al. 2005) stated advertiser's primary mission is to reach prospective customers and influence their awareness, attitude, and buying behaviour. They spend a lot of money to keep

individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do.

The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group (and symbols) for communications. The study of consumer behaviour: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants.

Raj (1982, as cited by Brajidep et al. 2010) investigated the different advertisement effects on the purchase behaviour of consumers. To high loyalty increase brand of product purchase when advertisement for that brand increase, little switching occurs from competitive brands in to the advertised brands. Effect of increased advertising carry over a few months after that advertising is lowered back to normal levels.

Liu (2002) suggest that attitudes are important to advertisers because they can be used to predict behaviour and influence how consumers evaluate and choose advertising products and purchase intention.

2.5.1. Advertising and the buyer decision process

The buyer decision process consists of five stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post purchase behaviour (Kotler and Armstrong 2005).

Advertisement helps as a source of problem recognition in which marketer actions that encourage consumers not to be content with their current situation. Advertisements for personal hygiene products such as mouth wash, deodorant, and foot sprays may be designed to create insecurities that consumers can resolve through the use of those products (Blech and Blech 2004).

The buying process with need recognition- the buyer recognizes a problem or need. The need can be triggered by internal stimuli when one of the person's normal needs- hunger, thirst, and sex- rises to a level high enough to become a drive. A need also be triggered by external stimuli.

For example an advertisement or a discussion with a friend might get you thinking about buying a new car (Kotler and Armstrong 2005).

Blech and Blech (1990) argued that marketers need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands.

Consumers can obtain information from any of several sources. These include personal sources (family, friends, neighbours, acquaintances), commercial sources (advertising, sales people, dealers, packaging, displays), public sources (mass media, consumer-rating organizations), and experiential sources (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer. Generally, the consumer receives the most information about a product from commercial source- those controlled by the marketer (Kotler and Armstrong 2005).

According to Belch and Belch (2004) advertisement helps as source of information during the information search stage of consumer decision making process. They also stated that a more complex purchase such as a new car might use a number of information source- perhaps a review of road and track, consumer reports; decision with family members and friend; and test-driving of cars. At this point in the purchase decision, the information providing aspects of advertising are extremely important.

The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, consumer guides, or salespeople for buying advice (Kotler and Armstrong 2005).

Blech and Blech (2004) stated that the goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumers' evoked set and considered during alternative evaluation.

Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitude of others. If someone important to you thinks that you should buy the lowest-priced car, then the chances of your buying a more expensive car are reduced.

The second factor is unexpected situational factors. The consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intention (Kotler and Armstrong 2005).

After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behaviour of interest to the marketer. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction

Jay and Joseph (2002) stated that it is essential for marketers to understand the impact of after purchase behaviour on future buying decisions by the consumers and on the potential customers. Reinforcing information in advertising must stress that the buyer has made a wise choice. This often achieved through advertising that portrays satisfied customers who compare their purchase with other brands on the market.

Advertising can remove cognitive dissonance from the mind of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right.

2.6. Factors affecting consumer's behaviour

There are many factors influencing the purchase of consumer such as social, cultural, personal and psychological factors. Consumer is also influenced by the marketing activities and efforts of the marketer (Hoyer and Mcinnis 2007).

2.6.1. Cultural factors

Hoyer and Mcinnis (2007) stated that cultural environment affects what motivates consumers, how they process information, and the kinds of decisions they make. Consumer behaviour is deeply influenced by cultural factor such as buyer culture, subculture, and social class.

- ❖ **Culture.** Basically, culture is the part of every society and is the important cause of person wants and behaviour. The influence of culture on buying behaviour varies from country to country therefore marketers have very careful in analyzing the culture of different groups, regions or even countries (<http://ezinearticles.com>). Belech and Belech (2004) stated that the broadest and most abstract of external factors that influence consumer behaviour is culture. Marketers must also be aware of changes that may be occurring in particular culture and the implications of those changes for their advertising and promotional strategies and programs.
- ❖ **Sub culture.** Each culture contains different sub cultures such as religious, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into products according to the needs of a particular geographic group (<http://ezinearticles.com>). According to Belech and Belech (2004) with in a given culture one generally found smaller groups or segments whose beliefs, values, norms, and patterns of behaviour set them apart from the large cultural mainstream. Sub cultures are important to marketers because of their size, growth, purchasing power and distinct purchasing patterns.

❖ **Social class.** Every society possesses some form of social class which is important to the marketers because the buying behaviour of people in a given social class is similar. In this way marketing activities could not be tailored according to different social class. Here we should note that social class is not only determined by income but there are various other factors as well such as: wealth, education, occupation etc (<http://ezinearticles.com>). Consumers in the different social class differ in the degree to which they use various products and services and in their leisure activities, shopping patterns, and media habits. Marketers respond to these differences through the positioning of their products and services, the media strategies they use to reach different social class, and the types of advertising appeals they develop (Belech and Belech 2004).

2.6.2. Social factors

Social factors also impact the buying behaviour of consumers. The impacts of social factors are: reference groups, family, role and status. Reference groups have potential in forming a person's attitude or behaviour. The impact of reference groups varies across products and brands. For example if the product is visible such as dress, shoe, car etc then the influence of reference groups will be high.

Reference groups also include opinion leaders (a person) who influence others because of his/ her special skill, knowledge or other characteristics (<http://ezinearticles.com>). Consumers use reference groups as a guide to specific behaviours, even when the groups are not present. Marketers use reference group influences in developing advertisement and promotional strategies (Belech and Belech 2004).

2.6.3. Personal factors

Sparke (2007, as cited in Stavkova et al. 2008) identified that age, sex, occupation and economic conditions, personality and self-confidence as personal factors.

Personal factors can also affect the consumers' behaviour. Some of the important personal factors that influence the buying behaviour are: life style, economic situation, occupation, age, personality and self concept.

By understanding the relationship between the personality of consumers and their purchase behaviour, marketers are better equipped to target and promote their products effectively (Jay and Joseph 2002).

2.6.4. Psychological factors

Before consumers can make decisions, they must have some source of knowledge or information upon which to base their decisions. This source—the psychological core—covers motivation, ability, and opportunity; exposure, attention, and perception of information; and formation and change in attitude (Hoye and Mcinnis 2007). Perception, motivation, learning and attitudes are important psychological factors affecting the consumer buying behaviour (<http://ezinearticles.com>).

2.7. Advertising and Brand

According to American marketing association (AMA), a brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods, and services of one seller or group of sellers and to differentiate them from those of completion" (Keller 2004).

Advertising plays an important and often controversial role in contributing to brand equity. Although advertising is recognized as a powerful means of creating strong, favourable, and unique brand associations and eliciting positive judgments' and feelings, it is controversial because the specific

effects of advertising are often difficult to quantify and predict (Keller 2004).

Belech and Belech (2004) argued that advertising is a valuable promotional tool for creating and maintaining brand awareness and making sure a brand is included in the evoked set.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers (<http://www.comarketingadvertising.com>).

Azha et al. (2008) conduct a study on consumers' preference on soft drink and consumer awareness regarding the adverse effect of soft drink on health. In this research they conclude that advertisement has a direct relationship with brand preference.

Chimboza et al. (2007) conducted a study to assess the level of brand awareness and factors underlying brand performance of dairy brands in Chitungwiza and Harare urban markets in Zimbabwe using a sample of 90 respondents who included individual and institutional consumers.

The researchers identified four factors as key determinants of dairy product choice namely promotion, price and availability of product, attractive packaging and product quality. Of these factors, the most important determinant of choice was promotion of the brand that accounted for 32.6 of the total variation in choice.

Adeolu et al. (2005) conducted a study to examine the role of advertising in influencing consumers' preference for Burn vita, which is one of the leading food drinks in the food and beverage industry in Nigeria. The researchers identified five reasons of consumers for their brand preference namely advertising, quality, availability, price and package. Among these reasons, advertising was the main reason of consumers for their brand preference that account of the total variation in preference.

Agrawal (1996, as cited in Youl 2008) suggested that advertisement can be seen as a defensive strategy used to build brand loyalty which helps in retaining the loyal consumers, and price promotions as offensive strategy used to attract the loyal consumers away from the rival brand.

Youl (2008) conducted a research to study the effects of advertising spending on brand loyalty in service. This study shows that even though advertising spending does not directly influence brand loyalty, it indirectly affects brand loyalty via positively enhancing store image and perceived quality

Some critics argue that advertising has a determinable effect on consumers' choice, as a large advertisers use their power to limit our positions to a few well-advertised brands. Economists argue that advertising is used to achieve (1) differentiation, whereby their product or services are perceived as unique as or better than competitors; (2) brand loyalty, which enables large national advertisers to gain control of the market, usually at the expense of smaller brands.

Large companies often end up charging a higher price and are able to achieve a more dominant position in the market than smaller firms that either cannot do or do not against them and their large advertising budget. When this occurs, advertising not only restricts the choice alternatives to a few well-known and heavily advertised brands but also becomes a substitute for competition based on price or product improvement. There are certain product categories such as soft drink, beer, and cereals where heavily advertised brands dominate the market. However, advertising generally does not create brand monopolies and reduce the opportunities for new products to be introduced to consumers (Belch and Belch, 1990).

Akar et al. (1992, as cited in Atkilt 2004) suggests that advertising enhances brand awareness and beliefs by announcing the existence of the brand or persuading consumers that the brand possess various attributes.

Heimonen and Outi (2009) stated that advertising is an important tool in creating brand differentiation between beer products. Moreover, the absence of price competition further increases the significance of advertising. Therefore, we can say that advertising has important role on consumer's preference of brand.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter discusses the research methodology that guided the research and enabled the researcher to collect and analyze the data. The chapter covers instrument design, target population, sampling techniques, and data collection procedure and data analysis.

3.1 Study Population

The population of the study was customers of St. George beer who found Addis Ababa city and whose age group was 18 years old and above, because St. George beer has 64% of the market share in Addis Ababa. The company also use the age of the customers as one element to segment its target market based on this the company focus customers whose age group is 18 years old and above.

3.2. Design of the Study

Since the purpose of the study is to examine the impact of advertisement on consumers' preference of brand, descriptive research approach was employed in this research for discussion and interpretations. Table, graphs charts, cross tabulation and percentages are used to present the result of the study.

3.3. Sample Size and Sampling Technique

The researcher identified three areas in Addis Ababa i.e. Sidist kilo, Haya hulet and Mexico by using convenience approach. Sidist kilo was considered as convenient to the researcher to collect the information within a short period of time and with a minimum cost. The researcher also selects Mexico and Haya hulet because it was believed that in these areas the researcher can encounter many of the respondents for the study at a time, because these areas are densely populated. Therefore, the researcher managed to collect the required information with in a short

In this research, the writer divided the questionnaire in to two sections, which are:

- a) section one: demographic profiles of the respondents
- b) section two questions related to the topic

3.6. Data analysis technique

This part of the study mainly deals with presentation, analysis and interpretation of the data gathered through questionnaire. Frequency analysis and Chi-square test was used to analyze the data. SPSS also used to analyze the data

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This chapter presents the analysis of the data and the resultant findings from the data collections. Frequency analysis was used to analyze the respondents answer. A total of 225 questionnaires were prepared and distributed to three area respondents i.e. Sidist Kilo, Haya Hulet and Mexico. For each area 75 questionnaires were distributed equally. Out of the 75 questionnaires that were distributed to area 1(Sidist Kilo) 70 questionnaires were filled and returned; similarly out of 75 questionnaires that were distributed to area 2 (Haya hulet) respondents 70 were filled and returned. On the other hand out of 75 questionnaires that were distribute to area 3 (Mexico) respondents 74 were filled and returned.

4.1. General background of respondents

In order to give an over view of the general background of the respondents involved in the study , factors such as sex, age, educational level, income and employment condition are discussed in table one.

As shown in Table 1 below out of 214 respondents 75.2% of them were male. The remaining (24.8%) were female. Concerning the age of respondents out of the total respondents 30.4% of them were between 18-25 years, 43.5% of them were between 26-33 years. On the other hand 19.2%, 4.7% and 2.3% of the respondent's age group were between 34-41, 42-49 and above 49 years old respectively.

In terms of educational level, out of 214 respondents 14% of them were High school completed, 10.3% of them were certificate, 23.8% of them were diploma holder followed by 44.4% and 7.5% of them were degree holder and MA and above respectively.

Table1: Demographic profile of Respondents

Item	Percent
Sex	
Male	75.2
Female	24.8
Age	
18-25	30.4
26-33	43.5
34-41	19.2
42-49	4.7
>49	2.3
Educational level	
High school completed	14.0
Certificate	10.3
Diploma	23.8
Degree	44.4
MA and above	7.5
Employment condition	
Government employee	38.8
Self employment	18.2
Business man	19.6
NGO	22.0
Student	1.4
Monthly income	
< 500 Ethiopian Birr	4.7
501-1000	18.2
1001-1500	20.1
1501-2000	17.3
2001-2500	19.6
2501-3000	12.1
>3000	7.9

Source: Research Study

Concerning the employment condition, out of 214 respondents 38.8% of them are government employees, 18.2% of them are self employees. Followed by 19.6%, 22% and 1.4% of them are business man, NGO workers and students respectively. This shows that most of the respondents are government employee.

Income level of respondents in (Ethiopia Birr) is another item to be seen. Accordingly 4.7% of them earn less than 500 birr, 18.2% of them earn between 501-1000 birr, 20.1% of them earn between 1001-1500 birr, 17.3% of them earn between 1501-2000 birr. Followed by 19.6%, 12.1% and 7.9 of them earn between 2001-2500, 2501-300 birr and above 3000 respectively (Table 1).

However, with respect to Table 2, the data revealed that 20.09% of the total respondents drink St. George beer for less than 1 year. Other 31.31% of them drink St. George beer from 1-3 years.

Table 2: Since when you drink St. George beer?

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
<1 year	12.9	28.6	18.9	20.09
1-3 years	28.6	22.9	41.9	31.31
4-6 years	21.4	22.9	20.3	21.5
>6 years	37.1	25.7	18.9	27.10

Source: Research Study

On the other hand 21.5% of them drink St. George beer from 4-6 years. The remaining 72.10% of them have more than 6 years experience with St. George beer. From the data we can understand that the majority of the respondents have relatively long time experience with St. George beer. Therefore it is better for the company inform its customers when there is new thing rather than making a frequent advertisement.

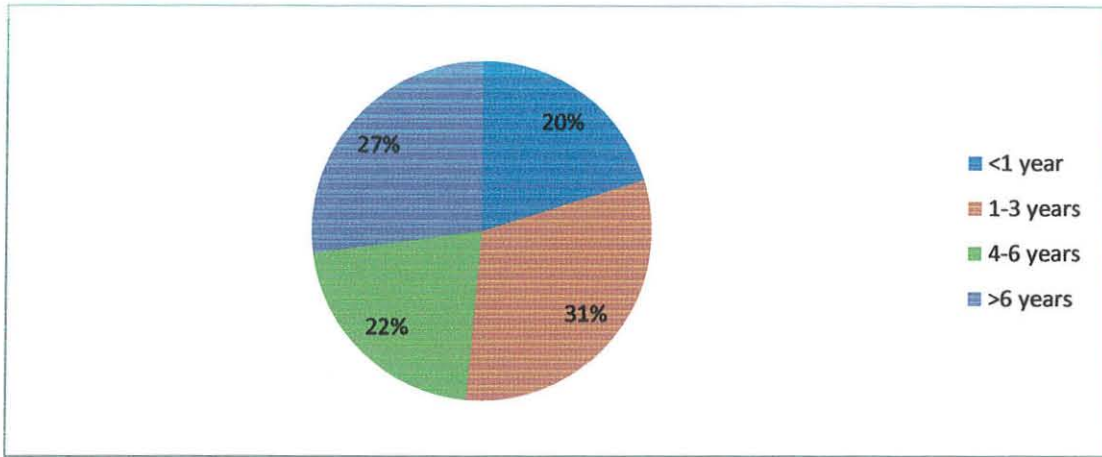


Figure 1: Since when you drink St. George beer?

Source: Research Study

Table 3: Consumption Frequency

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Daily	7.1	14.3	4.05	8.41
2-4 times	35.7	20.0	25.7	27.10
More than 4 times	2.9	5.7	6.76	5.14
Once in a week	54.3	60.0	63.5	59.35

Source: Research Study

From the above data it is evident that over half (59.35)% of the respondents drink beer once in a week, followed by 27.1% of them drink from 2-4 times in a week, followed by 8.41% of them drink beer daily and 5.14% of them drink beer more than 4 times in a week. From this we can understand that the majority of the respondents drink beer once in a week.

When asked about the factors affecting drinking/consumption pattern, over half 55.5% of area 1 respondents, 45.7% of area 2 respondents and 52.7% of area 3 respondents reported to be economic factor, and by health concerns (31.6% from area 1), respondents, (28.6% from area 2),

respondents and (32.4% of area 3), respondents followed respectively (Table 4). The remaining 12.9% of area1 respondents, 25.7% of area 2 respondents and 14.9% of area 3 respondents put work load as a factor to consume more.

Table 4: Factors Affecting Consumption

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Economic	55.5	45.7	52.7	51.40
Health	31.6	28.6	32.4	30.84
Work load	12.9	25.7	14.9	17.76

Source: Research Study

The graph below also indicates that from the total of 214 respondents 51.4% of them mention their economic condition as a constraint to consume/drink more, 30.84% of the respondents said that health problem affects them to drink more and 17.76% of the respondents reported that work load affects them to consume/drink more. From this we can understand over half of the respondents reported that their economic condition affects them to consume/ drink more.

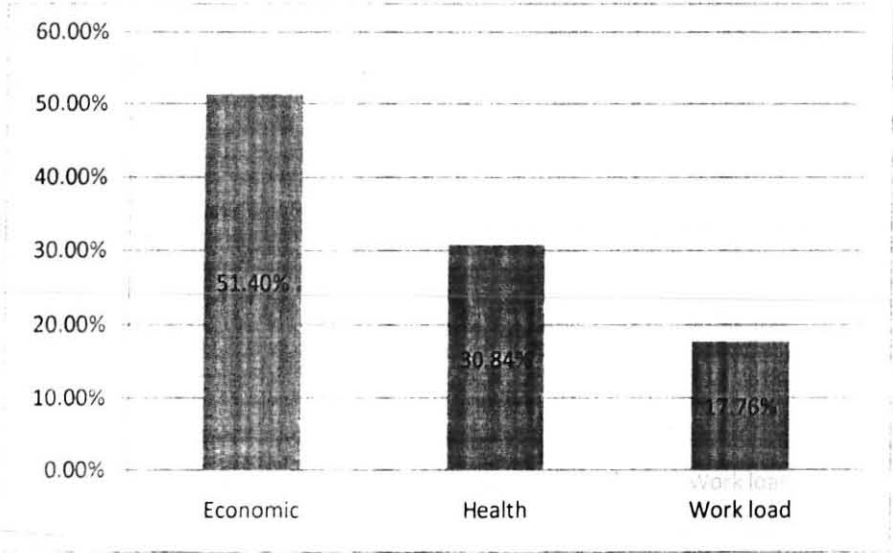


Figure 2: Factors Affecting Consumption

Source: Research Study

Table 5: Occasions for Drinking St. George Beer

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Feeling thirsty	21.4	24.3	37.8	28.04
Feeling bored	17.1	8.6	8.11	11.21
Party celebration	25.7	28.6	23.0	25.7
Holy day	18.6	15.7	13.5	15.89
After hard work	17.1	22.9	17.6	19.16

Source: Research Study

As indicated on the above table from the total of 214 respondents 28.04% of them drink St. George beer when they feel thirsty. Followed by 25.7% of them drink St. George beer during party celebration. Followed by 19.16%, 15.89% and 11.21% of them drink St. George beer after hard work, during holyday and when they feel bored respectively. From this we can understand most of the respondents drink beer when they feel thirsty and during party celebration. Therefore the company can design an advertisement appeal related to thirsty.

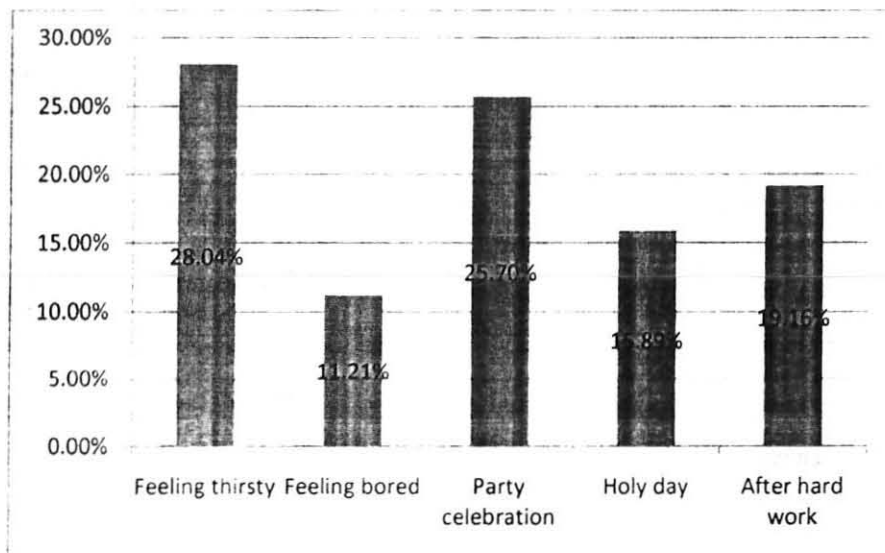


Figure 3: Occasions for Drinking St. George Beer

Source: Research Study

Table 6: Characteristics Motivating St. George Beer Consumption

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Good taste	67.1	48.6	64.9	60.28
Advertising	5.7	15.7	5.41	8.88
Availability	11.4	18.6	17.6	15.89
Brand name	12.9	12.9	6.76	10.75
Attractive package	2.9	4.3	5.41	4.21

Source: Research Study

Asked why they drink St. George beer, 67.1% of area 1 respondents, 48% of area 2 respondents and 64.9% of area 3 respondents have chosen St. George beer because of its good taste, 5.7% of area 1 respondents, 15.7% of area 2 and 5.41% of area 3 respondents have chosen St. George beer because of its advertisement. On the other hand 11.4% of area 1 respondents, 18.6% of area 2 respondents and 17.6% of area 3 respondents have chosen St. George beer because availability.

The remaining 12.9 and 2.9% of area 1 respondents, 12.9 and 4.3% of area 2 respondents and, 6.76 and 5.41% of area 3 respondents have chosen St. George beer because of brand name and attractive packaging respectively.

The graph below evident that out of 214 customers the majority (60.28) % of them select St. George beer because of its good taste. Followed by 15.89% of them select St. George beer because of availability. The remaining 10.75, 8.88 and 4.21% of the respondents have chosen St. George beer because of its brand name, advertisement and attractive packaging respectively. From this we can say that most of the respondents prefer St. George beer because of its good taste.

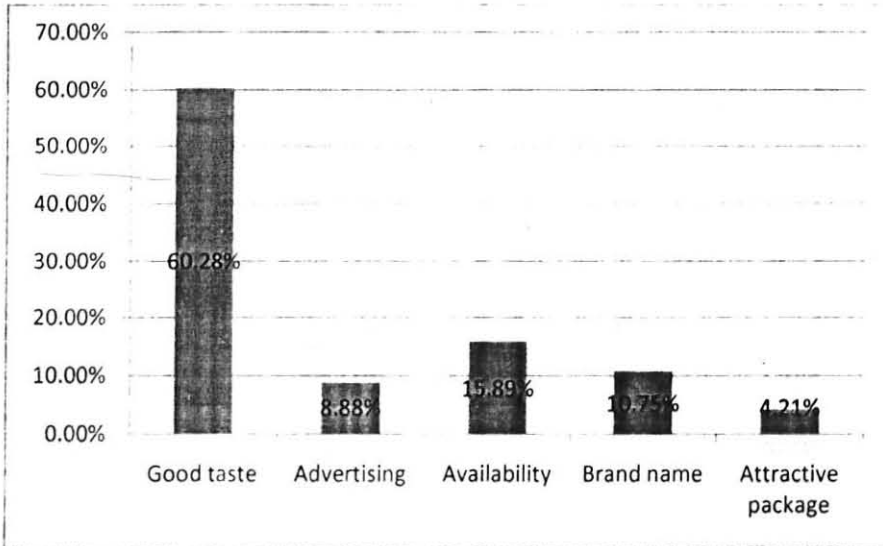


Figure 4: Characteristics Motivating St. George Beer Consumption

Source: Research Study

Table 7: Media Attentiveness

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
TV	51.4	44.3	39.2	44.85
Radio	30.0	35.7	36.5	34.11
News papers	2.9	11.4	14.9	9.81
Magazines	11.4	5.7	4.05	7.0
Internet	4.3	2.9	5.41	4.21

Source: Research Study

From the above data it is clearly mentioned that most of the total respondents attend TV i.e. 44.85%. The second most preferred media is radio i.e. 34.11% of the respondents attend radio, followed by news papers i.e. 9.8%, Followed by magazine 7%, and internet 4.21%. From this we can say that TV and radio are the most preferred Medias.

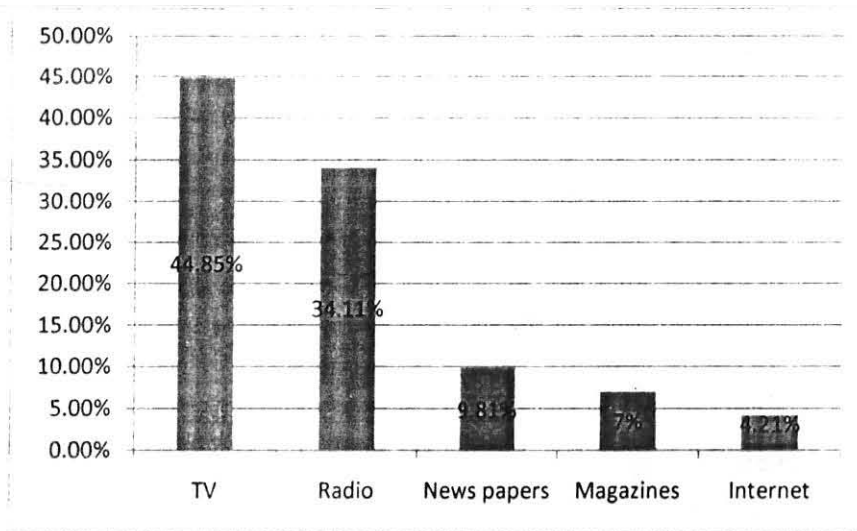


Figure 5: Media Attentiveness

Source: Research Study

Table 8: TV Program Attentiveness

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
News	13.89	15.15	34.48	20.41
Drama	11.1	9.09	3.45	8.16
Sport	38.89	30.3	37.93	35.71
Entertainments	36.1	45.45	24.14	35.71

Source: Research Study

As shown in the table above it is evident that out of 96 respondents of the three areas who attend TV program 14.29% of them attend news program mostly, 11.43% of them attend drama program mostly. On the other hand 37.14% of them attend sport program mostly, similarly 37.14% of them also attend entertainment program mostly.

From this we can say that most of them attend sport and entertainment TV programs mostly.

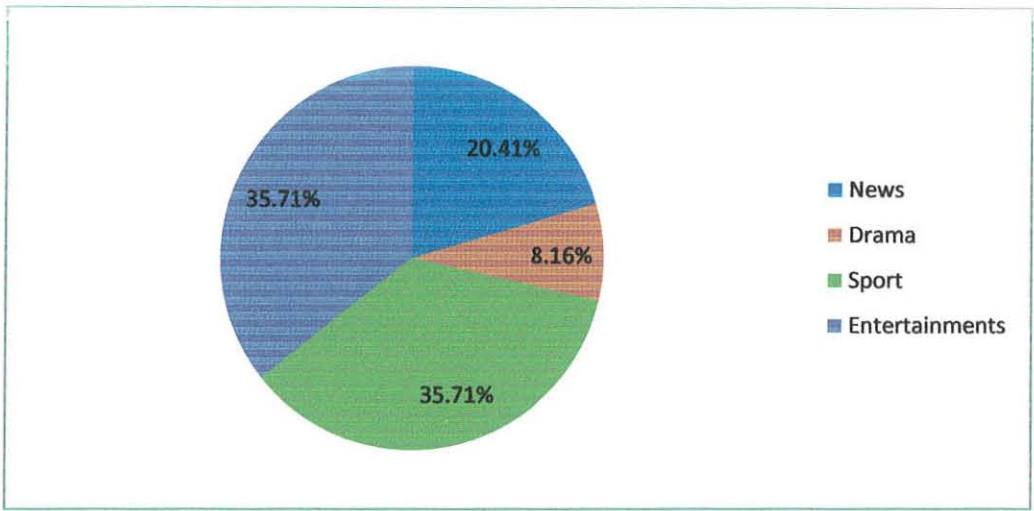


Figure 6: TV Program Attentiveness

Source: Research Study

Table 9: Radio Channel Preference

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Fm 97.1	9.5	56	29.6	32.88
Fm 96.3	23.8	12	18.5	17.81
Fana Fm	0	4	3.7	2.74
Sheger Fm	66.67	28	48.1	46.58

Source: Research Study

From the table above and the graph below it is clearly mentioned that among 73 respondents from the three areas the majority i.e. 46.58% of them prefer sheger FM than other radio channels, Followed by FM 97.1 i.e. 32.88%. Followed by FM 96.31 i.e. 17.81%, followed by fana FM 2.74%. From this we can say that sheger FM is the most preferred radio channel followed by FM 97.1 radio channel.

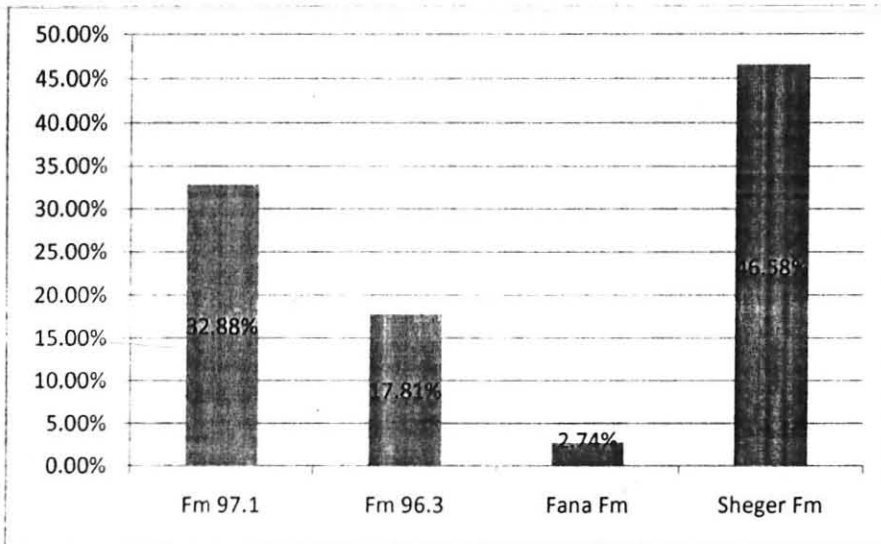


Figure 7: Radio Channel Preference

Source: Research Study

Table10: Radio Program Preference

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
News	47.62	16	14.8	24.66
Sport	14.29	28	48.1	31.51
Music	38.09	57.14	29.6	38.36
Discussions	0	0	3.7	1.37
Drama	0	8	3.7	4.11

Source: Research Study

The table above and the graph below shows that out of 73 respondents' 38.36% of them attend music program of their preferred radio channel, followed by 31.51% of them attend sport program of their preferred radio channel mostly, followed by 24.66% of them attend news of their preferred radio channel mostly. The remaining 4.11% and 1.37% of them attend drama and discussion program of their preferred radio channel mostly. From this we can say that most of them attend music and sport programs of their preferred radio channels mostly.

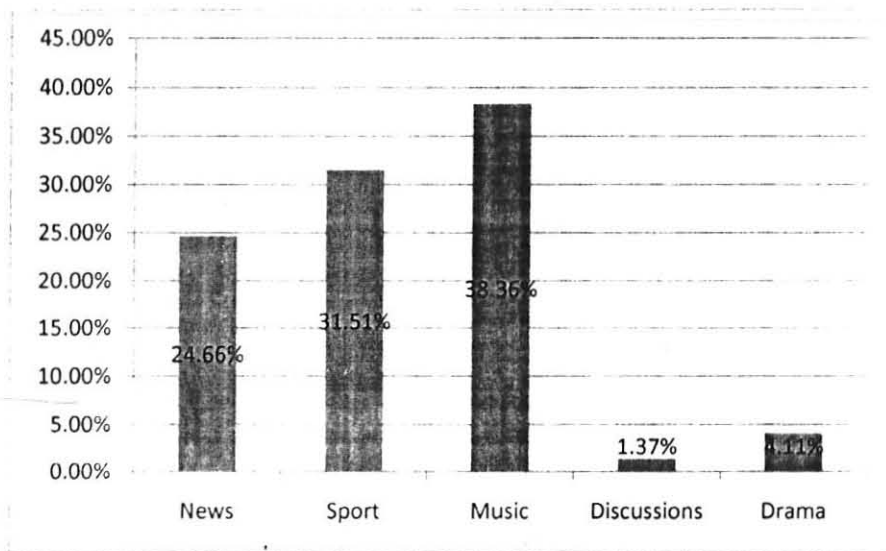


Figure 8: Radio Program Preference

Source: Research Study

Table 11: News Paper Reading Practice

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Addis admass	100	87.5	36.4	52.38
Reporter	0	0	9.09	4.76
Capital	0	12.5	18.2	23.81
Sport news papers	0	0	36.4	19.05

Source: Research Study

From the above data it is evident that, out of 21 respondents who read news papers over half i.e. 52.38% of them read Addis admass news paper mostly, followed by capital, sport news papers and reporter which contain 23.81%, 19.05% and 4.76%. From this we can understand Addis admass and capital news papers are the most preferred news papers followed by sport news

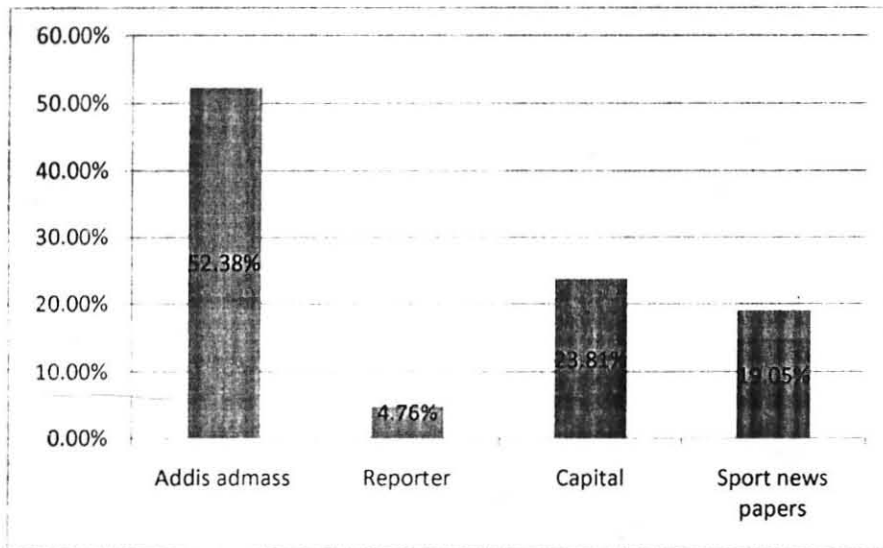


Figure 9: News Paper Reading Practice

Source: Research Study

Table12: Magazine Preference

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Life	0	62.5	33.3	31.58
Kalkidan	25.0	0	33.3	15.79
Rose	50.0	0	0	21.05
Nigst	25.0	37.5	33.3	31.58

Source: Research Study

From the above data it is evident among 19 respondents who read magazine most of them read life and Nigst magazines each contain 31.58% ,Followed by rose and kalkidan which contain 21.05 and 15.79% respectively. From this we can say that life and Nigst are the most preferred magazines.

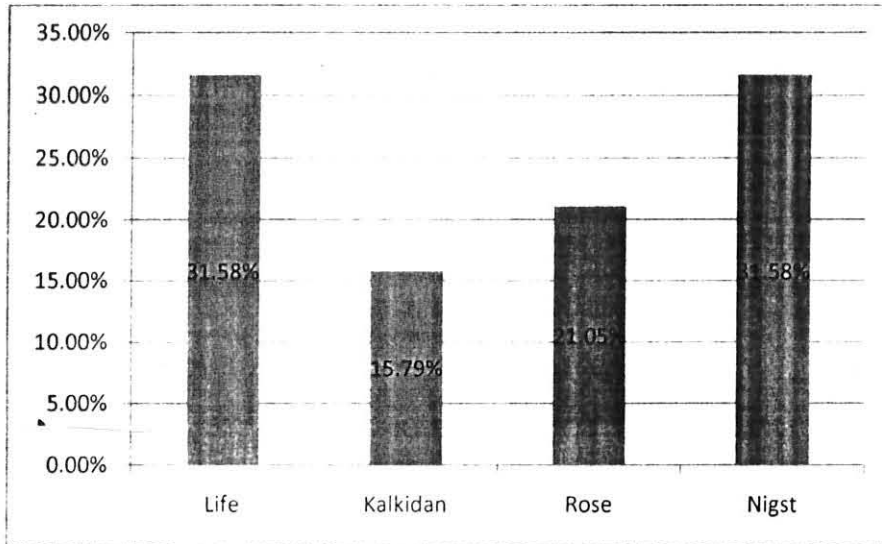


Figure 10: Magazine Preference

Source: Research Study

Table 13: Group Influence on St. George Beer Preference

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Strongly agree	20.0	18.6	20.3	19.63
Agree	24.3	12.9	21.6	19.63
Neutral	17.1	20.0	17.6	18.22
Disagree	12.9	25.7	25.7	21.49
Strongly disagree	25.7	22.9	14.9	21.03

Source: Research Study

From the above data it is clearly mentioned that 19.63% of the total respondents strongly agreed that their friends/families affect their preference to drink St. George beer. Similarly 19.63% of the respondents agreed on this statement. On the other hand 21.49% and 21.03% of the respondents are disagreed and strongly disagreed on the above statement respectively. The remaining 18.22% of the respondents are neutral to this statement. From this we can say that friend and family members do not affect consumers' preference to drink St. George beer.

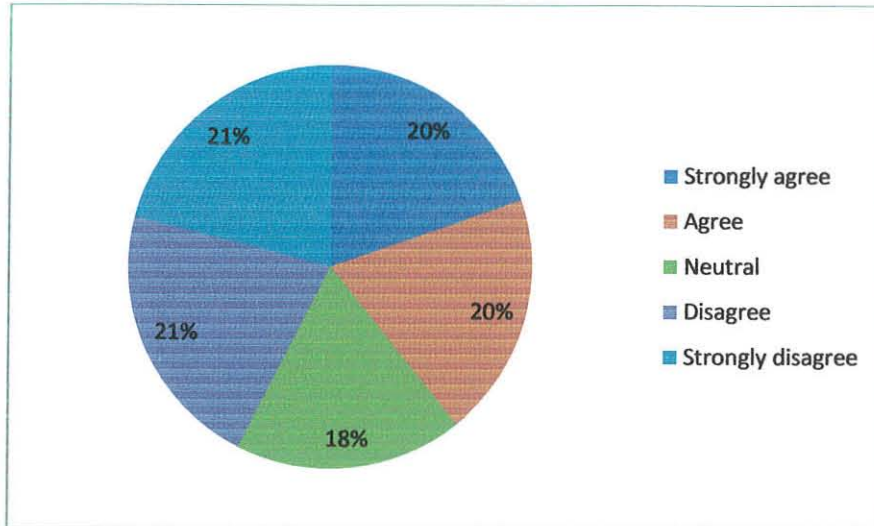


Figure 11: Group Influence on St. George Beer Preference

Source: Research Study

Table 14: Advertisement Impact on Consumption of Beer

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Agree	0	7.1	1.35	2.80
Neutral	31.4	17.1	14.9	21.02
Disagree	34.3	54.3	62.2	50.47
Strongly disagree	34.3	21.4	21.6	25.7

Source questionnaire

From the above data it is evident that only 2.8% of the total respondents agreed that advertisement has impact on their total consumption of beer. On the other hand 21.02% of the respondents are neutral to this statement. The remaining 50.47 and 25.7 % of the respondents are disagreed and strongly disagreed with this statement respectively. From this we can say that advertisement does not have impact on consumers' total consumption of beer.

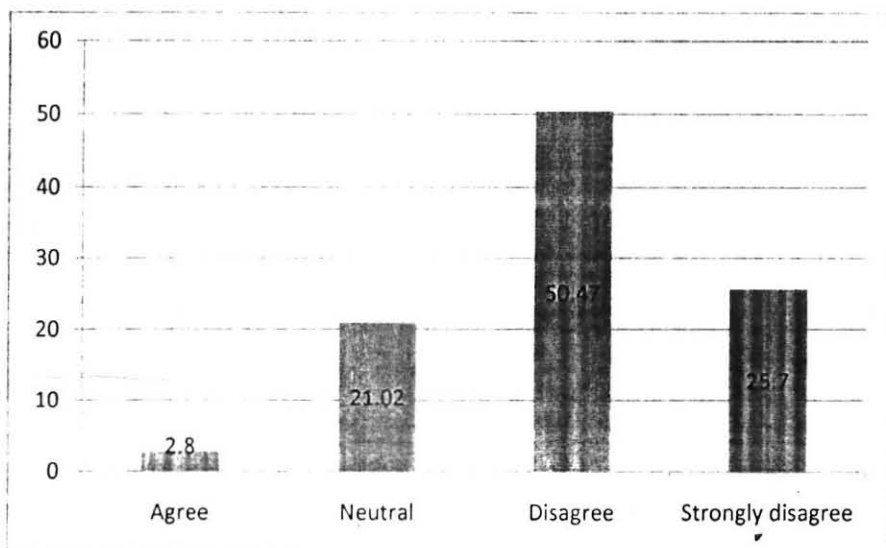


Figure 12: Advertisement Impact on Consumption of Beer

Source: Research Study

Table 15: Advertisement Impact on Choice of Beer Brand

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Strongly agree	8.6	8.6	4.05	7.01
Agree	17.1	38.6	31.1	28.97
Neutral	12.9	7.1	14.9	11.68
Disagree	31.4	34.3	40.5	35.51
Strongly disagree	30.0	11.4	9.46	16.82

Source: Research Study

From this data we come to know whether advertisement have an impact on consumers preference of beer brand. The above data reveals that 7.01% and 28.97% of the respondents strongly agreed and agreed respectively that advertisement affect their preference of brand of beer. But also 35.51% and 16.82% of respondents are select disagreed and strongly disagreed with the above statement respectively. The remaining 11.68% of the respondents are neutral to this question. Therefore, we can say that

advertisement does not have impact on consumers' preference of beer brand.

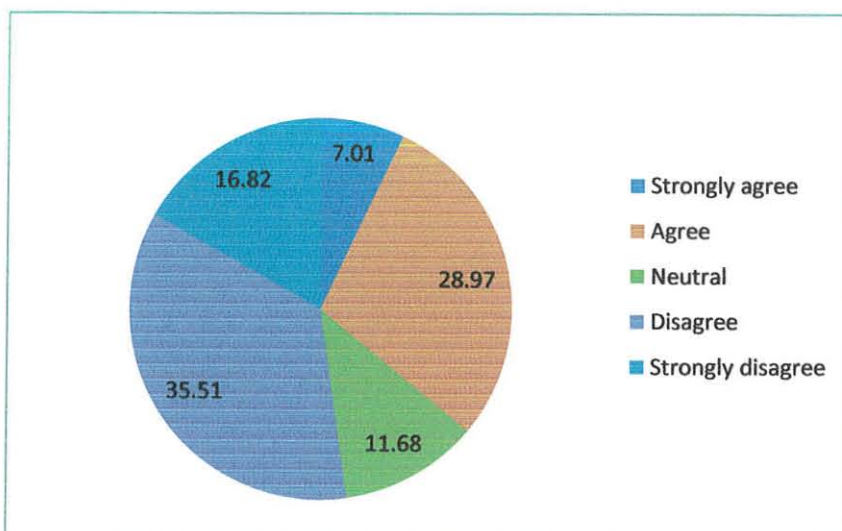


Figure 13: Advertisement Impact on Choice of Beer Brand

Source: Research Study

Table16: Advertisement Categories Impacting Brand Selection/Preference

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Ads that create awareness	41.4	30.0	39.2	36.92
Ads that tale the benefits	32.9	41.4	31.1	35.05
Reminder ads	11.4	15.7	17.6	14.95
Discount/incentive ads	14.3	12.9	12.2	13.04

Source: Research Study

As depicted on the table above, about 36.92% of the total respondents replied that advertisements that create awareness has an impact on their selection/preference of brand, Followed by ads that tale the benefits i.e.35.05%, Followed by reminder ads i.e.14.95%, followed by discount/incentive ads i.e.13.04%. From this we can say that advertisements that create awareness and that tale the benefits have an impact on consumers' preference/selection of brand.

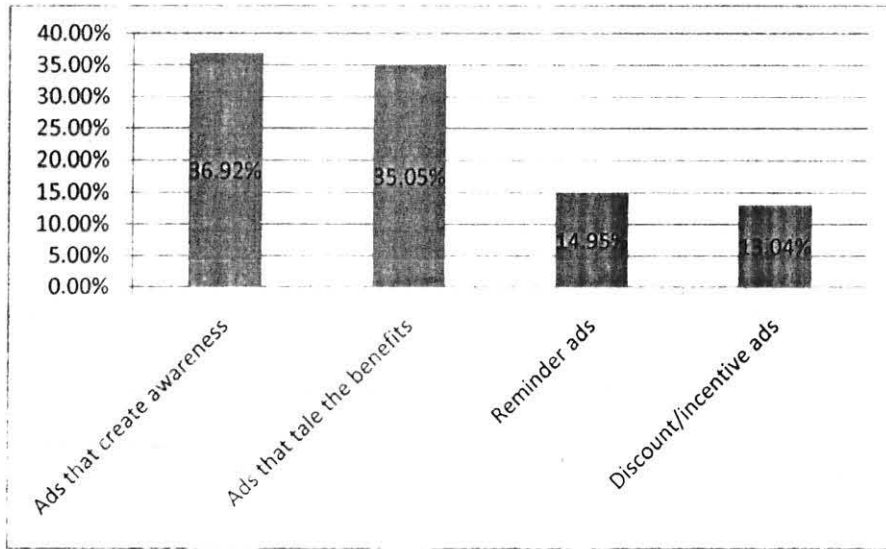


Figure14: Advertisement Categories Impacting Brand Selection/Preference

Source: Research Study

Table 17: Consumer's Preferred Media for Advertisement

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
TV	55.7	47.1	52.7	51.87
Radio	11.4	27.1	16.2	18.22
News papers	11.4	11.4	4.05	8.88
Bill board	17.1	11.4	27	18.69
Magazine	4.3	2.9	0	2.33

Source: Research Study

From the above data it is evident that over half of the respondents' i.e.51.87% prefers TV advertisement, followed by bill board advertisement i.e. 18.69%, followed by radio advertisement i.e. 18.22%, followed by news paper and magazine advertisement, 8.88% and 2.33% respectively. From this we can say that most of the respondents prefer TV advertisement followed by bill board and radio advertisement.

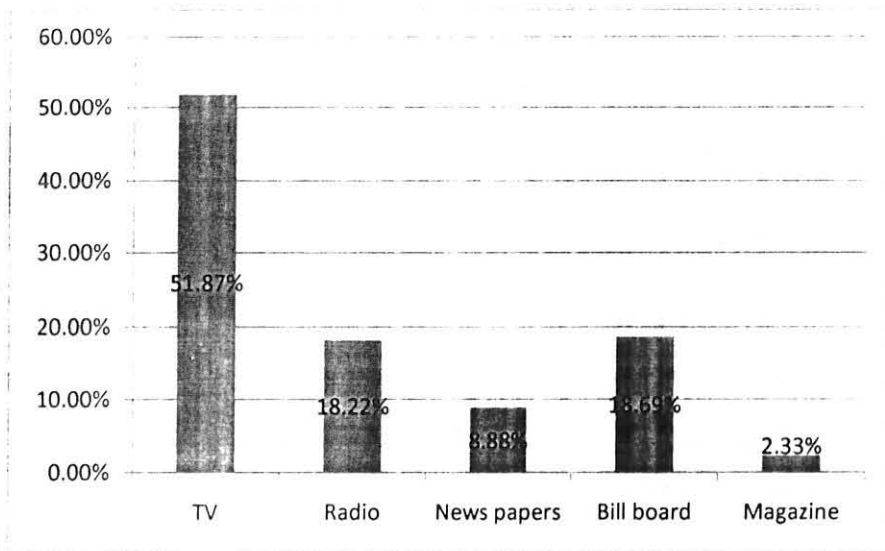


Figure 15: Consumer's Preferred Media for Advertisement

Source: Research Study

Table 18: Recall of St. George Beer Advertisement

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Yes	68.6	81.4	71.6	73.83
No	31.4	18.6	28.4	26.17

Source: Research Study

From the above data it is evident that great majority of the respondents i.e. 73.83% of the respondents can recall the advertisement of St. George beer, but some of the respondents i.e. 26.17% of the respondents can not recall the advertisement of St. George beer.

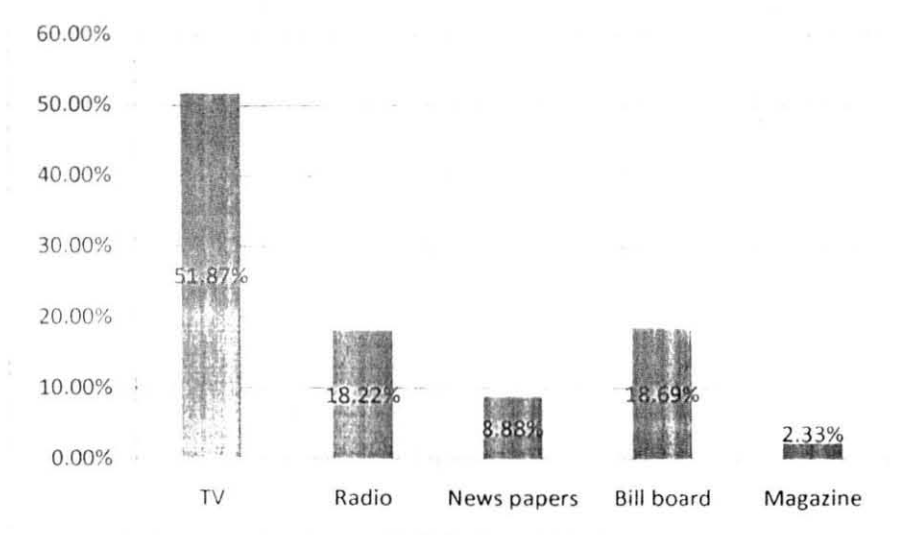


Figure 15: Consumer's Preferred Media for Advertisement

Source: Research Study

Table 18: Recall of St. George Beer Advertisement

	Sidist Kilo	Haya hulet	Mexico	Total
Item	Percent	Percent	Percent	Percent
Yes	68.6	81.4	71.6	73.83
No	31.4	18.6	28.4	26.17

Source: Research Study

From the above data it is evident that great majority of the respondents i.e. 73.83% of the respondents can recall the advertisement of St. George beer, but some of the respondents i.e. 26.17% of the respondents can not recall the advertisement of St. George beer.

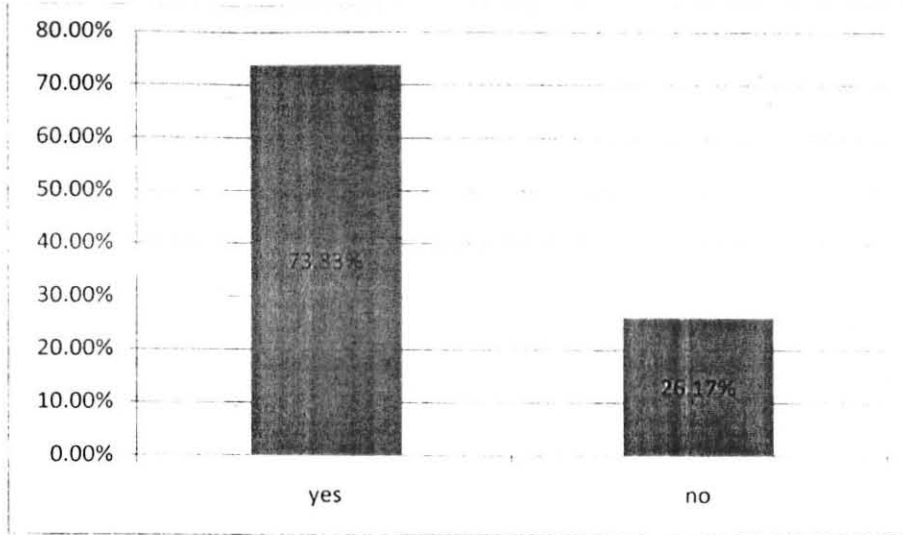


Figure 16: Recall of St. George Beer Advertisement

Source: Research Study

4.2. Cross tabulation

In this section the researcher attempts to highlight the impact of demographic profile on consumer's media preference by using chi-square test statistics.

$$x^2 = \sum \frac{(O-E)^2}{E} . \text{ Where } x^2 \text{ is chi-square,}$$

O is observed/ count frequency and

E is expected frequency

Table 19: Sex and media cross tabulation

Sex		Media					X ²
		TV	Radio	News paper	Magazine	Internet	
Male	Observed	84	62	10	5	0	59.4*
	Expected	72.2	55.7	15.0	11.3	6.8	
Female	Observed	12	12	10	10	9	
	Expected	23.8	18.3	5.0	3.7	2.2	

Source: Research Study

Note: * Significance at 0.001 level

According to chi-square test rules if the calculated value is comes out equal or greater than the table value then we reject the null hypothesis and accept the alternative hypothesis. In our case the chi-square test statistics result for sex of respondents and media preference comes out to be 59.4, which is greater than the table value (18.47) at $\alpha = 0.001$ and $Df = 4$. This means there is a significance relationship between sex of respondents and media preference. Therefore, the company should consider the impact of sex on consumers' media preference when it select advertisement medium.

Table 20: Age and media cross tabulation

Age		Media					X ²
		TV	Radio	News paper	Magazine	Internet	
18-26	Observed	42	16	1	6	0	90.8*
	Expected	29.2	22.5	6.1	4.6	2.7	
26-33	Observed	39	45	1	6	2	
	Expected	41.7	32.2	8.7	6.5	3.9	
34-41	Observed	13	8	14	3	3	
	Expected	18.4	14.2	3.8	2.9	1.7	
42-49	Observed	2	1	4	0	3	
	Expected	4.5	3.5	.9	.7	.4	
>49	Observed	0	4	0	0	1	
	Expected	2.2	1.7	.5	.4	.2	

Source: Research Study

Note: * Significance at 0.001 level

The calculated value of test statistics for age of respondents and media preference is 90.8, which is greater than the critical value (39.25) at $\alpha = 0.001$ and $Df = 16$. This means the age of respondents has impact their preference of media. So, the impact of age on consumers' media preference should be considered by the company.

Table 21: Education level and media cross tabulation

Education Level		Media					X ²
		TV	Radio	News paper	Magazine	Internet	
High School completed	Observed	26	1	3	0	0	85.9*
	Expected	13.5	10.4	2.8	2.1	1.3	
Certificate	Observed	11	7	1	3	0	
	Expected	9.9	7.6	2.1	1.5	.9	
Diploma	Observed	19	24	1	5	2	
	Expected	22.9	17.6	4.8	3.6	2.1	
Degree	Observed	37	40	12	5	1	
	Expected	42.6	32.9	8.9	6.7	4.0	
MA & above	Observed	3	2	3	2	6	
	Expected	7.2	5.5	1.5	1.1	.7	

Source: Research Study

Note: * Significance at 0.001 level

The chi-square test statistics result of education level and media preference comes out to be 85.9, which is greater than the table value (39.25) at $\alpha = 0.001$ and $Df = 16$. Therefore, we can say that consumers' level of education will affect their preference of media.

Table 22: Employment condition and media cross tabulation

Occupation		Media					X ²
		TV	Radio	News paper	Magazine	Internet	
Gov't employee	Observed	54	21	2	6	0	85.8*
	Expected	37.2	28.7	7.8	5.8	3.5	
Self employee	Observed	20	16	0	0	3	
	Expected	17.5	13.5	3.6	2.7	1.6	
Business man	Observed	13	20	4	5	0	
	Expected	18.8	14.5	3.9	2.9	1.8	
NGO	Observed	6	17	14	4	6	
	Expected	21.1	16.3	4.4	3.3	2.0	
Student	Observed	3	0	0	0	0	
	Expected	1.3	1.0	.3	.2	.1	

Source: Research Study

Note: * Significance at 0.001 level

The chi-square test statistics value of respondents' employment condition and media preference is 85.8. The critical value at $\alpha = 0.001$ and $Df = 16$ is 39.25. So, we can conclude that respondent's employment condition has impact on their preference of media.

Table 23: Income and media cross tabulation

Monthly income		Media					X ²
		TV	Radio	News paper	Magazine	Internet	
<500 birr	Observed	5	1	0	4	0	122*
	Expected	4.5	3.5	.9	.7	.4	
501-1000	Observed	30	7	1	1	0	
	Expected	17.5	13.5	3.6	2.7	1.6	
1001-1500	Observed	25	15	0	3	0	
	Expected	19.3	14.9	4.0	3.0	1.8	
1501-2000	Observed	13	23	1	0	0	
	Expected	16.6	12.8	3.5	2.6	1.6	
2001-2500	Observed	14	20	6	0	2	
	Expected	18.8	14.5	3.9	2.9	1.8	
2501-3000	Observed	7	6	6	4	3	
	Expected	11.7	9.0	2.4	1.8	1.1	
>3000	Observed	2	2	6	3	4	
	Expected	7.6	5.9	1.6	1.2	.7	

Source: Research Study

Note: * Significance at 0.001 level

The chi-square test statistics result for income of respondents and media preference comes out to be 122, which is greater than the table value (18.47) at $\alpha = 0.001$ and $Df = 24$. This means there is a significance relationship between income of respondents' and media preference. Therefore, the company should consider the impact of income level on consumers' media preference when it select advertisement medium.

CHAPTER FIVE

FINDINGS, CONCLUSION AND RECOMENDATIONS

This chapter deals with the last three parts of the study- the summary of major findings, conclusions and recommendations on the impact of St. George beer advertisement on consumer's preference of brand

5.1. Findings

From the above, analysis following findings can be presented:

- Over half (51.4)% of the respondents stated that their economic condition restrict them to drink more
- Most of the respondents drink St. George beer when they feel thirsty
- Majority (60.28)% of the respondents prefer St. George beer because of its good taste
- Most of the respondents attend TV and Radio media mostly
- Most of the respondents who preferred TV attend news and sport programs of TV
- Customer's/respondents who attend radio programs preferred Sheger FM and FM 97.1 radio channels
- Among the respondents who attend radio programs the most of them attend music and sport of their preferred radio channels
- Most of the respondents strongly disagreed and disagreed to the statement that their friends/family members affect their preference to drink St. George beer
- Great majority (76.17)% of the respondents disagreed and strongly disagreed to the statement that advertisement affect their total consumption of beer
- Over half (52.33%) of the respondents expressed their disagreement and strongly disagreement with the statement that advertisement

affects their choice of beer brand, but 35.89% the respondents are agreed to the above statement

- Most of the respondents mentioned that advertisement that create awareness and that tale the benefits has an impact on their selection/preference of brand
- Respondents who read news paper preferred Addis admas and sport news papers
- Respondents who read magazines preferred life, kalkidan and nigst
- Most of the customers select TV advertisement followed by radio and bill board
- Great majority (73.83)% of the respondents can recall the advertisement of St. George beer
- Demographic profiles of respondents have an impact on their preference of media.

5.2. Conclusion

The following are the concluding points taken into consideration after the conduct of the research study

- ❖ St. George beer preferred by the majority its customer's because of its good taste.
- ❖ Most of them concluded while saying that their economic condition restrict them to drink more.
- ❖ Through the research it was conveyed that customer's drink St. George beer when they feel thirsty.
- ❖ TV and radio are the most preferred Medias.
- ❖ Sheger FM and FM 97.1 are the most preferred radio channels.
- ❖ Addis admas and sport news papers are the most preferred news papers.
- ❖ Life, kalkidan and nigst are the most preferred magazines.
- ❖ Friends and family members of the respondents do not affect their preference to drink St. George beer.

- ❖ Advertisement does not have impact on both consumer's preference of beer brand and total consumption of beer.
- ❖ The most liked medium of advertisement is TV followed by radio and bill board.
- ❖ Advertisements that create awareness and that tale the benefits have an impact on consumer's selection/preference of brand.
- ❖ An important finding that emerged out of survey was that 73.83% of the respondents recall the advertisement of St. George.
- ❖ The result of chi-square analysis as per table 19-23 revels that all of the five demographic profiles (Age, Sex, Education, Occupation and Income) has significant influence on the choice of media.

5.3. Recommendations

On the basis of the results derived from the literature of the study and the analysis of the data, the following recommendations are proposed to the company in order to bring some change regarding the advertisement activities of the company

- ✓ Advertisement plays an important role for the companies in this competitive business world. However, the amount of money allocate to the advertisement activities should be consider. Therefore, the company should reduce the amount of money it allocate for advertisement activities and shall use part of this budget for other activities because most of the customer's believe that advertisement does not have impact on their preference of beer brand and the company is quite familiar in the country.
- ✓ The company should promote its product by using TV, radio and bill board medium of advertisement because these types of advertisement mediums are preferable by most customer's.
- ✓ The company should promote its product on Sheger FM and FM 97.1 because most of the customer's listen Sheger FM and FM 97.1 radio stations.

- ✓ The company should design its advertisement appeal related to thirsty because most of the customer's drink St. George beer when they feel thirsty.
- ✓ When the company select advertisement media, it must be consider the impact of demographic profile on consumers' preference of media.
- ✓ The company can increase the consumption of its beer by lowering the current price because most of the customers said that their economic condition restrict the amount of their consumption.
- ✓ The company shall advertise during sport and entertainment TV programs and also sport and music radio programs because most of the customer's attend these programs.
- ✓ The company should give special attention for its product taste because most of the customer's prefer St. George beer because of its taste.
- ✓ The company should make and advertisement when it produces new products or when there is a change on existing products instead of making frequent advertisement because most of the customer's have a long experience with St. George beer.

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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTEMENT OF BUSINESS EDUCATION

Examining the Impact of Advertisement on Consumers' Preference of Brand: the case of St. George Beer

Dear participants,

My name is Dereje Ajibie and I am a student of MA in Addis Ababa University. Now I am conducting research on the Impact of Advertisement on Consumers' Preference of Brand: the case of St. George beer. For this purpose, now I am conducting a survey and the success of the study depends upon the cooperation of you. Therefore, I request you to fill the questionnaire honestly. Your response will be used for academic purpose. You can give your answer by circling the letter of your choice.

Thank you in advance for your cooperation.

Part I. Personal information

1. Sex

A. Male

B. Female

2. Your age group

A. 18-25

B. 26-33

C. 34-41

D. 42-49

E. >49

3. Level of education

A. High school completed

B. Certificate

C. Diploma

D. Degree

E. MA and above

4. Employment condition

A. Government employee

B. Self employment

C.

Business man

D. NGO

E. Student

አዲስ አበባ ዩኒቨርሲቲ
ድህረ ምረቃ ት/ቤት
ቢዝነስ ትምህርት ክፍል

ለቅዱስ ጊወርጊስ ቢራ ተጠቃሚዎች የተዘጋጀ መጠይቅ

ወደ የጥናቱ ተሳታፊዎች የመጠይቁ ዋና አላማ በቅ/ጊዮርጊስ ቢራ ማስታወቂያ ላይ ለሚደረግ ጥናት፡ ከቅ/ጊዮርጊስ ቢራ ተጠቃሚዎች ኢንፎርሜሽን ለመሰብሰብ የተዘጋጀ ሲሆን ለጥናቱ መሳካት የእርሶ ተሳትፎ የላቀ ሚና ስላለዉ መጠይቁን በታማኝነት እና በትክክል እንዲሞሉልን በትህትና እየተጠየቅን የእርሶ መልስ ለጥናቱ አላማ ብቻ የሚወልድ እና ሚስጥሩ የተጠበቀ መሆኑን እንገልጻለን። ለትብብርዎ ከወዲሁ አመሰግናለሁ።

ክፍል 1: የግል ሁኔታ

ከተዘረዘሩት አማራጮች ውስጥ የእርሶን ሀሳብ የሚገልፀውን በማክበብ መልስዎን ይስጡ።

- | | | | |
|-------------|------------------|------------------|-----------------------|
| 1. ሃታ | ሀ. ወ | ለ. ሴ | |
| 2. እንድሜ | ሀ. 18-25 | ለ. 26-33 | |
| | ሐ. 34-41 | መ. 42-49 | ሠ. >49 |
| 3. የት/ት ደረጃ | ሀ. ሀይስኩል ያጠናቀቀ | ለ. ሰርተፊኬት | |
| | ሐ. ዲፕሎማ | መ. ድግሪ | ሠ. ማስተርስ ዲግሪና ከዚያ በላይ |
| 4. የስራ ሁኔታ | ሀ. የመንግስት ሠራተኛ | ለ. ግል ሰራተኛ | ሐ. ነጋዴ |
| | ሐ. የግል ድርጅት ሰራተኛ | ሠ. ተማሪ | |
| 5. ወርሀዊ ገቢ | ሀ. < 500 ብር | ለ. ከ500-1000 ብር | ሐ. ከ1001-1500 ብር |
| | መ. ከ1501-2000 ብር | ሠ. ከ2001-2500 ብር | ረ. ከ2501-3000 ብር |
| | ሰ. ከ3000 በላይ | | |

ክፍል ሁለት

1. ቅ/ጊዮርጊስ ቢራ መጠጣት ከጀመሩ ምን ያክል ጊዜ ሆነወት?
ሀ. ከ 1 አመት በታች ለ. ከ 1-3 አመት ሐ. 4-6 አመት
መ. ከ 6 አመት በላይ
2. በሳምንት ምን ያክል ጊዜ ይጠጣሉ?
ሀ. በየቀኑ ለ. ከ 2-4 ጊዜ ሐ. ከ 4 ጊዜ በላይ
መ. በሳምንት አንዴ
3. ብዙ እንዳይጠጡ የሚያግድዎት ምንድ ነው?
ሀ. የገንዘብ ሁኔታ ለ. የጤና ሁኔታ ሐ. የስራ ጫና
መ. ሌላ ካለ.....
4. እርሶ በምን ጊዜ ነው ቢራ የሚጠጡት?
ሀ. የጥማት ስሜት ሲሰማኝ ለ. ሲደብረኝ ሐ. በግብዣዎች ወቅት
መ. በበአል ጊዜ ሠ. ከስራ በኋላ ረ. ሌላ ካለ.....
5. እርሶ ቅ/ጊዮርጊስ ቢራን ለምን መረጡት?
ሀ. ጣዕሙ ደስ ስለሚል ለ. ስለሚያስተዋወቅ ሐ. በዋጋው
መ. በቀላሉ ስለማገኝዉ ሠ. ስሙ ደስ ስለሚል ረ. ተርሙሱ ስለሚሰብ ሰ. ሌላ ካለ

6. እርሶ በብዛት የሚከታተሉት የትኛውን የመገናኛ ዘዴ ነው?
 ሀ. ቴሌቭዥን ለ. ሬዲዮ ሐ. ጋዜጣ
 መ. መዕረጅ ሠ. ኢንተርኔት
7. ለተራቁጥር 6፣ መልስዎ 'ሀ' ከሆነ የትኛውን የቴሌቭዥን ፕሮግራም ነው በብዛት የሚከታተሉት?
 ሀ. ዜና ለ. ድራማ ሐ. ስፖርት
 መ. መገናኛ (እርሂቡ፣አይደል፣ሀብር ኢትዮጵያ.....)
8. ለተራ ቁጥር 6፣ መልስዎ 'ለ' ከሆነ የትኛውን የሬዲዮ ጣቢያ ነው በብዛት የሚከታተሉት?
 ሀ. FM 97.1 ለ. FM 96.3 ሐ. ሬዲዮ ፋና
 መ. የኢትዮጵያ ሬድዮ ሠ. ሸገር FM ረ. ሌላ ካለ.....
9. ለጥያቄ ቁጥር 8 ከመረጡት ጣሚያ የትኛውን ፕሮግራም በብዛት ይከታተላሉ?
 ሀ. ዜና ለ. ስፖርት ሐ. ሙዚቃ
 መ. ወይይቶች ሠ. ድራማ ረ. ሌላ ካለ.....
10. ለተራ ቁጥር 6፣ መልስዎ 'ሐ' ከሆነ የትኛውን ጋዜጣ ነው ብዙ ጊዜ የሚያነቡት?
 (ከአንድ በላይ መልስ መስጣት ይቻላል).
 ሀ. አዲስ አድማስ ለ. አዲስ ዘመን ሐ. ሪፖርት መ. ሜዲካል
 ሠ. ስፖርት ጋዜጣዎች
11. ለተራ ቁጥር 6፣ መልስዎ 'መ' ከሆነ የትኛውን መዕረጅ ነው ብዙ ጊዜ የሚያነቡት?
 ሀ. ላይፍ ለ. ቃል ኪዳን ሐ. ሮዝ
 መ. ንግስት ሠ. ሌላ ካለ.....
12. ጓደኞቹ እና ቤተሰቦቹ ቅ/ጊዮርጊስ ቢራን መርጨ እንደጠጣ ተፅኖ አላቸው.
 ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ገለልተኛ ነኝ
 መ. አልስማማም ሠ. በጣም አልስማማም
13. ማስታወቂያ በምጠጣው የቢራ መጠን ላይ ተፅኖ አለው.
 ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ገለልተኛ ነኝ
 መ. አልስማማም ሠ. በጣም አልስማማም
14. ማስታወቂያ የቢራ ምርጫ ላይ ተፅኖ አለው.
 ሀ. በጣም እስማማለሁ ለ. እስማማለሁ ሐ. ገለልተኛ ነኝ
 መ. አልስማማም ሠ. በጣም አልስማማም
15. የትኛው የማስታወቂያ አይነት ነው በእርሶ ምርጫ ላይ ተፅኖ ያለው?
 ሀ. ግንዛቤ የሚፈጥር ማስታወቂያ ለ. እቃው ስለሚሰጣቸው ጥቅሞች የሚናገር
 ሐ. የገዛነው እቃ ትክክለኛ መሆኑን የሚያረጋግጥ
 መ. የተለያዩ ስጦታዎች ያሉት ማስታወቂያ
16. የትኛው የመገናኛ ዘዴ የሚተላለፈውን ማስታወቂያ ይወዳታል?
 ሀ. በቴሌቭዥን ለ. በሬዲዮ ሐ. በጋዜጣ መ. በቢልቦርድ
17. የቅ/ጊዮርጊስ ቢራም ማስታወቂያ ማስታወስ ይችላሉን?
 ሀ. እችላለሁ ለ. አልችልም

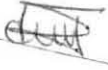
በድጋሚ አመሰግናለሁ !!

Declaration

I declare that the work presented herein is genuine work done originally by me and has not been published or submitted elsewhere for the requirement of a degree programme.

Any literature, data or works done by other and cited with in this dissertation had been due acknowledgement and listed in reference section

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