



THE EFFECT OF ADVERTISING ON CUSTOMERS PURCHASE INTENTION OF SOFT DRINKS: A CASE OF GIFT BOTTLED WATER DAMOT INDUSTRIAL AND COMMERCIAL PLC, ADDIS ABABA, ETHIOPIA

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ID No=GSR/3934/12

A Research Thesis Submitted to Addis Ababa University College of Business and Economics in Partial Fulfillment of the Requirements for Award Master Art in Marketing Management

Advisor: Dr. Temesgen Belayneh (PhD.)

Addis Ababa, Ethiopia

August, 2021

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Department of Marketing Management (Approval Sheet)

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Statement of Certification

I, Getachew Jiru, declare that this Master research thesis entitled “Effect of Advertising on Costumers Purchase Intention of Soft Drink: A case of Gift Bottled Water Damot Industrial and Commercial Plc” is his original work suitable for submission for the award of Master Degree in Marketing Management. I declared that, no part of this material that has been presented for any other academic degree or diploma in any other University.

Declared by

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Student

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Acknowledgements

First and for most, I would like to express to deepest of my gratitude to almighty God for Saving me from COVID-19 and keeping me physically and mentally peaceful to accomplish this research paper. Also I would like to express my gratitude towards my family for their great ideal and financial support in my life. Next, I would like to thank my advisor Dr, Temesgen Belayneh for his constructive support and advice to accomplish this research paper from beginning up to end. It is difficult to conduct research on consumers or customer without of help of people like consumers and I would like to thank all respondents who support me in filling the questionnaire, my especial thanks goes to my colleagues for their morale support.

Getachew Jiru

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List of Acronyms

AAF:	Advertising Appeal Factor
ACF:	Advertising Channel Factor
AIDA:	Awareness Desire Interest Attention
AMA:	American Marketing Association
AMF:	Advertising Message Factor
ANOVA:	Analysis of Variance
ASF:	Advertising Source Factor
E.C:	Ethiopian Calendar
SPSS:	Statistical Package for Social Science
PI:	Purchase Intention
POP:	Point of Purchase
VIF:	Variance Inflator Factor
TV:	Television
SS:	Sample Size

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ABSTRACT

The general objective of this study was to assess the effects of advertising on customers purchase intention of soft drink a case of Gift bottled Water Company in Addis Ababa, Ethiopia. Advertising is a form of communication that attempts to influence the behavior of a defined target audience. In communication process, there are different tactics that use for advertising like advertising source, advertising media, advertising message, and advertising appeals, etc. This study was focused on how these advertising tactics (source, media, message, and appeal) effect on the consumer purchasing intention in the Gift bottled water market of Addis Ababa. The research design adopted was Explanatory research types. A quantitative method was used in this research. The target population and the interest of this study were focused on the customers or consumers of soft drink (Gift Bottled Water) company in Addis Ababa City. Out of the distributed 384 questionnaires, 340 were regarded as valid for sample size. To analyze data, inferential (statistical), SPSS26V software was used to process the primary data. In order to collect primary data, a close ended structured survey questionnaire was prepared and distributed to the customers of Gift bottled water using non probability convenience sampling technique. The study was found that 78.8% of consumers were affected by bottled water advertisements, and 75.6 % of total respondents were advised to buy bottled water by advertisements. In order to measure the effect of advertising on consumers' purchase intention, the source factor, the message factor, the appeal factor and the channel factor of advertising were considered. From the findings of this study, it was found out that the source factor, the message factor, appeal factor and channel of advertising have positive and significant effects of up to 70.6% on the consumers' purchase intention followed by advertising message. The result further indicated that the advertising appeal factor has the highest positive and significant effect on consumers' purchase intention. This implies that marketing managers of the company need to give more focus and due attention to all the four variables since they influence consumers' purchase intention significantly.

Key words: -Advertising, Consumer, Purchase intention, Bottled water, Intention

CHAPTER ONE

1. Introduction

Advertising, according to Thorson and Leavitt, is the best prophet for purchase (1992).

Because of the rise in global competition and the growing number of marketing companies offering a diverse range of products and services to customers, an increase in consumer or customer purchase intention has become a significant issue. Marketers must focus on consumer purchase intentions and have a thorough understanding of the factors that influence success and increase purchase intention through advertising by using different advertising tactics (advertising source, advertising message, advertising appeal and advertising media). Advertising is a method of informing and persuading the general public to purchase a product or service by using oral or visual communications. Through numerous advertising platforms such as television, radio, print media, and outdoor media, a product or service is advertised in order to raise awareness in the minds of potential purchasers. Advertising serves as a plethora of functions in today's age of mass production and delivery. A customer is also someone or something that buys goods and services from a corporation or another business and an individual who decides to buy or pays for a product. In any corporation, he is the most valuable asset.

1.2. Background of the study

Advertising is and has long been an important aspect of today's world. Advertising can be traced all the way back to the dawn of time. Archaeologists researching in Mediterranean countries have discovered signs publicizing various events and offerings. The Romans painted pictures on enormous rocks to market their wares along parade routes, and the Phoenicians painted pictures on walls to herald gladiator contests. Town criers proclaimed the sale of cattle, handcrafted objects, and even cosmetics during Greece's golden age. "For eyes that shine, for cheeks like the dawn / For beauty that lasts when girlhood is gone / For reasonable pricing, the woman who knows / Will get her cosmetics from Asclepius," read one early "singing commercial" (Kotler and Armstrong, 2012, pp.436). According to (Robbs, 2009), the history of advertising stretches back to ancient times, when cultures communicated with their product users using symbols and pictorial messages. In the 3000s B.C., the Babylonian Empire was the first culture to establish

advertising, and the first advertisement in English was printed in 1947 to sell a prayer book. Different civilizations have employed various forms of symbols for product and service promotion, persuading clients to make purchasing decisions, while retaining communication as the primary goal.

The Egyptians were the first to introduce advertising to Africa, employing Papyrus for sales messages and wall posters, billboards, signboards, and outdoor advertising as the oldest forms of advertising. Papyrus was also utilized by the ancient Egyptians to create wall posters and transmit sales messages. Papyrus is a thick sort of paper manufactured from the pith of the papyrus plant, according to Akanksha (2014).

According to Reta (2013), advertising in Ethiopia has a history that dates back to when it was a method of mass communication. It was known as the "Awaji Negari Herald," and it was a tool employed by the king to alert the populace about concerns that needed to be addressed. During King Minelik's reign, a form of newspaper known as "Ye Beir Dimts," or "The Voice of Pen," was delivered handwritten to royalty. In the case of newspapers, a formal newspaper called "Aimro Intellect" entered the business and sold advertising. The first government newspaper, Airmro, was originally published on January 17, 1901. Emperor Menelik ordered the publication of an Amharic newspaper. Television was first transmitted in Ethiopia in 1962 during the Organization of African Unity's first summit. Regular broadcast television began in November 1964, with the city hall serving as the transmitter and studio. Locally produced and imported news programming began broadcasting about 5:30 p.m. and lasted till 11:00 p.m. Radio transmission began in 1935, while television broadcasting began in 1962. The primary transmissions of Radio Ethiopia were carried concurrently on short and medium waves.

Following the toppling of the monarchy in Ethiopia in 1974, the country's mass media were administered by the ministry of information. The Ethiopian government passed a law in 1994 that permitted private groups, government, religious, and political organizations to grow in print media (Berger, 2007). According to Berger, these media have highlighted marketing among other concerns they entertain. Furthermore, Berger has mentioned that broadcasting agency was founded after the Broadcasting Proclamation of Ethiopia in 1999 and it gave broadcasting license and oversee their actions. https://en.wikipedia.org/wiki/Mass_media_in_Ethiopia.

Some authors and academics have also written about the definition of advertising in their own words. One of the most crucial external cues that reinforce the customer is advertising (Reetika. M, 2015). Any paid type of non-personal communication about an organization, product, service, or idea by an identifiable sponsor is classified as advertising, (Belch& Belch, 2003). Advertising is a paid type of exposure or promotion by a sponsor that reaches out to people through various traditional media such as television, newspapers, commercial radio advertisements, magazine mail, outdoor advertising, and modern media such as blogs, internet, and text messages (Ahmed & Ashfaq,2013). Advertising is any paid type of non-personal presentation of ideas, commodities, or services by a named sponsor, and it is the marketing communication approach that uses a creative strategy and a media plan to deliver messages to large audiences (Burnett, 2010). Advertising is any form of non-personal mass communication paid for by a sponsor to showcase and promote products, services, and ideas, among other things, through various media. It is a method of informing and persuading the general public to purchase goods or services through visual or oral messaging, (Kazmi, 2012). An identifiable sponsor makes a non-personal presentation and promotes ideas, goods, or services (Kotler and Armstrong, 2012).

1.3. Background of the company

Damot Industrial and Commercial plc is one of the private companies in Ethiopia. The company was established by Ethiopian shareholders in April, 1992 E.C. Currently, the company is producing Gift bottled water and polypropylene bag (PP bag), sacks, Jutes and ropes (Gift Water, 2020). The company was started to manufacture bottled water Jan 2008 E.C. Gift Bottled water is a brand and product name bottled by Damot Industrial and Commercial plc. The bottled water manufacturing of Damot Industrial and Commercial plc is located in Oromia Regional State especial zone, Sululta town special name Keso Weserbi area along the Addis Ababa-Fitche Selale road about 12 km away from the capital city of Ethiopia, Addis Ababa,with a plot size of 12,000 square meters, (Gift Water,2020).

The company has a capacity of producing 12,000 litre per day. The business has created job opportunities for 170 employees. The target market of the company is Addis Ababa and outlet town of the Ethiopia.

Vision

To be the best manufacture of purified bottled water in East Africa.

Mission

We strive to be the industry standard in service to customer.

Source: Gift Water, 2020

1.4. Statement of the research problem

A research problem, in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same (Kothari, 2004).

Although advertising has a very long history, serious study of advertising and its effects on consumers did not begin until early in the twentieth century. Advertising had been a topic of discussion for generations, but it was not as important as it is now before the twentieth century. According to (Roberts, J. 1987), economists were busy trying to create the idea of perfect competitive markets in the nineteenth century. This theory claimed that there was perfect knowledge in the market and that customers had fixed preferences for homogeneous items.

In today's 21st century the problem of competition between business organizations is becoming severe especially those producing similar products like bottled water market and they compete with one another for customers. In this scenario every business needs to attract customers to be successful and all marketers to communicate with their target markets through advertising. Advertising helps in increasing consumers purchase intention, the loyalty of existing customers, replacing lost customers and encouraging existing customers to buy more of a company's products or services. As stated by (Mittal & Pachuari 2013), the way of their communication and information contained in them in advertising is not enough and relevant enough to attract attention of the consumer or customers. According to (Mittal & Pachuari 2013), the information is too weak or too immaterial; the advertising has no chance of having an effect on consumers' purchase behavior of their products or services.

According to Schultz et.al.(1988) advertising must be consistent enough so that it can be accepted and bring an effect on consumers' buying behavior when judged against information previously processed and held in long term storage. Marketing problems often have far reaching effects on any company and if neglected can cause a great threat to the continued existence of the company, especially in the area of advertising as an aspect of corporate communication, (Giles 1997). Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message. Advertising creates advertisement which carry emotional bond with consumers. According to Geisler (1987), the consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. The reason is positive emotional appeals also provide a strong brand cue and stimulate category based processing (Abideen & Latif, 2011). With successful categorization, the effect and beliefs associated with this category in memory are translated to the objective itself.

Focusing on one form of advertising types media used in advertising can also affect consumer behaviour. Because some customers like advertise when they hear and see. Others like advertise when they read. Advertisements come in many different channels forms. They come in newspaper columns, billboards, television, and movies. According to (Shahzad 2011) in daily life human watch billboards while crossing roads, in the streets, watching TV, and going on drive face a number of ads. Similarly read newspaper and listen radio and came across different advertisements from different companies. By using these advertising channels, marketers can convey or communicate their message to customers in order to increase the consumption of the product by pursuing customers to purchase.

Despite the fact that analyzing the impact of company's advertisement effort on consumer behaviour is very important, there are few similar studies which had been conducted previously about advertising in different areas and countries around the globe. Farashah (2011) researched on the impact of advertisement in manufacturing company, Kumar (2003) researched on the role of advertising in consumer decision making, while Raju (2002) researched on the impact of advertisement on consumer behavior. Moreover, the above studies emphasis on different organizations side. Hafi,(2014) studies the impact of advertisements on behavior of consumers

and he found that advertising source factor and/ or message appeal as an influence on consumer purchase behavior.

As far as the knowledge of researcher is concerned, there is no empirical study on the effect advertising on customer purchase intention from the perspective of customer's purchase intention of on the advertising source, advertising message, advertising appeal and advertising channel on bottled water industry in Ethiopia specifically on Gift Bottled Water market in Addis Ababa. Therefore, assessing the effect of advertising on customers purchase intention is a critical area for analysis which provides a clear understanding of the pitfalls and advantages existing in the market for a company manufacturing which produce bottle water.

1.5. Research question

This research aimed to answer the following research questions.

1. How does an advertising source factor affect customer's purchase intention of Gift bottled water in Addis Ababa?
2. How does advertising message factors influence customers purchase intention of Gift bottled water in Addis Ababa?
3. To what extent do the advertising appeal factors affect customers purchase intention of Gift bottled water in Addis Ababa?
4. To what extent do advertising media factors influence customer purchase intention of Gift bottled water in Addis Ababa?

1.6. Objective of the research

1.6.1. General objective

The purpose of research is to discover answers to questions through the application of scientific procedures (Kothari, 2004). The general objective of this study is to assess the effect of advertising on customers purchase intention of bottled water drink at Damot Industrial and commercial plc.

1.6.2. Specific objective

The specific object of research as follows

1. To identify the effect of advertising source factor on customers purchase intention of Gift bottled water in Addis Ababa
2. To analyze the effect of advertising message on customer's purchase intention of Gift bottled water in Addis Ababa
3. To examine the effect advertising appeal on customer purchase intention of Gift bottled water in Addis Ababa
4. To investigate the effect of advertising media or channel on customers purchase intention of Gift bottled water in Addis Ababa

1.7. Significance of the research

Consumer behavior research is critical. This effort will assist businesses, academics, and researchers in determining the impact of advertising on customer purchase intent in general. It could provide insight into how advertisers try to persuade customers to buy their items. If their strategies are successful, inform producers, firms, marketing groups, and advertising agencies. It could aid customers in comprehending the impact of false advertising messaging. It could assist advertisers in determining which advertising channel attracts the most attention from customers. It could provide advertisers with information about their impact on the consumer's purchasing power. This work will serve as a foundation for future research for academics and scholars. Relevant and authentic references have been mentioned to help with this. As an advertising practitioner, a researcher in this field will benefit from this study since it will broaden his or her understanding of markets in the context of effective promotional planning and management.

1.8. Scope of the study

The consumer products market is fiercely competitive, and consumer advertising has a big influence on what people buy and how they use it. Advertisement plays an essential role in emerging countries like Ethiopia, where the population is rising at an exponential rate, migration rates are increasing from time to time due to improved living conditions, and there is a great demographic diversification. In general, this research is limited to the effect of advertising on

customers' soft drink purchase intentions: a case study of Gift bottled water and the study was limited to the Addis Ababa area.

1.9. Definition of terms

Advertising: is the purchase of time or space in any of the mainstream media by businesses, non-profit organizations, government agencies, and people who want to inform and/or persuade members of a certain target market or audience about their products, services, organizations, or ideas. (AMA) (2014).

Advertisement: According to the definition (American Medical Association), an advertisement is "any announcement or persuasive message placed in the mainstream media by an identified individual, corporation, or organization in paid or contributed time or space" (2020).

Advertiser: The term advertiser refers to a firm, organization, or individual who pays for advertising space or time in order to make a public declaration or persuasion. (AMA) (, 2020).

Advertising media: The numerous mass media that can be used to transmit advertising messages to potential audiences or target markets for products, services, organizations, or ideas are referred to as advertising media (AMA) (, 2020).

Advertising effectiveness: The term "advertising effectiveness" refers to a measurement of how well a specific commercial or advertising campaign achieves the client's goals (AMA) (, 2020).

Consumer behavior: The study of the processes involved when individuals or groups select, purchase, use, or dispose of items, services, ideas, or experiences to meet needs and desires is known as consumer behavior (Solomon,2013).

Purchase intention: Purchase intention is a consumer's desire to buy goods or services (Chan.R. Y,1999).

Intention: Intention is a motivator that can influence a person's formation of a desired behavior and can be used to assess how much desire and work someone has to put forth in order to attain that behavior (Ajzen, 1991).

Bottled water: Bottled water is drinking water that has been sealed in bottles with no added ingredients, except that it may contain safe and appropriate antibacterial agents, just like tap water (Yael. P & Tamar. O, 2011).

1.10. Organization of the study

The research paper is organized into five main chapters. The first chapter consists of background of the study, company background, statement of the problem, research questions, objectives of the study, scope of the study, significance of the study and organization of the study. The second chapter consists of a review of relevant related literatures that are grouped into theoretical and empirical review sections in addition to conceptual framework. In the third chapter, the research design and methodology is presented. This chapter contains the research approach, the research design, the data types, the data sources, the population and the sampling procedure, the data collection instruments, the method of data analysis, the reliability, validity and ethical considerations. The fourth chapter focuses on data analysis and interpretation. Finally, summary, conclusion and recommendation sections are presented in chapter five along with indications on the limitations and on the directions for future studies.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Conceptual Definition of Advertising

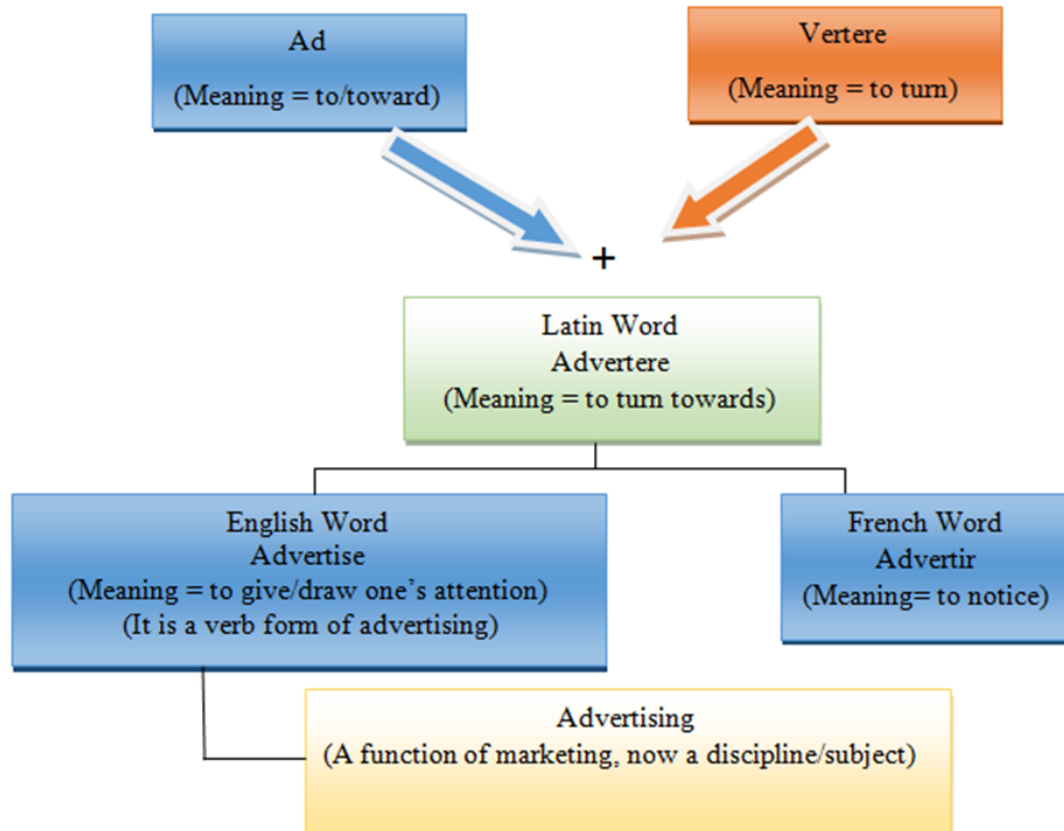
Today, advertising can be defined as a process of communication, marketing, public relations, information, and persuasion. Advertising reaches us through a medium, which is a type of communication channel. According to different literatures advertising can be described in a variety of ways. The target audience (consumer and company) is usually a certain segment of the population (Akanksha, S. 2014). Advertising, according to (Thorson and Rodgers ,2012), is any sponsored communication from a known sponsor using mass media to persuade an audience via mass media or media channels such as television, radio, newspaper, magazine direct mail, outdoor displays, or mass transportation vehicles. Advertising is a significant component of promotion, according to (Ferrell and Hartline, 2011), and is usually one of the most visible aspects of an integrated marketing communications campaign. Advertising is a form of non-personal communication that is paid and delivered through media such as television, radio, magazines, newspapers, direct mail, outdoor advertisements, the Internet, and mobile devices. Advertising is a non-personal, paid announcement made by a specific sponsor to reach a large audience, as well as to raise brand recognition, differentiate a business from its competitors, and construct a brand image (Duncan, 2005). According to (Bearden et al. 2004), advertising is a persuasive, non-personal marketing communication element that can be paid for by a named sponsor and broadcast through multiple mass channels of communication to promote the choice of products or services, people, or ideas. Advertising, according to (Charles et al.,2018), is impersonal, one-way mass communication about a product or organization that is paid for by a marketer. It's a common method of marketing, particularly for consumer-packaged goods and services. Advertising is a non-personal kind of mass communication that gives those in charge of the design and delivery of advertising messages a lot of power (C. Fill, 2006). Advertising, according to (De Pelsmacker et al., 2010, p. 213), is any paid, non-personal communication by an identified corporation, non-profit organization, or individual through various media. Advertisement is one of the most often used marketing communication techniques for firms. It is also the most visible technique, as advertising communicates how a firm wants to be perceived

by the public in the context of brand building. Advertising is a vital component of modern society and plays an important role in economic activities. It is a prominent feature of daily life and, increasingly, of contemporary culture (Wharton, 2013). Advertising, according to (Amandeep.et.al.,2017), plays a critical role in creating dreams and assisting customers in making informed product and brand decisions. The impact of advertising can reach a wider audience, and the primary goal of advertising is to inform, persuade, convince, and remind customers about the product/services. Advertising between rival brands has been found to be fast expanding, enhancing consumer awareness of a variety of products and services on the market. It can be both educational and persuasive, relying on traditional and new media to encourage customers to buy goods and services (Terkan.R, 2014).

Advertising, according to (Dulin ,2016), is a method of communication that strives to inform the public, make a product or service known to the public, or attempts to persuade a certain set of people or consumers to make a purchase choice. Advertising, according to (Trehan and Trejan ,2009), is mass media content that aims to persuade readers, viewers, or listeners to act on products, services, or ideas. Advertising is a component of a company's marketing communication mix, and it is used to promote its product or service. Advertising is a marketing communication method that is used to deliver information about products, services, or ideas to a target audience, according to (Russel and Lane ,2001). (Terence, ,2007) described advertising as a paid mediated form of communication from a known source that is intended to encourage the receiver to take some action, either now or in the future. The primary goal of advertising is to inform the user or client that something fresh has arrived on the market. But, if we dig deeper, advertising is a means of persuading or attracting customers to do a specific action, which is usually the purchase of a product (Kenneth and Donald 2010). Advertising aids in informing consumers about new products and services, as well as new promotions on existing products and services.

2.2. Etymology of advertising

Etymology means the study origin, evolution and history of words.



Source: Gaurav Akrani: 2012, advertising etymology, definition and meaning

<https://kalyan-city.blogspot.com/2012/12/what-is-advertising-etymology.html>.

From above pictures, according to Gaurav, advertise is a verb from English word 'Advertising'. It has its origin in a classical Latin word 'Advertere' Advertere is made of 'Ad '+'Vertere' where:

Ad means to or toward' whereas **Vertere** means 'to turn'.

Thus, **Advertere** a union of Ad and **Vertere**' jointly means to turn or one's attention to or towards something's. The English word '**Advertise**' also linked to old French word '**Advertir** 'which means to (take) notice (of something)'. In its original meaning 'Advertise' is to give or draw one's attention to or towards something'.

2.3. Theory of advertising

2.3.1. The Strong theory of advertising

According to the strong theory advertising has the following characteristics.

According to this theory, advertising can affect a consumer's knowledge, attitudes, beliefs, or behaviour, while also increasing sales and causing long-term changes in purchase decisions for a brand. As a result of increasing people's understanding and changing their views, advertising is capable of persuading those who had not previously purchased a brand to do so, once and again. Advertising has a long history of manipulating consumers by employing psychological techniques that weaken the consumer's defenses (Jones, John P. 1990).

2.3.2. Weak theory of advertising

According to the weak theory: -

Although the period between awareness and action can be very brief or very long, awareness is essential before any transaction can be made. A trial buy is the next step for those few customers who are intrigued enough to want to sample a product. Retail availability, as well as promotion, word-of-mouth, and personal selling stimulus, may all contribute to this. Following that, reinforcement is used to sustain awareness and provide reassurance, assisting the client in repeating the pattern of thought and behavior and cementing the brand in the customer's repertory for future purchases (Jones, John P. 1990).

In general, the deference between weak and strong theory summarized as follows

Strong theory

- Advertising is persuasive
- Creates long term behaviour change
- Can increase sales
- Consumers are passive

Weak theory

- Advertising improves knowledge
- Purchase behaviour is habit
- Reinforce attitudes
- Consumers are problem solvers

2.4. Advertising Effectiveness

2.4.1. Overview of Advertising Effectiveness

Advertising has become one of the most effective means for businesses to communicate product information to their target audiences. According to (Ansari, Beerli and Santana,2016) defined advertisement effectiveness as "the measurement of the results of an advertising campaign or of a specific advertisement, which must be defined in terms of the achievement of the advertising objectives that the advertiser set for his campaign/advertisement." Advertising effectiveness is defined as consumers' like of advertisements leading to buy behavior, as stated by (Rimoldi, 2008), as referenced by Sama (2019). One of the most important aspects in determining buy intent is advertising effectiveness (PI). Effective commercials, according to (Doyle & Saunders ,1990), as referenced by Hemamalini and Shree (2014), are those that assist the advertiser in achieving their objectives. According to most studies conducted in many nations, television has the greatest impact on audiences and persuades them to begin the purchasing process. As an advertising medium, television offers three distinct advantages. For starters, it has a significant impact on customer taste and perception. Second, it has the ability to reach a wide audience at a low cost. Third, it has a tremendous effect due to its sound and moving pictures, (Ramalingam, 2006).

2.4.2. Measuring the Effectiveness of Advertising

The company advertiser rarely expects orders to come in right away as a result of their advertisement. Advertising aims to raise awareness, encourage brand loyalty, or foster a favorable attitude toward a product. Advertising programs must be held accountable, even if advertising does not directly cause a purchase decision. As a result, the corporate advertiser must be able to measure the efficacy of present advertising in order to improve future advertising, as well as compare the effectiveness of advertising expenditures to other marketing plan expenditures. The effectiveness of advertising will be measured against set goals. Measuring advertising effectiveness entails determining the impact of advertising on what "intervenes" between the stimulus (advertising) and the subsequent behavior (purchase decision), (Syed, 2008).

2.4.3. Reason why company should measure advertising effectiveness?

As Syed (2008) points out, determining the efficiency of advertising is difficult. Measuring outcomes are sometimes merely better estimates. Still, it's better to deal with the problem this way than not at all. The efficiency of different types of advertising varies dramatically. If you pay for advertising, it's likely that you want to see some results. However, if you waste money on ineffective promotion, you may miss out on better possibilities and your results may be delayed.

1. **It acts as a Safety measure:** Ad effectiveness testing assists in identifying ineffective advertisements and marketing initiatives. It enables advertisers to make quick modifications to their campaigns in order to make them more consumer-focused and result-oriented. As a result, money can be saved from being squandered on unproductive advertising.
2. **Provides feedback for remedial measures:** Advertising effectiveness testing offers advertisers with valuable information that allows them to take corrective action against ineffective advertisements.
3. **Avoids possible failure:** Advertisers are unsure of the advertising results from a certain campaign. In order to minimize total loss, evaluating advertising effectiveness aids in estimating the consequences.
4. **To justify the Investment in Advertising:** Advertising costs are regarded as a long-term investment. Advertising is a marketing investment, and its goals should be stated explicitly, along with the intended outcomes of the campaign. The return rate and size should be specified ahead of time. The advertisement can be judged effective if the predicted rate of return in terms of additional earnings is met.
5. **To know the communication Effect:** The communicative consequences of the advertisement on the target consumers or audience can be used to determine its efficacy. The primary goal of advertising is to convey information about a product or firm to the broader public, as well as current and prospective customers. As a result, it is desirable to seek post-advertising measurements in order to evaluate whether advertisements have been seen or heard, or, in other words, whether they have transmitted the advertising's subject, message, or appeal.

6. **Compare two markets:** In this technique, advertisements are placed in test markets and the results are compared to those of other markets. Markets that have had a regular advertising program – so-called control markets. Depending on the advertiser's aims, measurements of change in sales, change in consumer attitudes, changes in dealer display, and so on may be used to determine results.

2.4.4. Reason Why not company measure advertising effectiveness?

Companies cited a variety of reasons for not assessing the efficiency of advertising, according to a ZABANGA marketing research from 2021.

Cost: The cost is perhaps the most frequently mentioned reason for not testing (especially among smaller businesses). In terms of both time and money, good research can be costly. Many managers decide that time is of the essence and that they must implement the program as soon as possible. Many people believe that the money spent on research would be better spent on better ad production, more media buys, and other things (ZABANGA marketing research from 2021). The first argument may be correct, but the second is incorrect. Consider the ramifications of a poor campaign or an incentive scheme that fails to motivate the target audience. Not only would you be wasting money if you didn't receive the desired outcomes, but you might also be doing more harm than good. More money spent on media won't remedy a lousy message or make up for a terrible advertising mix. For example, test-market sales for a new beer from one of the country's top brewers fell short of expectations. It believed the problem was a lack of considerable media spending. It decided that buying all of the available TV time that matched its target audience was the best option (ZABANGA marketing research from 2021). Sales had not improved after two months; thus the product was removed from the test market. The problem, according to the analysis, was not with the media, but with the message, which gave no reason to buy. Millions of money and a brand could have been spared if research had uncovered the problem. The lesson of the story: Using research funds to expand exposure to a false message is not a wise business strategy.

1. **Research problems:** The inability to isolate the effects of promotional aspects is stated as a second reason for not measuring efficacy. The success of a product or service is influenced by each aspect in the marketing mix. Some managers feel dissatisfied and opt

not to test at all because it is often difficult to directly assess the influence of each marketing element (ZABANGA marketing research from 2021).

2. **Disagreement on what to test:** The promotional program's goals may differ by sector, stage of the product life cycle, or even for various employees within the company. The sales manager may want to observe how promotions affect sales, upper management may want to know how promotions affect the company's image, and those involved in the creative process may want to measure recall and/or recognition of the ads (ZABANGA marketing research from 2021).
3. **The objection of creative:** Many people have claimed (and some have refuted) that the creative department does not want its work to be tested, and that many agencies are hesitant to submit their work for testing. This can be true at times. Ad firms' creative teams claim that tests aren't accurate indicators of an ad's creativity or efficacy; that measuring it stifles creativity; and that the more creative an ad is, the more likely it is to succeed. They desire the freedom to be creative without the constraints that marketing may impose (ZABANGA marketing research from 2021).
4. **Time:** Finally, a lack of time is cited as a justification for not testing. Managers say they already have too much on their plates and won't have time to test, and they don't want to risk missing the window of opportunity by waiting (ZABANGA marketing research from 2021).

2.4.5. Effectiveness of Advertising Goals

To appreciate marketing objectives, a company must first comprehend why it spends money on advertising in the first place, as well as how to measure its marketing efficiency. A successful marketing effort should achieve a number of objectives. The first of these objectives is to expand our horizons. Reach refers to the number of people who are exposed to a company's advertisements. It can be depicted in a number of different ways. Looking up the viewer counts for that evening, for example, can demonstrate the reach of a television commercial. The goal of reach is to increase market awareness of the company, its products, and any current special offers.

Increasing Sales as goals

The following goal is to boost sales. In the end, marketing initiatives are designed to boost sales and hence raise profits. This must be considered in any advertisement. The earnings it generates should be used to gauge its effectiveness. However, it can be difficult to determine how much of a sale is attributable to a specific advertising campaign and how much is due to a current offer, a competitor's shift, or changes in the market environment. Customer information, customer support calls, and warranty cards can all be used to estimate this, although the data isn't always directly pertinent to the advertising's success (Danielle Smyth, 2020).

Increasing Brand Recognition

Increased brand awareness, like reach, refers to the amount of people who are aware of the firm and its brand. A brand is a collection of values and expertise that a firm promotes as its own, as well as its entire product line.

Whereas reach is concerned with the number of people who see an advertisement, brand awareness is concerned with the number of people who are aware of the company. Increased brand awareness advertising usually focuses on the company's aims and goals, as well as increasing sales. Customer surveys or market surveys conducted by third parties are the most common sources of brand awareness data (Danielle Smyth, 2020).

Retention of Customer as a Goal

It is critical for a business to attract new consumers, but it is nearly as critical for them to retain existing customers. Marketing can be tailored to increase client retention by emphasizing benefits that the company continues to provide over time or stressing new sales or prices that an existing customer could find beneficial. Customer retention is another indicator that is difficult to link to a marketing budget because it is influenced by a variety of factors, not only the advertisements that a customer sees (Danielle Smyth, 2020).

2.5. Objective Advertising

Advertising objective refers to a specific communication task to be accomplished within a specific target audience during a specific period. Advertising objectives can be classified on the basis of primary function - inform, persuade or remind (Kotler & Armstrong, 2009):

1. **Informative advertising:** As (Kotler & Armstrong, 2009), informative advertising is used to inform consumers about a new product or features and to build primary demand. It's aimed at informing the market of price changes, correcting false impression, describing available services or brand, building a brand and company image, communicating customer value, telling the market about new product and suggesting new uses for a product (Kotler & Armstrong, 2009).
2. **Persuasive advertising:** As (Kotler & Armstrong, 2009), persuasive advertising is an advertising use to build selective demand for a brand by persuading consumers that it offers the best quality for the money. Persuasive advertising aims at persuading customers to purchase now and convincing customers to tell others about a brand (Kotler & Armstrong, 2009).
3. **Reminder advertising:** According to (Kotler & Armstrong, 2009), reminder advertising used to maintain customer relationships and keep consumer thinking about the product or services. The objective is to keep the product in the customer's mind and reminding customers where to buy the product. Reminder advertising is important for mature products as it helps to maintain customer relationships and keep consumers thinking about the product. Advertisers might want to maintain customer relationships by assuring existing customers that they made the right choice in buying the company's products. It can also be used to move people into immediate action (Kotler & Armstrong, 2009).

In general, a specific communication task to be accomplished with a specific target audience during, a specific period of time. Advertising objectives can be classified by primary purpose – whether the aim is to inform, persuade or remind.

Table 1. Advertising objectives classified by primary purpose

Informative Advertising	
Communicating customer value	Suggesting new uses of product
Building a brand and company image	Inform the market of price change
Telling the market about a new product	Describing available services and support
Explaining how a product works	Correcting false impressions
Reducing customers' fears	
Persuasive advertising	
Build brand preference	Persuade consumer to purchase now
Encourage switching to a brand	Creating customer engagement
Changing customer perceptions of product value	Build brand community
Reminder advertising	
Maintaining customer relationship	Reminding consumer where to buy the product
Reminding consumers that the product may be needed in the near future	Keeping the brand in consumer mind during off-seasons

Source: Kotler and Armstrong, (2018), Principle of marketing Management 17th: Global Edition, Pearson Education Limited, UK. PP.452.

2.6. Purpose of advertising

The primary goal of advertising is to inform, persuade, and remind customers of the existence of a certain product, as well as to strengthen relationships with them after they have made a purchase; also, to improve the brand image and promote the product (Naumovska and Blazeska, 2016). Advertising is an important aspect of a company's marketing strategy. Organizations engage in advertising in order to draw people's attention to their products and services. Thus, the primary goal of advertising is to raise public knowledge about the availability of products and

services and persuade consumers to purchase them. The ultimate goal is to increase the company's sales. As a result, advertising supports and complements a company's sales activities (Akanksha, S. 2014).

According to Akanksha, S. (2014), advertising serves the following purposes:

1. **Communicates information:** The ability to convey or communicate information to others is one of the most significant purposes of advertising. In today's world, where science and technology contribute to new ideas and inventions, new items and improvised versions of old goods and services appear on the market from time to time. Social progress cannot be made if their use or understanding is restricted to a small group of people. As a result, through advertising, consumers are informed about new items and services that enter the market. Furthermore, with the help of advertising, the demand for existing items and services must be sustained as well as increased. The ultimate goal is to boost sales by either raising or creating demand for goods and services (Akanksha, S. 2014).
2. **Creates ground for personal selling:** Because the primary goal of advertising is to generate and sustain demand for items or services while also expanding the market, prospective purchasers are naturally drawn to them. In this way, advertising aids the efforts of a company's sales staff and provides a platform for salespeople to approach potential customers.
3. **Educates people:** Another essential function of advertising is to educate people about products and services. Because many consumers are unaware of how to use a variety of products and services, advertising provide enough information to the general public about how to use and benefit from a variety of products and services. For example, as customers, we are unaware of the ingredients in baby food, health drinks, and other products that are exclusively advertised to us. Indeed, advertising informs us about numerous elements of products and services, assisting and educating consumers in making informed purchasing decisions (Akanksha, S. 2014).
4. **Creates and extends demand:** Advertising aims to develop and sustain demand for a product or service, as well as expand the market for it, by stimulating people's interest and capturing their attention. As a result, advertising is a two-edged sword. It helps to

generate demand for products and services, as well as maintain and extend demand. In truth, we all have a plethora of desires that lie latent within us. Advertising and public relations attempt to elicit a hidden desire in us and generate demand for goods and services. As a result, fresh demand is created among the population, and customers are driven to buy more (Akanksha, S. 2014).

5. **Creates an image for the product or service:** Another essential goal of advertising is to build a brand image for both the product and the company. This is accomplished by stressing the unique characteristics of the products or services in advertisements. Similarly, in commercials, the organization's reputation and goodwill might be stressed. Furthermore, some advertisers disseminate information about fresh discoveries, new ideas, and new products in order to promote their businesses. They also highlight their strong aspects, such as low prices, special promotions, and excellent customer service, all of which add to the organization's positive image (Akanksha, S. 2014).
6. **Builds goodwill:** The objective of advertising is to promote the organization's goodwill. Many advertising seek to persuade consumers that the company is patriotic, progressive, imaginative, and quality-conscious. This instills trust in the firm in the minds of the general public. This goes a long way toward giving prospective purchasers a positive picture of the company (Akanksha, S. 2014).
7. **Obtain dealer support:** Dealers who deal in products and services require continual advertising support from the producer. In other words, advertising familiarize potential purchasers with products and services. As a result, advertisements are used to pre-sell products and services. Consumers are familiar with such items and services. Dealers also prefer to carry products and services that are well-known and have a steady demand in the market (Akanksha, S. 2014).
8. **Counters competition:** In today's competitive marketing landscape, a company cannot avoid having to spend money on advertising. To fight a competitor's advertising effort, each company must launch its own. As a result, corporations are compelled to spend money on advertising due to competitive factors (Akanksha, S. 2014).

2.7. Functions of Advertising

According to Kotler (2002), advertising has an important function in today's society, including marketing, communication, economics, and socio-cultural aspects.

1. **Economical function:** The nature of advertising's economic function is to drive sales and enhance the amount of earnings from the sale of a certain product for a specific period of time. Advertising educates people, develops a need for a product or service, and motivates them to buy. The more people who respond to the commercials, the better for the economy and society's economic well-being (Kotler, 2002).
2. **Social function:** Advertising information has a tremendous impact on how each person's awareness is formed. Aside from promoting a product, advertising directed at consumers also: - aids in the formation of societal ideological values and, as a result, has an impact on the character of social relations -causes consumer instincts, encouraging people to improve their financial situation -improves the culture of consumption When comparing different products and services, the consumer invariably chooses the best (Kotler, 2002).
3. **Marketing function:** Marketing is incomplete without advertising. Advertising is inextricably linked to marketing duties, with the ultimate goal of fully satisfying client demands for goods and services (Kotler, 2002).
4. **Communicating function:** Advertising is another example of a unique form of communication. It is intended to serve as an effective means of communication between advertisers and consumers through the use of information channels (Kotler, 2002).

2.8. Types of Media in Advertising

According to (Merugu ,2009), the term "media" in advertising refers to communication vehicles such as print (newspapers, magazines), broadcast (radio, television, and the internet), and outdoor advertising (billboards, direct mail). Businesses must advertise in a variety of platforms in order to reach consumers while they are doing their daily activities, such as watching TV, reading a magazine, or surfing social media (Kristen H, 2017).

In general, with the deployment of many types of media for advertising around the world and the distribution of audiences across several media, advertising businesses place a high value on

selecting the optimal media for their advertisements. The success of drawing new clients is dependent on using the proper strategy and the finest way to promote.

2.8.1. Print media advertising

Print media is the first category of media. They bring together several types of advertising, such as daily and weekly newspapers, consumer and specialized publications, and direct mail. Print media, which includes newspaper ads, journals, flyers, and magazine ads, is one of the oldest and most commonly utilized kinds of advertising. For newspaper and magazine publishers, this type of advertising is also a significant source of revenue. One of the benefits of print media advertising is its high degree of trustworthiness and dependability. More than 58 % of individuals feel advertisements in print media are trustworthy and reputable, according to (Farooq, 2019). Magazines and newspapers, for example, are a significant part of our life. Newspapers are a primary source of product information for many customers. Businesspeople frequently use print media as a kind of advertisement. It is also known as press advertising since it comprises advertisements in newspapers, magazines, journals, and other publications.

1. Newspaper advertising

For a long time, newspapers have been used for advertising. Advertisements can be found in a variety of venues and formats. Print advertising is one of those forms, and it refers to advertisements that are printed on a sort of paper that the potential audience can handle. The main advantage of newspaper advertising is that it reaches a large geographical market, and this broad coverage might help sell a product in that specific area. Newspaper advertisements are also adaptable and timely, with the ability to be adjusted as needed. Now-a-days, the most common form of advertising is in newspapers. The fundamental benefit of newspaper advertising is that it reaches a big geographical market, which may aid in the sale of a product in that area. Advertisements in newspapers are also versatile and timely, with the potential to be changed as needed. Nowadays, newspapers are the most popular method of advertisement. Among educated people, reading the newspaper is a popular pastime. In addition to daily newspapers, there are bi-weekly and weekly publications. Newspapers are widely distributed and read by a diverse group of people. As a result, newspapers have the potential to be a very powerful advertising medium. An advertiser must consider the circulation's strength, as well as the sort of media used. When

picking a newspaper for this purpose, an advertiser must consider the circulation strength, the kind of readers it serves, the geographic location in which it is popular, and the cost of space.

2. Magazine Advertising

A vast number of magazines are published today, and they serve as an essential advertising tool. These are released once a week, twice a fortnight, or once a month. A magazine ad has a longer shelf life than a newspaper ad, which is read and described on a daily basis. A magazine is kept for a longer amount of time and is typically read more leisurely. However, because the printing of a magazine is far more complicated than that of a newspaper, most advertisements must be placed long ahead of the time they are delivered to the reader. When a high quality of printing and color is sought in an advertisement, magazines or periodicals are a good media. Advertisements in magazines can be targeted at a certain demographic, avoiding unnecessary advertising expenditures. Many specialized periodicals or journals are created, which can be used to communicate with a certain customer group.

2.8.2. Broadcast media advertising

Broadcast advertising, as defined by (Jasperson and Yun, 2007), is a widely popular advertising media that includes numerous branches such as television, radio, and the Internet. Because it appeals to both the eye and the ear, television has the most influence. Products can be displayed, their uses demonstrated, and their benefits explained on television. Broadcast advertising, as defined by (Goorevich ,2019), is the distribution of promotional messages about your product or service by television or radio. Given how easy it is for us to skip or change the channel completely, this form of advertisement is a risky investment. Broadcast advertising has a wide reach and is widely regarded as one of the most reliable or credible advertising mediums.

1. Television advertising

Television advertising is one of the most potent broadcast or electronic mediums in today's globe. Television has evolved into a very effective and one of the greatest potential means for mass communication, and it is now widely used for commercial purposes, such as communicating with the general public through advertisements.

The most significant benefit is that the advertising message can be given and the product may be presented to everyone at the same time. Because the majority of the public spends more hours each day watching television than any other medium, it is often referred to be the "monarch" of advertising media. It employs sight, color, music, and motion...and it succeeds. According to (Priyanka Rawal,2013), television has repeatedly demonstrated its persuasive ability in influencing human behavior. Television, he claims, is one of the most successful forms of mass communication and may be persuasive if advertisers can persuade viewers to pay attention to them. According to (Kristen Herhold's, 2017) study on how Americans perceive advertising, television is the most influential media for advertising. According to her results, over 60% of consumers are likely to make a purchase after viewing or hearing a television commercial.

2. Radio advertising

According to (Kalotra, 2015), radio advertising is a sort of advertising that is given through the medium of radio. Radio advertisements move as radio waves from a transmitter to an antenna and, eventually, to a receiving device. A station or network sells airtime in exchange for broadcasting commercials. Even though radio is confined to sound, proponents of radio advertising sometimes promote this as a positive. Advertising on the radio has the advantage of allowing you to choose the territory and audience to which your message will be delivered. It is also less expensive than television advertising. These days, radio commercials are extremely popular. Radio ads travel through the air as radio waves from a transmitter to an antenna and, ultimately, to a receiving device. In exchange for showing the adverts, a station or network sells airtime (Kalotra, 2015).

2.8.3. Outdoor Media

Outdoor advertising is the oldest sort of advertising. It's been around since the days of ancient Rome and Greece. Signs and symbols were utilized in ancient times to express and convey information to the people, as well as to educate them about society. It was commonly utilized to interact with customers as a kind of mass communication. Outdoor advertising nowadays is a refinement of an ancient means of disseminating a message to a big audience. Outdoor advertising in various forms, such as posters, billboards, and hoardings; non-standardized signs, such as roadside signs and highway advertising; and transfer advertising, which is displayed on

public and private transit vehicles, as well as at rail, bus, and air terminals, are all examples of modern outdoor media. Outdoor advertising, according to (Davidson ,2001), is a rented media for displaying and transmitting commercial information in a visible manner on structures and signs built outside.

1. Billboard advertising

Advertising is placed in geographically designated regions using signs to express a marketer's message in order to gain client attention. Outdoor billboards come in a wide range of sizes. Billboard advertising is one of the most frequent types of outdoor advertising employed by businesses in high-traffic locations, where it is visible to passing pedestrians and automobiles. Billboards are highly visible in specific market segments and are meant to effectively interact with consumers. Billboards, according to (Ginny Nguyen, 2020), are large posters exhibited in high-traffic areas. These roadside advertisements have a 71 % engagement rate. Billboards remain a popular choice for advertisements despite their high upfront rental prices and difficulty to track real-world success. Large constructions in public spaces that display advertisements to passing pedestrians and automobiles are known as billboards. They are most commonly found on major thoroughfares with a high volume of passing motor and pedestrian traffic; however, they can be found in any location with a large number of viewers, such as on mass transit vehicles and stations, shopping malls or office buildings, and stadiums, according to (Kalotra, 2015).

2.8.4. Social media advertising

Social media advertising is a type of digital advertising that involves placing ads on social media platforms. Social media advertising, according to (Neti, 2011), is a word that is extensively used nowadays to link individuals from all over the world. The democratization of information through social media is converting people from content consumers to content producers. It's the shift from a broadcast model to many-to-many one based on author, person, and peer conversations. \ The technique of using sponsored advertisements on social networking sites (SNS) such as Facebook, Twitter, YouTube, blogs, and other material is known as social media advertising (The Social Media Advertising Industry Report, 2013). Web-based apps and interactive platforms that promote the creation, debate, modification, and exchange of user-generated content are known as social networking sites (Kaplan & Haenlein 2010). Blogs,

corporate networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product/service reviews, social bookmarking, social gaming, as well as video sharing and virtual worlds, all fall under the umbrella of social media. These platforms have altered the focus of Internet services away from consumption and toward collaboration, resulting in new potential for interaction between companies and the general public (Henderson and Bowley, 2010).

2.9. Consumer Behavior and Advertising

Consumer behavior is a large topic of research. Consumer behavior is the study of why, what, when, and how people buy a product or a brand (Kumar, John, & Senith, 2014). The attitudes, intentions, preferences, and decisions made by customers while purchasing a product or service are referred to as consumer buying behavior. Learning about consumer purchasing behavior aids in the detection and prediction of client purchase behavior while purchasing a product (Sharma, 2014). In-depth examination of consumer purchasing behavior aids businesses in determining what product or service consumers are acquiring and why they are doing so. Purchase intention is an intentional assessment of a customer's willingness to buy a product or service (Ajzen, 1991). Essentially, a consumer's intention to purchase goods or services is represented by his thoughts on the subject (Blackwell et al. 2001). Consumers with a purchase intention have higher actual buying rates, according to (Brown ,2003), while consumers with no purchase intention have lower actual buying rates.

2.9.1. How Advertising Works: Models of advertising

Advertisers are continually attempting to define and model how advertising works and they frequently attempt to select meaningful communications objectives based on these models (Bovee et al.1995). A consumer goes through three stages before deciding to buy a company's product or brand: cognitive, affective, and behavioural, in that order.

Four advertising models are used to characterize the stages: the AIDA model, the Hierarchy of Effects model, the innovation-adoption model, and the information processing model.

The AIDA Model was employed in this research.

	Models			
Stage	AIDA Model	Hierarchy of Effect Model	Innovation Adoption Model	Information Processing Model
Cognitive	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Presentation ↓ Attention ↓ Comprehension
Affective	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Yielding ↓ Retention
<u>Behavioral</u>	↓ Action	↓ Purchase	↓ Trial ↓ Adoption	↓ <u>Behavior</u>

Source: Belch and Belch (2003)

1. AIDA Model

The AIDA model exemplifies contemporary marketing thinking. The AIDA model was created by E. St. Elmo Lewis in 1898 as a marketing fundamental shift in ad architecture based on client perception. The AIDA model (Attention, Interest, Desire, and Action) is a marketing effect model that describes the steps a person goes through while purchasing a product, good, or service. AIDA is made up of four components, according to (Mackey,2005 and Li dan Yu,2013), awareness (paying attention to customers); interest (improving customers' interest by focusing on profit and benefit rather than features, as in traditional advertising); desire (persuading customers that a product or service would meet their needs); and action (improving customers' action by focusing on profit and benefit rather than features, as in traditional advertising).Marketing's purpose, according to the AIDA model, is to attract potential customers'

attention, increase their interest in, and desire to complete the final act (purchase). In the purchasing process, a marketing plan based on the AIDA model raises the level of trust among customers' candidates (those who have the potential to become real buyers). Inconsistency between marketing needs and marketing dislike will lower the following AIDA step's conversion rate. According to the AIDA theory, a corporation might use the AIDA model as a marketing model to consider the marketing process.

1. **Attention-** The customer sees the merchandise for the first time at this point. The initial stage in advertising is to examine how to gain clients or consumers' attention. The advertiser must first grab the target market's attention. A company cannot sell a product or service if the market is unaware of its existence. The advertiser had to advertise and promote the new product extensively on TV, in publications, and on the Internet, among other places, in order to raise awareness and gain attention for it. A marketer must be able to create media of information in order to capture the attention of customers. A marketer can make a statement that piques people's curiosity, or use compelling words or images to get people to notice and understand the message being conveyed.
2. **Interest-** Following consumer awareness of the product or service, the company must endeavour to pique potential customers' interest. Customers become interested in the product at this point. Step one for a marketer is to think of a media of information that conveys the meaning of the product to attract consumers after he has figured out how to develop media of information that is appealing to consumers.
3. **Desire-**After a customer gets interested in a product or service, the goal is to make them want it by changing their mind-set from "I like it" to "I want it." At this point, the buyer requires and desires the goods. A marketer must be astute and astute in analyzing their target or consumers in order to persuade them to try out a product. This stage is critical for marketers to ensure that they can deliver the best solution for their customers in making the best selection. People have been motivated to own a product at this point, and a marketer has been successful in establishing the needs of the consumers' candidate.
4. **Action-** The ultimate goal of a marketing campaign is to motivate the recipient to take action and buy the goods or service. Customers are approaching the goods at this point. This is the most important step; a marketer must direct and act in order to persuade people to buy a product.

2. Hierarchy of effect model

Robert. J. Lavidge and Gary. A. Steiner created the Hierarchy of Effects concept in 1961. From the phase where the buyer observes the goods until the purchase phase, this advertising communication model explains six steps. An advertisement's goal is to get a buyer to go through all six stages of the Hierarchy-of-Effects Model: Awareness, Knowledge, Liking, Preference, Conviction, and Purchase.

1. **Awareness:** When a customer becomes aware of a product or a brand, this is the first step of the model. This is a critical stage because there is no guarantee that the buyer will see the advertisement or be aware of the goods. Consumers may see a variety of commercials, but the likelihood of a buyer remembering your advertisement is determined by the intensity and impact it has on the target audience.
2. **Knowledge:** During this phase, the customer begins gathering the necessary product information. He gradually attempts to comprehend the product's benefits through the internet, store consultants, and those who have already utilized the device. When consumers are unable to obtain the information they seek, they may easily switch to a competitor's brand. As a result, it is the advertiser's responsibility to ensure that product information is freely accessible.
3. **Liking:** This is the point at which the customer begins to like the product. The advertiser's job is to emphasize product characteristics in order to market the brand or product further.
4. **Preference:** The Hierarchy-of-Effects Model is now in its fourth phase. During this stage, the buyer is certain of the product's qualifications and his brand preferences. Advertisers must consistently promote the good qualities of their brand in this situation.
5. **Conviction:** The consumer would have made up his mind to purchase the product at this point. The advertiser's role here is to assist clients in selecting their preferred brand.
6. **Purchase:** This is the final stage of the hierarchy of effects model, where the product is actually purchased. The Cognitive stage of the Hierarchy-of-Effects paradigm includes the awareness and knowledge stages. The Affective stage evaluates the customer's liking, preference, and conviction, whereas the Behavioral stage deals with the actual purchasing behavior

3. Innovation-Adoption Model

Rogers created the Innovation-Adoption Model in 1995. He proposed several steps for a target consumer to pass through on their way from incognizance to purchase. Awareness, Interest, Evaluation, Trial, and Adoption are the five stages of the Innovation-Adoption Model.

1. **Awareness**-The first stage of the Innovation-Adoption Model is this. The consumer becomes aware of a brand or a product primarily through marketing during the awareness stage of the model.
2. **Interest**-This is the stage in which information about a brand or a product spreads throughout the market, piquing the curiosity of potential consumers who want to learn more about the product.
3. **Evaluation**-The third stage of the Innovation-Adoption Model is evaluation, which provides customers with further product knowledge. Consumers examine and try to obtain a better knowledge of the product that piqued their attention at this stage.
4. **Trial**- Customers try the product at this stage before deciding whether or not to purchase it.
5. **Adoption**- The Innovation-Evaluation Model's last stage is adoption. The buyer approves the product, makes a purchasing decision, and then purchases the product at this step.

4. Information-Processing Model

According to Belch & Belch, the Information-Processing Model is a structure employed by cognitive psychologists to define mental processes (2003). In this approach, the human thought process is linked to computer functions. It means that, like a computer, the human mind takes in data, organizes it, and saves it for later retrieval. It claims that the human mind, like a computer, has a parallel structure that includes an input device, a processing unit, a storage unit, and an output device. The six stages of the Information-Processing Model Are Presentation, Attention; Comprehension, Yielding, Retention, and the Behavioral stage (Belch & Belch, 2003).

1. **Presentation:** In the Information-Processing Model, the presentation is the most basic stage. This is the phase in which the consumer becomes conscious of his demands and looks for a product to meet them.

2. **Attention:** The product captures the attention of potential customers in the second stage of the Information-Processing Model.
3. **Comprehension:** The consumer assesses and evaluates several items from various brands available in the market at this level of the Information-Processing Model to determine which product best fulfills his needs.
4. **Yielding-** This is the stage at which the customer determines exactly what he wants and the brand and product that best meets his requirements.
5. **Retention-** In the Information-Processing Model, this is the fifth step. This is the stage at which the consumer recalls the major characteristics and attributes, as well as the benefits and other good aspects of the things he wants to buy.
6. **Behavior:** This is the final stage of the Information-Processing Model, in which a customer purchases a product from a certain band.

2.10. Impact of Advertising on Purchase Intention

2.10.1. Impact of Advertising Source on Purchase Intention

The features of a message's source that can influence attitude change are referred to as source variables. Typically, source variable research has focused on the characteristics of the spokesperson rather than the message's actual originator (McGuire, 1969). The source component, according to Belch and Belch (2003), is a multidimensional concept. Consumers also obtain information from friends, relatives, and neighbors and personal sources may be the most crucial component in a purchase decision. Information passed down from one person to another is typically thought to be more dependable and trustworthy than information obtained through more formal marketing methods such as advertising. The individual who is directly or indirectly involved in communicating a marketing message through advertising. A representative who delivers a message and/or showcases a product or service is referred to as a direct source. An indirect source, such as a model, does not deliver a message, but rather attracts attention to and/or improves the appearance of the advertisements. When it comes to selecting persons to deliver their sales messaging, companies take great care. Many companies pay large sums of money to have a certain person promote their product or service. They also spend millions of dollars recruiting, selecting, and training salespeople to represent the brand and execute sales pitches. They understand that the source's features have an impact on the sales and advertising

message. Marketers aim to find people with characteristics that will help them spread their message the most effectively. The source may be well-informed, well-liked, and/or physically beautiful; represent the target audience; or have the ability to reward or penalize the recipient in some way (Belch & Belch, 2003).

1. Source Credibility model

Because consumers are unable to inspect a service before to use, credibility is critical in developing effective marketing, particularly for services. The believability of the endorser, spokesperson, or individual in an advertisement, according to (Clow et al., 2006), is characterized as source credibility. A customer, a firm employee, a celebrity, or a model can all serve as spokespersons. The source credibility model is a well-known source credibility theory that can be used to explain or predict communication efficacy. It encapsulates the three most powerful source effects on purchase intent, brand attitudes, and attitude toward a commercial (Amos et al., 2008). Credibility, according to Belch & Belch (2003), is the degree to which the recipient regards the source as possessing relevant knowledge, talent, or experience and trusts the source to provide unbiased, objective information. Credibility has two fundamental dimensions: expertise and trustworthiness. The sleeper effect, in which the persuasiveness of a message rises with the passage of time, suggests that a low credibility source can be as effective as a high credibility one. According to (Andrew W, 2010), the quality of a message's source has a significant impact on its recipients; when an audience considers a communicator as credible, they are more inclined to adopt their point of view. On the other side, if the audience believes the communicator has hidden goals, particularly for personal advantage, he or she will be less compelling than someone who appears to be neutral. The perceived prominence or reputation of a source also affects its trustworthiness. The stronger a source's perceived authority, the more compelling it will be. A source will be more convincing if the recipient enjoys it (Andrew Whalley, 2010)

2. Source Attractiveness model

According to Belch & Belch, (2003), beauty is a source feature that advertisers commonly employ. The acceptance of an advertising message by the audience based on likeness (perceived resemblance between the source and the receiver of the message), familiarity (knowledge of the

source through exposure), and likability is part of the source effect models (affection for the source as a result of physical appearance, behaviour, or other personal traits). Source attractiveness leads to persuasion through an identification process, in which the receiver is driven to form a bond with the source and acquires similar views, attitudes, and preferences. The receiver is motivated to seek some form of relationship with the source and consequently adopts similar views, attitudes, preferences, or behavior as a result of the source's beauty, which leads to persuasion through a process of identification. Maintaining this position necessitates both the source's continual support and the receiver's continued identification with the source. The receiver may move together with the source. Marketers understand that people they find likable or similar to themselves are more inclined to pay attention to and identify with persuasive communications. When hiring a communicator, marketers look for two source characteristics: similarity and likability.

3. Source power

When a provider can genuinely administer rewards and punishments to the recipient, he or she has power. The source may be able to persuade another person(s) to respond to the request or stance he or she is promoting as a result of this ability. (Belch & Belch,2003), state that the source's power is determined by a number of elements. The source must be viewed as having the ability to impose positive or negative punishments on the receiver (perceived control), and the receiver must believe the source is concerned about the receiver's compliance (perceived concern). It's also vital to include the receiver's assessment of the source's capacity to monitor conformity (perceived scrutiny). The influence process begins when a receiver considers a source as powerful. This is known as compliance. The receiver accepts the source's persuasion and accepts his or her stance in the hopes of receiving a good response or avoiding punishment. The receiver may express outward support for the source's position, but he or she does not have an internal or private commitment to it. Persuasion created by compliance can be fleeting, lasting just as long as the receiver believes the source has the ability to reward or punish them. In a non-personal influence setting like advertising, power as a source attribute is extremely difficult to employ. In most cases, a communicator in an advertisement cannot impose any punishment on the receiver. Source power is more useful in situations when personal communication and persuasion are involved.

2.10.2. Impact of Advertising Message on Purchase Intention

The goal of the encoding process is to create a message that conveys the information that the sender wishes to communicate to the intended audience. The message should be memorable and capable of achieving the advertising goals. When comparing communication modes, there are a plethora of message characteristics to consider. These can encompass the types of persuasive arguments as well as the appeal's form or style. The use of ethos, which serves to distinguish interpersonal communication from other forms of communication by focusing the listener on the source of the message, is most closely associated with interpersonal communication (McGuire, 1969). The message strategy or advertising platform, according to De Pelsmacker et al., (2010), is a critical component of advertising strategy since it must persuade customers. They must understand why they should buy the product, how it is unique, how it is beneficial or advantageous to them, how it can assist them, what features it possesses or what benefits, value it provides, and so on.

1. Message structure

Communication variables are features of the message itself, such as structure and language, that might influence its effectiveness. (Belch and Belch ,2003) define communications as "a collection of message points that the communicator wishes to convey." Knowing the best technique to communicate these points and defeat any competing viewpoints held by audience members is a crucial component of message strategy. Message factors are features and futures, such as appealing language, that influence how successful and effective a message is when conveyed. And elements of the message itself, such as structure and language, which can influence the messages, impact (Belch & Belch, 2003). The sequence of presentation, conclusion drawing, message sidedness, refutation, and verbal versus visual message features have all been studied extensively to see how the structure of a persuasive message can influence its effectiveness.

Order of Presentation (primary vs. recency)

The order in which the arguments are presented is an important issue in the construction of a convincing message. When presenting a long, thorough message with numerous points, the order in which they are given can be crucial. Strong selling points open and end most effective sales

presentations, whereas weaker arguments are buried in the middle. The order may be less important for short communications, such as a 15- or 30-second TV or radio commercial. Consumers, on the other hand, receive countless product and service messages with little involvement and interest. To improve remember and retention, an advertiser may wish to include the brand name and key selling points early in the message and then repeat them at the end. The order in which information is presented is equally essential in other forms of marketing communication. Many press releases, for example, employ the "pyramid style," in which the most of the key information is put up front to guarantee that it gets read, as editors frequently trim from the conclusion of stories (Belch and Belch, 2003).

Conclusion drawing (open vs. closed end)

Marketers must decide if their messages should draw a strong conclusion or leave it up to the audience to form their own judgments. According to Belch & Belch's research, messages with specific implications are more easily comprehended and successful in shaping attitudes (2003). Adding a conclusion to a message can ensure that the target audience understands what the marketer is trying to say. However, many advertisers believe that allowing customers to form their own judgments emphasizes the message's arguments.

Message Sidedness (one vs. two sided)

Another message structure option that marketers must make, according to Belch and Belch (2003), is message sidedness. Only positive traits or benefits are mentioned in a one-sided message. A two-sided communication has both positive and negative aspects. When the target audience already has a favorable opinion about the topic, one-sided messages are most effective. One-sided appeals, two-sided appeals, and comparative appeals are all types of message appeal, according to marketing literature. One-sided appeal is a type of persuasive communication in which just one point of view is presented. The majority of advertising messages in the mainstream media are one-sided.

2.10.3. Impact of Advertising Appeals on Purchase Intention

The degree of attracting consumers' attention and increasing their desire to purchase a product can be defined as advertising appeal (Shaina T, 2016). According to Belch & Belch, (2003),

advertising appeal is a strategy for attracting consumers' attention and/or influencing their feelings about a product, service, or cause. As a result, advertising appeal is used to capture the attention of consumers, modify their perceptions of the product, and affect them emotionally about a given product or service (Belch and Belch, 1998; Schiffman and Kanuk, 2007).

Advertising appeals are designed to impact how consumers perceive themselves and how purchasing specific things might benefit them. Consumers' purchase decisions are influenced by the message given through advertising appeals. Today's media contains a variety of advertisements with various forms of appealing. In order to interact with potential consumers, persuasive material must use appropriate appeals and give information relating to emotion, desire, reason, and operability (Kazakova.S. et.al..2016). Advertising appeals can be split into emotional and intellectual appeals, according to Kotler (2003, Shaina T,2016), Daomeng.G.. et.al.(2019). Advertisers frequently utilize rational and emotional appeal in their advertising to influence consumer behavior in order to suit the varying demands of their target consumers. Rational appeal advertisement, according to Kotler, (2003) and Shaina, (2016), is defined as the degree of rational appeal concentrating on rational buy. The argument explains why customers' interests are important. It focuses on whether a product or service can fulfill a function or interest that a customer desires (Shaina. T ,2016). Emotional appeal, according to (Keshari and Jain ,2014), is "an attempt to evoke either negative or positive feelings that can inspire purchase." (Panda, et al. ,2013) suggested that emotional advertising appeals are most commonly used in product categories where rationally substantiating the benefits of the product is difficult. According to Kotler (2003), emotional advertising appeal focuses on satisfying consumers' psychological, social, or symbolic needs, which are the source of many buy impulses. Rational appeal, as described by Kotler (1997), is a logically oriented purchase prompted by straightforward explanations of a product's benefits. In an advertisement, rational(logical) appeal focuses on the benefits that consumers may enjoy; it highlights that a product or service could fulfill the purpose and benefits that consumers desire. Emotional appeal can be good or negative, according to (Kotler ,1997 and Taute et al., 2011). According to Kolter, consumers' buying intentions are stimulated by generating positive or negative emotion. Positive emotional appeals, according to Kotler, include comedy, love, happiness, sex, music, adventure, fear, romance, emotional, and sensitive language. As a result, emotional appeals in advertising can be characterized as positive or negative depending on their valence (Taute et al., 2011). According

to Keshari and Jain (2014), the main negative emotions include guilt, fear, and humiliation, whereas positive feelings include love, pride, prestige, and joy. (Panda et al. ,2013) added patriotism, tenderness, and nostalgia to the latter feelings. Advertisers who use rational-based appeals are often attempting to persuade consumers that their product or service has a specific attribute(s) or provides a specific advantage that meets their needs. Their goal is to persuade the target audience to purchase the brand because it is the best available or meets customers' wants better (Belch and Belch, 2004). According to (Keshari and Jain ,2014), advertising can be deemed rational appeal advertising if it comprises one of the following information cues: product or service pricing, quality, function, material, purchasing time and location, any product research data, and packaging.

2.10.4. Impact of Advertising media on Purchase Intention

A company's advertising channel is a means through which it promotes its products and informs customers. Consumers rely heavily on the media for product information. Although media are actually channel contacts between firms and consumers (receivers), they are viewed as sources, thus it is critical to comprehend their effects on persuading consumers to buy things.

The channel, or medium, used to send the message to the target audience is one of the controllable variables of the communication process, according to Belch & Belch, (2003). These elements might be both personal and non-personal. According to (Belch & Belch,2003), information obtained through personal influence channels is often more convincing than that received through the mass media. The majority of media factor research has been on comparing different media types. In general, messages that are heard (or seen) are more convincing than words that are read in text (McGuire, 1969). News, advertising, and entertainment can all come from various sources, but the content on these channels may be quite similar. Because of organizational traits, reliance on wire services and beat reporters, professionalism, and the usage of comparable sources, news stories, regardless of channel, have similar substance (Graber, 1997). While entertainment programming might have a wide range of material, cultivation theory claims that the underlying ideals portrayed in these shows are remarkably consistent (Gerbner et al., 2002). As a result, entertainment programming is regarded as having a mostly streaming or homogenizing influence on the audience. Because we usually communicate with people who are similar to us, even the messages here may be similar in nature. Advertisers also want consumers

to receive comparable messages about a company no matter what promotional method is chosen. The extent to which advertisers can purposefully coordinate and control the content of their communications across channels distinguishes advertising from these other communication activities. The principal non-personal communication channels, according to (Shimp and Andrews, 2013), include broadcast advertising (radio, television, and Internet advertising), print media advertising (newspapers, magazines, brochures, and flyers), and outdoor advertising (billboards, kiosks, and tradeshow organized by the company).

2.11. Purchase intention

One of the subsets of consumer buying behavior is purchase intention. Purchase intention refers to a customer's chance of purchasing the same thing again based on previous purchases. It could also be a customer's need for a product that motivates them to make a buy. The implied pledge to oneself to buy the merchandise again on the next trip to the market is known as purchase intention (Fandos & Flavian, 2006; Halim & Hameed, 2005). It is significant because businesses strive to enhance the sale of a given product in order to maximize their profits. The impression of customer retention is depicted by purchase intention. The tendency of a consumer to acquire a product is known as purchase intention. It can also be regarded as the likelihood that a consumer plans to acquire a product, according to (Xie ,2012). As a result, purchase intention can be utilized to anticipate customer trends toward actual purchasing behavior. Purchase intention, according to (Jaafar et al. ,2012), can reveal a consumer's purchasing process and aid companies in better understanding a market position. Purchase intentions, as defined by (Belch and Belch ,2012), are a point in the purchase process when the consumer must stop looking for and evaluating information about alternative brands in the evoked set and make the purchase. It is typically based on matching purchase motives with attributes or characteristics of the Brand under consideration. Recent research has confirmed this, suggesting that purchasing intentions accurately mirror what customers will purchase. Furthermore, consumers who intend to purchase a product have a greater actual purchase rate than those who do not. This means that the stronger a consumer's purchasing intent, the more likely they are to make a purchase decision (Agyeman, 2014). Companies cannot service and satisfy all clients in the same way at the same time. In this regard, they have continued to engage heavily in consumer research in order to identify significant characteristics that positively influence purchase intent prior to executing marketing

techniques that encourage people to buy their products through strategic marketing planning (Mirabi et al., 2015). Purchase intention, as an effective instrument for forecasting consumers' buying processes, should be incorporated into all marketing plans.

According to (Mirabi et al.,2015), a corporation with a deep understanding of the elements that influence customers' purchase intent can build long-term customer relationships. However, as (Linh,2014) points out, there are a number of factors that can prevent actual purchases from occurring; as a result, businesses should and must pay more attention to customers' purchase intentions in order to develop appropriate marketing strategies for both existing and newly launched products. Within this marketing framework, it would be in a company's best interests to first uncover factors influencing existing customers' and prospective' purchase intentions. The purchase intention of a consumer is the result of marketing actions and marketing activities associated to a brand, according to (Artschwager et al., 2017). According to (Wasan ,2018), in each industry, it is vital to understand the elements that influence consumer purchasing intent. Because customer experiences include every point of contact where customers interact with a business, product, or service, positive customer experiences with products and services will lead to more purchases of those products and services, as our customers' ultimate goal is to have a pleasant experience. Purchase intention, according to (Keller,2001), is the consumer's desire to buy a product or service. To put it another way, buying intention includes the likelihood that a consumer will buy a product after evaluating it. Many elements influence the consumer's intention when choosing a product and the final selection is based on the consumer's intention in combination with big external influences.

2.12. Empirical evidence

According to (Picton & Rodrick, 2005), advertising is capable of reaching vast audiences and is effective and cost-effective in achieving high levels of awareness, creating brand differentiation, informing and reminding, and developing and maintaining brands over the long term. Some say that advertising should be a continual effort after it has begun. According to (Yahya and Salum Suleiman's ,2013) research on the impact of advertising on sales improvement: the case of Zanzibar Bottlers Limited, advertising has a significant impact on sales improvement, with 88 percent of respondents stating that informative advertising has an impact on ZBL sales, 80 % stating that remaindering advertising has an impact on sales improvement, and 64 % stating that

promotional advertising has an impact on sales improvement. Customers' purchasing intention, according to (Mirabi et al.,2015), shows how efficiently a company implements its plans to meet market demands. Companies must retain and, in most circumstances, keep their consumers' purchase intention for their products in order to remain in the increasingly competitive world of business, which is a major success factor for modern manufacturers. (Alipour et al.,2012) reinforce this viewpoint by stating that the relationship between corporate strategy and customers' buy intent is critical, since successful marketing strategies rely on deep and real understandings of significant elements influencing consumers' purchasing intentions. As a result, all businesses must first discover the factors that influence their clients' purchasing intentions.

To do so, they'll need a thorough understanding of their clients' preferences for products and services (Karbala and Wandebori, 2012). “The Effect of Attitude Toward Advertisement on Attitude Toward Brand and Purchase Intention,” according to a study done by (Methaq Ahmed Sallam and F. A. A., 2016): The findings suggest that practitioners should include advertisement in their strategic marketing because it aids in communicating a positive brand image and influencing consumers' intent to acquire the advertised product.

According to (Barve G, et al.,2015), the importance of advertising is continuously expanding as brands rely heavily on media for various marketing purposes such as raising sales, establishing market knowledge, and so on. The field of advertising continues to grow and evolve. Advertising also has a significant part in molding society's ever-changing norms, both nationally and internationally. With advertising's expanding influence on people's lives, more emphasis is being devoted to the numerous harmful and good effects of advertising.

According to (Rajalingam and Pushpa Nathan ,2013), advertising is the best tool for increasing public awareness of both existing and new products because it can communicate with a large number of people through mass media such as television, radio, newspapers, magazines, web pages, posters, brochures, and so on. Advertising is a component of promotion strategies that necessitates a number of decisions on the advertising theme, medium to be employed, budget, and so on. Furthermore, businesses may utilize advertising to remind customers to repurchase, for as by launching new discount campaigns. Depending on the qualities of the items, multiple media can be used to transmit advertising messages (Yasanallah and Bidram 2012). Gilaninia et al. (2013) reinforce this viewpoint by stating that creative and impressive commercials can help

to establish a favorable product image and occasionally grab consumer attention, which can lead to increased buy intent.

The Impact of Advertising Appeals on Purchase Intention in a Social Media Environment instance of Analysis of Intermediary Effect Based on Brand Attitude was investigated in the article by (Qian He1 and Hongjian Qu,2018). Advertising appeals have a strong beneficial impact on apparel buyers' purchase intention in the social media environment, according to the findings. According to (Etzel et al. ,2007), advertising is defined as any acts involved in conveying to a group a non-personal, oral or visual, openly funded identified message about a product, service, or idea. The message, referred to as an advertisement, is spread by one or more media and is funded by a named sponsor. Broadcast (television and radio), online (emails, websites, social media), and print are examples of these media (newspapers, billboards, brochures, etc.). This study, as well as the literature review in this area, focuses on purchasing behavior as a result of exposure to advertising, regardless of the medium.

Advertisements are created to not only promote items and brands, but also to enhance the possibility of consumers purchasing them. A good attitude toward an advertisement predicts a positive attitude toward the brand, as well as an increased possibility of the customer wanting to acquire products from the company in the future (Storme et al., 2015). According to the findings of a study conducted by (Saadeghvaziri et al., 2013), online advertising attitudes are a statistically significant and positive predictor of web users' purchase intent.

The Effects of Advertisement Appeals on Consumer Purchasing Intention of Smartphones in Turkey was researched in the article (Ahmad S.S., 2019). Emotional appeal, comedy appeal, rational appeal, and fear appeal are the most typical types of advertisement appeals, according to him. The findings of this study revealed that fear and rational arguments in advertisements have no effect on Turkish Smartphone users' purchase intentions, whereas emotional and humorous appeals do.

According to a study conducted by (Fam-Kim, et al., 2013) in five Asian cities (Hong Kong, Shanghai, Jakarta, Bangkok, and Mumbai), more than two-thirds of respondents in each city stated that they would not buy the advertised product/service if it contained hated executions

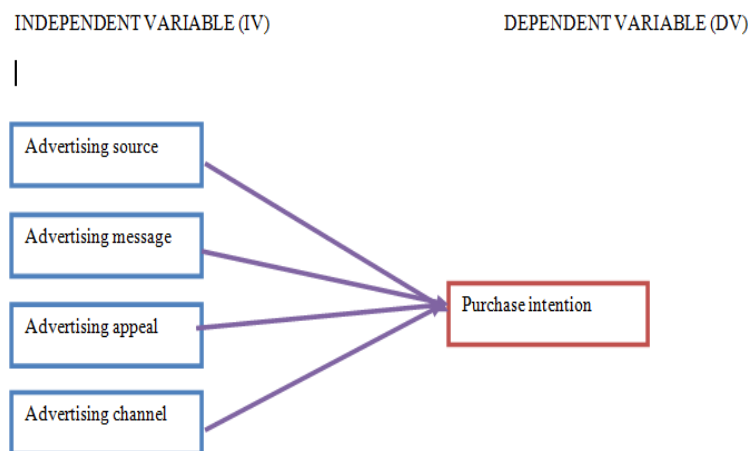
(Fam-Kim, et al., 2013). Style, meaninglessness, character, exaggeration, irresponsiveness, violence, and hard sell were among the dislike attributes in this case (Fam-Kim, et al., 2013).

According to (Massey et al.,2013), discretion is essential when advertising to culturally conservative communities. When people don't like the ads, such groups have reduced buy intent, according to his results. As a result of Massey's findings, advertisers should include this additional step of evaluation in their communication plan, namely, establishing attitude toward the advertiser and the brand (Massey, et al., 2013). This demonstrates that advertising has the ability to influence both negative and positive purchase behavior.

2.13. Conceptual Framework

The conceptual framework explains how the various concepts are related to one another (Fisher and Krutilla, 2009). Defining concepts and developing a conceptual framework can help to streamline the research process and eliminate concerns that are unrelated to the topic and research question. Based on the aforementioned extensive literature reviews, the communication process model was used as the study's conceptual framework with minor adjustments to test the hypothesis. The influence of advertising on customers' purchase intentions was measured using the following advertising tactics: advertising source, advertising message, advertising appeal, and advertising channel or media.

The conceptual framework is as follows in general.



Source: Adopted from Belch & Belch, (2003), Long-Yi Lin (2011), Hiwot.W. (2018), Ahmad S.S. (2019)

2.11. Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were formulated in order to understand the effect of advertising on consumers' purchase intention in the case of Gift bottled water.

Advertising Source factor: Advertising a source is someone or something that has information to provide. The communication is encoded by the source, also known as the sender. The message is encoded by the source factor, which is a controllable part of the communication process. Credibility, attractiveness, and power are the three main categories of source qualities (Shimp and Andrews, 2013)

H1: Advertising Source factors have a positive and significant effect on consumers' purchase intention

Advertising Message factor: The information or meaning that the source wishes to convey is contained in the advertising message. It's crucial to consider how marketing communications are delivered. Not only should substance be considered, but also how the information will be presented and the type of appeal that will be used (Belch and Belch, 2007).

H2: Advertising Message factors have a positive and significant effect on consumers' purchase intention

Advertising appeals factors: The degree of attracting consumers' attention and increasing their desire to purchase a product can be defined as advertising appeal (Shaina. T, 2016).

H3. Advertising appeals have a positive and significant effect on consumers purchase intention

Advertising media factor: The precise medium via which an advertiser's message is delivered to its intended audience is referred to as the advertising channel or media. Newspapers, magazines, billboards, direct mail, radio stations, and television stations are examples of traditional media channels, while websites, social media, email, and search engines are examples of online media channels (Govoni, N.A. 2004). The mechanism or medium by which communication moves from sender to recipient is referred to as the channel. According to Shimp

and Andrews (2013), channel is the final controllable component of the communication process and is utilized to deliver the message to the target audience.

H4: Advertising Media factors have a positive and significant effect on consumers' purchase intention

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Description of the study area

The research was carried out in the Addis Ababa City. The city has eleven (11) sub-city administrative (Arada, Gulele, Yeka, Bole, Kolfe Keraniyo, Akaki Kaliti, Kirkos Nifas Silk, Lideta Addis katema and Lami Kura. Among eleven sub-cities the study was conducted in Arada sub-city administrative. The researcher decided to conduct the study in Arada sub-city administration because it is where the Head Office of Gift Bottled Water Company are located, thus it was easier for the researcher to collect data from respondents who customers or consumers of the Gift Bottled Water Company.

3.2. Research design

The daunting work of defining the research problem is followed by the production of the research project design, also known as the "research design" (Kothari, 2004). A research design is a structure for gathering and analyzing data (Burns and Burns, 2008). Explanatory research was used in this study. The basic goal of an explanatory research is to figure out why and how two characteristics of a situation or phenomenon are connected (Kumar, 2011). And the basic goal of explanatory research is to show how causal relationships between variables can be explained. Research designs are research plans and procedures that cover everything from general assumptions to specific data gathering and analysis methodologies (Creswell 2009). Explanatory study types are recommended to identify the relationships between advertising and buy intention, whether advertising has a positive or negative impact on customer purchase intention of soft drinks of Bottled Water.

3.3. Research approach

The quantitative and qualitative approaches to research are the two main methodologies. The former entails the collection of quantitative data that can be subjected to rigorous quantitative analysis in a formal and structured manner (Kothar, 2004). A quantitative research approach might pick a large and representative sample from the population of interest, analyze the behavior and features of that sample, and make conclusions about the population as a whole'

(Hyde, 2000: p.84). A deductive approach is frequently connected with quantitative research. Statistical approaches were used to investigate the association between the specified variables. As a result, using a quantitative technique to analyze data necessitates using descriptive or inferential statistics to identify the relationships between variables. Descriptive statistics can also be used to make population inferences and estimate parameters (Trochim, 2000).

3.4. Population and sampling

3.4.1. Target population

According to (Creswell 2009), the population is the group of interest to the researcher, the group to which the researcher wishes to generalize the study's findings. Defining the population in accordance with the study's objectives is one of the most important tasks in developing a research design. As a result, the study's target demographic and focus were all customers or consumers of a soft drink (Gift Bottled Water) company in the Addis Ababa city administration.

3.4.2. Sample size Determination

One of the most difficult aspects of a research design is determining sample size. A sample is a smaller (but preferably representative) group of units from a population that is used to discover population truths (Field, 2005). The process of determining the number of observations to include in a statistical sample while ensuring representativeness is known as sample size determination. A sample size can be calculated in a variety of ways. Because the population is unlimited, the sample size determination formula for infinite population ('unknown') was used for this investigation.

To arrive at a representative number of responders, the following sample size formula for an infinite population was utilized (Godden, 2004):

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

Where:

SS= Sample Size for infinite population (more than 50,000)

$Z = Z$ value (e.g., 1.96 for 95% confidence level)

$P =$ population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

$M =$ Margin of Error at 5% (0.05)

Therefore, $n = 384.16 = 384$

Accordingly, total number 384 respondents will be needed as a sample size to conduct this study.

3.4.3. Sampling Technique

There are two sorts of sampling techniques: probability sampling and non-probability sampling. Convenience sampling is a sort of non-probability sampling in which members of the target population meet particular requirements, such as ease of access, geographic closeness, availability at a specific time, or desire to participate. Convenience sampling, as the name implies, is the collecting of data from people of the population who are readily available to supply it. A non-probability sampling approach in which the researcher collects information or data from members of the population who are easily accessible, (Sekaran and Bougie, 2016).

Participants for convenience sampling are chosen because they are simply accessible and available (Wilson, 2014). The researcher gets information or data from members of the population who are conveniently accessible using a non-probability sampling design (Kothari, 2004). It's also known as "accidental" or "opportunity sampling," and it comprises choosing the closest persons to serve as respondents and repeating the process until the required sample size is attained, or until those who happen to be available and accessible at the time (Cohen, Manion and Morrison, 2007). For the purpose of undertaking this study and in light of above practical consideration, the researcher was used non probability convenience sampling technique.

3.5. Data sources and types

Primary and secondary data sources were employed by the researcher. Primary data was information gathered by the researcher for the purpose of analysis; it was fresh information. Secondary data is crucial for literature reviews since it is material that already exists, such as sales data from companies, trade groups, government records like census data, and past research

papers found through database and library searches. Secondary sources were used to inform the research topic, appropriate methodology, and existing knowledge before any research plan was explored. As previously said, secondary data might sometimes be the primary trigger for recognizing a research problem or opportunity (Burns and Burns, 2008).

3.6. Data collection procedures

To avoid misunderstanding, the questionnaire was written in two languages: Amharic and English language. It was similarly divided into four pieces. The first component was aimed to collect personal information from respondents, while the second piece featured questionnaire items used to collect data on respondents' broad understanding of advertising. The third and fourth sections were evaluated using a five-point Likert scale to determine the impact of advertising on customer purchase intentions.

3.7. Data collection instruments

3.7.1. Questionnaire

One of the most used data collection instruments is the questionnaire. Questionnaires are tools that respondents fill out on their own (Bryman, 2004). Structured close ended questionnaire was used to collect primary data from respondents of Gift Bottled Water soft drink consumers in Addis Ababa. The researcher utilized a five-point Likert scale to assess respondents' level of agreement, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.8. Methods of Data Analysis

Researchers must choose between quantitative and qualitative methodologies based on the research philosophy, approach, and purpose. Quantitative methods explore phenomena by collecting quantifiable data in numerical form and analyzing the data using mathematical models and statistical tools (Creswell, 2002). Because it is totally Windows compatible, the Statistical Package for the Social Sciences, or SPSS, is the most widely used statistical analysis tool across a wide range of academic subject areas (Burns and Burns, 2008).

SPSS (Statistical Package for Social Science) is a strong tool that can handle enormous datasets and is very simple to use (Mooi and Sarstedt, 2011). For the purpose of undertaking, the researcher was utilized inferential (statistical) quantitative data analysis methodologies based on

this practical consideration. And the information gathered through the questionnaire would be analysed using frequency, percentage, and tabulation.

3.9. Reliability and Validity

Because tests are not trustworthy, it is critical to investigate score reliability in practically all investigations. In terms of information trustworthiness, the research must be very reliable. The findings of the study can be put to use in the real world. The stability of data from questionnaires, surveys, and management is referred to as reliability. There is a method for verifying the research's reliability that measures the correlation between the two variables and the intensity of their resemblance, as well as checking the data's trustworthiness. Even if the research study is repeated, the results should be the same and consistent. The research must also be valid in addition to being reliable. In the social and organizational sciences, Cronbach's alpha dependability (Cronbach, 1951) is one of the most extensively used metrics of reliability. The reliability of a sum (or average) of q measurements, where the q measurements may represent q raters, occasions, alternate forms, or questionnaire/test items, is described by Cronbach's alpha reliability. In order to ensure the consistency of the instrument's measures, 30 copies of questionnaires were issued for the pilot study, and 30 questionnaires were completed and returned to ensure the replies' reliability. A pilot study is frequently conducted to determine the practicality of procedures, methods, questionnaires, and interviews, as well as how they interact in a given environment; it can also disclose ethical and practical concerns that could stymie the main study (Doody & Doody, 2015). For the sake of this work, (Doody and Doody, 2015) define a pilot study as “a small-scale version of a planned study done with a small sample of participants similar to those who will be recruited later in the larger scale study” (Doody and Doody, 2015). (p. 1074).

The goal of the pilot study was to increase the chances of success in the main study by evaluating the feasibility of the procedures for recruiting and retaining participants, as well as the content and face validity of the questions and the usability (including ease of access and navigation) of the technology used to administer the questionnaire.

According to Hair et al (2016), the reliability analysis value can be interpreted based on the strength utilizing the Rule of Thumb (see table 2).

Table 2. Strength of Association Determination

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 >	Excellent

According to Hair et al (2016), if α or alpha is smaller than 0.6, it indicates low reliability (poor), if it is found between 0.6 and less than 0.7, it indicates moderate reliability, if it is found between 0.7 and less than 0.8, it indicates good, and if it is found between 0.8 to less than 0.9, it indicates very good (excellent). In general, the instruments' reliability was assessed, and the Cronbach's coefficient α was 0.951, which is higher than the excellent value of 0.8 (see table 3).

Table 3. Reliability analysis of variables (Survey result using SPSS version 26, 2021)

Measurement Factors	Number of items	Cronbach's α
Advertising Source Factors	6	.792
Advertising Message Factors	6	.892
Advertising Appeal Factors	6	.794
Advertising Media Factors	9	.812
Customers Purchase Intention	6	.915
Reliability of all items	33	.951

3.10. Ethical considerations

Before beginning to distribute questionnaires to respondents, all research participants will be properly informed about the objective of the study and their willingness and agreement will be gained. In terms of respondents' right to privacy, the study will safeguard the anonymity of each participant's identity.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

The data presentation and analysis in this study is divided into four sections: 1) demographic analysis of respondents, 2) demographic analysis of respondents based on their understanding of advertising, 3) advertisement impact assessment, and 4) purchase intention.

4.1. Demographic Analysis of Respondents

Demographic analysis is about the background information of respondents such as gender, age, marital, education level and occupation status.

Male respondents made up the majority of the gender composition, accounting for 55.3 % of all respondents, while female respondents made up 44.7 % (see table 4). The majority of the respondents were between the ages of 25 and 30, accounting for 46.8% of the total (159). The age group of 31 to 35 years old had the second highest response rate, accounting for 27.9% of the total (95). The third-largest group of respondents, aged 18 to 24, accounted for 11.8 % of the total (40). The fourth-largest group of respondents, aged 36 to 40, accounted for 8.8% of the total (30). Over 40s were the last and lowest age group of respondents, accounting for 4.7 % (16) (see table 4). According to the respondents' marital status, 38.8% (132) are married, 55.3 % (188) are single, 5.7 % (20) are divorced, and there is no marital status indicated as widowed. The bulk of the respondents, 55.3 % (188), are single, according to the data (see table 4).46.5 % (158) of the respondents had a bachelor's degree, according to their educational level. Depending on their educational degree, 36.5 % (124) of master holders were the second greatest percentage. And 9.4% (32) of them have finished their diplomas, while 7.6% (26) have finished their certificates. Nearly 83 % of those who responded held a bachelor's or master's degree. It can be assumed from this that the vast majority of respondents are capable of understanding the questions (see table 4). Employees made up 72.4 % of the total number of respondents (246) when it came to occupational status. Businessmen accounted for 17.1 % (58) of all respondents, while self-employed people accounted for 7.6 % (26) and students accounted for 2.9 % (10) of all respondents (see table 4).

Table 4. Demographic Analysis of Respondents by using SPSS 26V

	Category	Frequency	Percent	Cumulative Percent
Gender	Male	188	55.3	55.3
	Female	152	44.7	100.0
	Total	340	100.0	
Age	18-24	40	11.8	11.8
	25-30	159	46.8	58.5
	31-35	95	27.9	86.5
	36-40	30	8.8	95.3
	Above 40	16	4.7	100.0
	Total	340	100.0	
Marital status	Married	132	38.8	38.8
	Single	188	55.3	94.1
	Divorced	20	5.9	100.0
	Total	340	100.0	
Educational level	Certificate	26	7.6	7.6
	Diploma	32	9.4	17.1
	Degree	158	46.5	63.5
	Masters	124	36.5	100.0
	Total	340	100.0	
Occupational status	Student	10	2.9	2.9
	Businessman	58	17.1	20.0
	Employed	246	72.4	92.4
	Unemployed	26	7.6	100.0
	Total	340	100.0	

4.2. General knowledge of respondent about advertising

In response to the question "which media would you like to watch advertisements from," 55.2 % said they would like to see advertisements on television. The second most common response was that they would like to see commercials on the internet, which accounted for 28.2 % of all respondents. The number of people who said they would like to see advertisements in the newspaper stood for 6.2 % of the total number of people who replied. Those who said they would like to see commercials on billboards accounted for 4.7 % of the total respondents, while the remaining 4.4 % said they would like to see advertisements in magazines (see table 5).

Table 5. Which media would you like to watch advertisements from by using SPSS26V

		Frequency	Percent	Cumulative Percent
Which media would you like to watch advertisements from	Television	192	55.2	56.5
	Newspaper	21	6.2	62.6
	Billboard	16	4.7	67.2
	Magazine	15	4.4	71.8
	Internet	96	28.2	100.0
	Total	340	100.0	

In response to the question, "Which media is best suited for soft drink (bottled water) advertising?" Television, according to 53.2 % of them, is the best medium for promoting bottled water. According to respondents' responses, radio is also the best medium for bottled water commercials, which accounted for 23.4 % of the total. 4.1 % of total respondents said the newspaper is the best medium for bottled water advertisements. 5.9% of total respondents said billboards are the best media for bottled water advertisements. About 4.7 % of total respondents said the internet is the best medium for bottled water marketing, while the remaining 2.6 % said magazines are the best medium for bottled water advertisements (see table 6).

Table 6. The best media suited for advertising for bottled water by using SPSS26V

		Frequency	Percent	Cumulative Percent
Which media is best suited for advertising for soft drink (Bottled water)	Television	181	53.2	53.2
	Radio	100	23.4	86.6
	Newspaper	14	4.1	86.8
	Billboard	20	5.9	92.6
	Magazine	9	2.6	95.3
	Internet	16	4.7	100.0
	Total	340	100.0	

In response to the query, "Which types of media advertising did you get information about Gift bottled water?" 54.7 % of them said they learned about the free bottled water via a television commercial. The second greatest percentage of total respondents, 20.3 %, said they learned about the Gift bottled water from the radio. 11.9 % of total respondents said they learned about the free bottled water via newspaper adverts. 9.7% of the total respondents said they got knowledge about free bottled water via billboard commercials. About 1.5 % of the total respondents said they learned about gift bottled water from magazine commercials, while the remaining 2.4 % said they learned about gift water from internet advertisements (see table 7).

Table 7. Types of media advertising customers get information about Gift bottled water by using SPSS26V

		Frequency	Percent	Cumulative Percent
Which types of media advertising did you get information about Gift bottled water	Television	186	54.7	54.7
	Radio	69	20.3	75.0
	Newspaper	39	11.5	86.5
	Billboard	33	9.7	96.2
	Magazine	5	1.5	97.6
	Internet	8	2.4	100.0
	Total	340	100.0	

In response to the question, "Which type's media advertising gets your attention?" 48.2% (164) of those asked indicated they paid attention to advertising on television. The second-highest percentage of all respondents, 19.4 %, believe that the internet can help them gain attention. Billboard advertising are paid attention to by 16.5 % of the total respondents. Radio advertising are heard by 10.3 % of the total respondents. Only 2.9 % of respondents indicated they pay attention to magazine advertisements, while 2.6 % said they pay attention to newspaper advertisements (see table 8).

Table 8. Types of media advertising customer get attention by using SPSS 26V

		Frequency	Percent	Cumulative Percent
Which type's media advertising gets your attention	Television	164	48.2	48.2
	Radio	35	10.3	58.5
	Newspaper	9	2.6	61.2
	Billboard	56	16.5	77.6
	Magazine	10	2.9	80.6
	Internet	66	19.4	100.0
	Total	340	100.0	

In response to the question, "Does advertising influence your purchase of bottled water?" The advertising readily influenced their purchase of bottled water, according to 78.8% of them. Only 21.2 % of respondents said that advertisements did not impact their purchase of bottled water (see table 9). In response to the question, "Does an advertisement advise you to try to buy bottled water?" 75.6 % of them said the advertising encouraged or urged them to buy bottled water. Only 24.4% of respondents said the advertising did not encourage them to buy bottled water (see table 9).

Table 9. Dichotomous questions by using SPSS26V

		Frequency	Percent	Cumulative Percent
1.Does advertising influencing your purchase of the bottled water product	Yes	268	78.8	78.8
	No	72	21.2	100.0
	Total	340	100.0	
2.Does an advertisement advise you to try to buy bottled water	Yes	257	75.6	75.6
	No	83	24.4	100.0
	Total	340	100.0	

7. To what extent do you agree Gift bottled water company uses in media types advertising?

Table 10. Media types uses by Gift Bottled water for advertising

		Frequency	Percent	Cumulative Percent
Television	Strongly disagree	16	4.7	4.7
	Disagree	5	1.5	6.2
	Moderate extent	41	12.1	18.2
	Agree	126	37.1	55.3
	Strongly agree	152	44.7	100.0
	Total	340	100.0	
Radio	Strongly disagree	8	2.4	2.4
	Disagree	29	8.5	10.9
	Moderate extent	67	19.7	30.6
	Agree	191	56.2	86.8
	Strongly agree	45	13.2	100.0
	Total	340	100.0	
Newspaper	Strongly disagree	120	35.3	35.3
	Disagree	126	37.1	72.4
	Moderate extent	80	23.5	95.9
	Agree	14	4.1	100.0
	Strongly agree	-	-	
	Total	340	100.0	
Magazine	Strongly disagree	131	38.5	38.5
	Disagree	143	42.1	80.6
	Moderate extent	50	14.7	95.3
	Agree	14	4.1	99.4

	Strongly agree	2	.6	100.0
	Total	340	100.0	
Billboard	Strongly disagree	145	42.6	42.6
	Disagree	117	34.4	77.1
	Moderate extent	46	13.5	90.6
	Agree	30	8.8	99.4
	Strongly agree	2	.6	100.0
	Total	340	100.0	
Internet	Strongly disagree	190	55.9	55.9
	Disagree	107	31.5	87.4
	Moderate extent	23	6.8	94.1
	Agree	11	3.2	97.4
	Strongly agree	9	2.6	100.0
	Total	340	100.0	

According to the data, 44.7 % of consumers or respondents strongly agree and 37.1 % agree that Gift bottled water uses television advertisements to market its product to consumers. And 12.1 percent said they disagree to a moderate amount, 4.1 % said they disagree significantly, and 1.5 % said they disagree.

Regarding radio advertisements, 56.2 % agreed that giving bottled water as a gift to customers may be accomplished through the use of radio advertisements. The second level of agreement, which represents a considerable degree of agreement, accounted for 19.7% of the total. 13.2 % of the total respondents said they strongly agreed. The remaining 8.5 percent of respondents responded disagree, followed by strongly disagree, which accounted for 2.4 % of the total.

According to newspaper reports, 37.1 % of total respondents or consumers disagree, with 35.3 percent strongly disagreeing. And 23.5 % said they agreed to a moderate extent, 4.1 % said they agreed, and no one said they strongly agreed.

Concerning magazine advertisements, 42.1 % of consumers disagree and 38.5 percent strongly disagree, respectively. And 14.7 % of consumers said they agreed to a moderate extent, 4.1 % said they agreed, and only 0.6 percent said they firmly agreed. In all, 42.6 % and 34.4 % of customers strongly disapprove and strongly disagree with billboard advertisements, respectively. And 13.5 % of customers said they agreed to a moderate level, 8.8 % said they agreed strongly, and 0.6 % said they strongly disagreed.

We can also deduce from the preceding table that 55.9% and 31.5 % of consumers responded strongly disagree and disagree, respectively. In terms of internet advertising, 6.8% of consumers said they agree to a moderate extent, 3.2 % said they agree, and 2.6 % said they strongly agree.

4.3. Advertisement Impact Assessment

4.3.1. Descriptive Statistics of the Advertising Factor by using SPSS 26V

A descriptive statistic is used to summarize information. Descriptive statistics, according to (Kaur. P (2018), are used to organize data by describing the connection between variables in a sample or population. When conducting research, calculating descriptive statistics is a critical initial step that should always be completed before performing inferential statistical comparisons (Kaur, P,2018). In this category, descriptive statistics such as mean and standard deviation are used to explain the level of agreement among the replies. According to (Nicholas.J ,2006), the mean is the most commonly used single number to characterize a data set's average behavior. The standard deviation demonstrated the variability of the observed response. Deviations from the mean, in addition to determining the average value of a set of data, can also be used to determine how far the data is spread from the average value. The greater the agreement between the responses and the statement, the higher the mean value (Nicholas, 2006).

A total of 33 questions were designed and categorized into five dimensions based on the independent variables in order to examine the impacts of advertising on consumers' purchase intention of soft drink in the case of Gift bottled water in Addis Ababa (advertising source factor, advertising message factor, advertising appeal factor and advertising media or channel factor). The dependent variable is also important (purchase intention). Customers were asked to rate their level of agreement on a five-point Likert's summative scale approach devised by Renis Likert in 1932 for this purpose. Judges rated the items on a 1 to 5 scale, with 1 representing a strong disagreement, 2 representing a disagreement, 3 representing neutral or moderate extent (neither agreement nor disagreement), 4 representing agreement, and 5 representing a strong agreement for each question under the five attributes.

The aggregate mean scores of both dependent and independent variables ranged from 3.4843 to 3.7324. The message factor had the greatest mean score of 3.7324 among the independent variables, while the attractiveness factor had the lowest mean score of 3.4843 (see table 11).

Both mean and the standard deviation scores have been computed for all the six sub constructs of the source factor dimension. These sub-constructs are stated as:

Table 11. Descriptive statistics of variables (Survey result using SPSS 26V, 2021)

	N	Mean	Std. Deviation
ASF	340	3.6701	.65519
AMF	340	3.7324	.68073
AAF	340	3.4843	.64967
ACF	340	3.4977	.64407
PI	340	3.7260	.70791
Valid N (listwise)	340		

4.3.2. Descriptive Statistics of the Advertising Source Factor by using SPSS 26V

All six sub components of the advertising source factor dimension have had their mean and standard deviation values computed (see table 12). The result is presented in below. The source factor's mean source factor attribute ratings for all six items ranged from 3.47 to 3.85. The commercial that uses music to carry the message, which has a stronger influence on the customer's buy intention at Gift bottled water firm, gets the highest mean score of 3.85. The lower the mean score value of 3.47, the higher the visibility of the Gift bottled water marketing relative to the source person. The aggregate mean score of the source factor attributes was calculated to be 3.67, which is above average or overhead (see table 12)..

Table 12. Descriptive Statistics of the Advertising Source Factor by using SPSS 26V

Advertising Source Factor	N	Mean	Std. Deviation
Gift Bottled water advertising source person is trustworthy	340	3.62	.944
Gift Bottled water advertising source person is eye-catching	340	3.47	.997
An advertisement endorsed by a celebrity influences my purchase intention more	340	3.70	.891
An advertisement endorsed by an expert influences my purchase intention more	340	3.77	.973
An advertisement which uses a music to convey the message influence me more	340	3.85	.844
Gift Bottled advertising source provide the exact information about its product to customers	340	3.60	.961
Valid N (listwise)	340		

4.3.3. Descriptive Statistics of the Advertising Message Factor by using SPSS 26V

Both the mean and the standard deviation scores have been computed for all the six sub constructs of the message factor dimension. These sub-constructs are stated as:1) The Gift Bottled water advertising message is relevant to me,2) I can say that the message of Gift Bottled water of advertisements is concise,3) In my opinion, Gift bottled water advertising message is understandable,4)I can conclude that Gift bottled water advertising message is executed adequately,5)I can say that the message of Gift bottled water advertising is believable and 6)Gift bottled water advertising message provides enough information about its products. The mean message factor attribute scores for all six sub-constructs ranged from 3.56 to 3.85, as shown in the table below; with the advertisement through message of the Gift Bottled water receiving the lowest mean score value of 3.56. The message factor attribute's total mean score value was calculated to be 3.73, which is above average (see table 13).

Table 13. Descriptive Statistics of the Advertising Message Factor by using SPSS 26V

Advertising Message Factor	N	Mean	Std. Deviation
The Gift Bottled water advertising message is relevant to me	340	3.56	.752
I can say that the message of Gift Bottled water of advertisements are concise	340	3.83	.734
In my opinion, Gift bottled water advertising message is understandable	340	3.85	.859
I can conclude that Gift bottled water advertising message is executed adequately	340	3.68	.895
I can say that the message of Gift bottled water advertising is believable	340	3.75	.919
Gift bottled water advertising message provides enough Information about its products	340	3.73	.892
Valid N (list wise)	340		

4.3.4. Descriptive Statistics of the Advertising appeal factor by using SPSS 26V

Both mean and the standard deviation scores have been computed for all the six sub constructs of appeal factor dimension. These sub-constructs are stated as: 1) I can say that Gift bottled water print advertising appeal influence my purchase intention, 2) Gift bottled water advertising message is rationally appealing by focus on the benefits of product to the consumers, 3) My attitude towards to advertising appeal is entertaining and informative, 4) Advertisements through musical appeal are more fun, 5) The message conveyed through advertising appeals of Gift bottled water influences my purchase intention and 6) Gift bottled water advertising message is rationally appealing by attempting to communicate information regarding the product futures. The result is presented as follows. As shown in the table below, the mean appeal factor attribute scores for all six items ranged from 2.45 to 3.82, indicating that the Gift bottled water advertising message is rationally appealing by attempting to communicate information about product futures received the highest mean score of 3.82, whereas the Gift bottled water print advertising appeal influences customers purchasing decisions. The appeal factor attribute's overall mean score was found to be 3.48, which is above average (see table 14).

Table 14. Descriptive Statistics of the Advertising appeal factor by using SPSS 26V

Advertising appeal factor	N	Mean	Std. Deviation
I can say that Gift bottled water print advertising appeal influence my purchase intention	340	2.45	1.335
Gift bottled water advertising message is rationally appealing by focus on the benefits of product to the consumers	340	3.64	.887
My attitude towards to advertising appeal is entertaining and informative	340	3.69	.773
Advertisements through musical appeal are more fun	340	3.54	.866
The message conveyed through advertising appeals of Gift bottled water influences my purchase intention	340	3.76	.822
Gift bottled water advertising message is rationally appealing by attempting to communicate information regarding the product futures	340	3.82	.745
Valid N (list wise)	340		

4.3.5. Descriptive Statistics of the Advertising media factor by using SPSS 26V

Both mean and the standard deviation scores have been computed for all the nine sub constructs of a media or channel factor dimension. These sub-constructs are stated as:1)From the medium of advertising that Gift bottled water is using, broadcast media (TV, Radio,) influenced me to consider the product,2)From the medium of advertising that Gift bottled water is using, print media (newspaper, magazine,) influenced me to consider the product,3)From the medium of advertising that Gift bottled water is using, outdoor media (billboard,) influenced me to consider the product,4)The broadcast media (TV and radio) program content in which Gift bottled water using for advertising is attractive, 5)The press or print media program content in which Gift bottled water is using for advertising is attractive, 6)I trust printed media (newspapers and magazines) mostly to choose the product, 7)I trust broadcast media (television and radio) information mostly to choose the product, 8)I believe the advertisements in print media (newspaper) to be trustworthy and reliable and 9)Print advertising (Magazines) are the most specialized of all advertising media. The result is presented as follows. As shown in the table below, the mean channel or media factor attribute scores for all nine items ranged from 2.39 to 3.79, indicating that customers trust broadcast media (television and radio) information the most to choose a product, and customers believe advertisements in print media (newspaper) to be

trustworthy and reliable received the highest mean score of 3.79, indicating that customers trust broadcast media (television and radio) information the least to choose a product. The channel factor attribute's total mean score was calculated to be 3.47, which is above average (see table 15).

Table 15. Descriptive Statistics of the Advertising media factor by using SPSS 26V

Advertising media factor	N	Mean	Std. Deviation
From the medium of advertising that Gift bottled water is using, broadcast media (TV, Radio,) influenced me to consider the product	340	3.61	.868
From the medium of advertising that Gift bottled water is using, print media (newspaper, magazine,) influenced me to consider the product	340	3.66	.942
From the medium of advertising that Gift bottled water is using, outdoor media (billboard,) influenced me to consider the product	340	3.39	.863
The broadcast media (TV and radio) program content in which Gift bottled water using for advertising is attractive	340	3.91	.823
The press or print media program content in which Gift bottled water is using for advertising is attractive	340	3.74	.876
I trust printed media (newspapers and magazines) mostly to choose the product	340	2.39	1.331
I trust broadcast media (television and radio) information mostly to choose the product	340	3.79	.943
I believe the advertisements in print media (newspaper) to be trustworthy and reliable	340	3.79	1.037
Print advertising (Magazines) are the most specialized of all advertising media	340	2.91	1.340
Valid N (list wise)	340		

4.4. Descriptive Statistics of customers purchase intention by using SPSS 26V

The mean and the standard deviation scores have been computed for all the six sub constructs of consumers' purchase intention dimension. These sub-constructs are stated as: 1) My purchase intention to drink bottled water is influenced by bottled water advertisements, 2) I would buy bottled water if ads are easily understood, 3) Television advertising influence my purchase intention, 4) My purchase intention to drink bottled water is influenced by the price of the bottled water, 5) Print advertising influence my purchase intention and 6) I agree advertising influence my purchase intention. The result is presented as follows. The mean scores of consumers' purchase intention attributes for all six items ranged from 2.76 to 3.84, as shown in the table below, indicating that consumers' purchase intention of Gift bottled water would buy bottled water if ads are easily understood received the highest mean score value of 3.84, whereas customers' purchase intention of Gift bottled water would buy bottled water if ads are easily understood received the lowest mean score value of 2.76.

The overall mean score of the purchase intention attribute among customers was calculated to be 3.56, which is slightly higher than normal (see table 16).

Table 16. Descriptive Statistics of customers purchase intention by using SPSS 26V

Customers Purchase Intention	N	Mean	Std. Deviation
My purchase intention to drink bottled water is influenced by bottled water advertisements	340	3.72	.814
I would buy bottled water if ads are easily understood	340	3.84	.831
Television advertising influence my purchase intention	340	3.67	.911
My purchase intention to drink bottled water is influenced by the price of the bottled water	340	3.77	.801
Print advertising influence my purchase intention	340	2.76	.726
I agree advertising influence my purchase intention	340	3.60	.961
Valid N (list wise)	340		

4.5. Inferential Statistics

It aids in the suggestion of explanations for a condition or phenomena, as well as the ability to form conclusions based on extrapolation, and is thus fundamentally distinct from descriptive statistics, which simply summarize the data that has been measured (Richard. Ch.& BruceY. Lee 2008).

4.5.1. Correlation Analysis

Pearson Correlation

The Pearson test can be used to determine the relationship between the independent and dependent variables. Correlation is one of the most common types of data analysis, according to (Richard Ch. and Bruce Y Lee, 2008), because it underpins many other analyses. It assesses the relationship between two variables on a linear scale. A correlation coefficient's value might vary from -1 to 1. Closer values to 1 imply a strong relationship between the variables being collected, whereas values closer to 0 indicate a weak or non-linear relationship. We can use Evans' (1996) reference for the absolute value of r to vocally convey the correlation's strength because correlation is an effect size: Between 0.001 and 0.19, there is a very weak relationship between variables; between 0.02 and 0.39, there is a weak relationship between variables; between 0.40-0.59, there is a moderate relationship between variables; between 0.60-0.79, there is a strong relationship between variables; and between 0.80 and 1.0, there is a very strong relationship between variables. All basic constructs were included in the correlation study based on this assumption, and a bivariate two-tailed correlation analysis was performed.

All four independent variables were positively and substantially connected with the dependent variable, which is customers' purchase intention, at the 99 percent confidence level ($P < 0.01$). And all independent variables were found to have a substantial association with customer purchase intention. Advertising appeal factor (AAF) has the strongest correlation to customer purchase intention, with a r value of 0.771, followed by advertising message factor (AMF) with a r value of 0.770, advertising channel or media factor (AMF) with a r value of 0.669, and advertising source factor (ASF) with a r value of 0.644 (see table 17).

Table 17. Coefficient correlation for purchase intention by using SPSS 26V

Coefficient^a		ASF	AMF	AAF	ACF	PI
ASF	Pearson Correlation	1	.745**	.559**	.572**	.644**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	340	340	340	340	340
AMF	Pearson Correlation	.745**	1	.712**	.793**	.770**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	340	340	340	340	340
AAF	Pearson Correlation	.559**	.712**	1	.673**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	340	340	340	340	340
ACF	Pearson Correlation	.572**	.793**	.673**	1	.699**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	340	340	340	340	340
PI	Pearson Correlation	.644**	.770**	.771**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	340	340	340	340	340

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

Where ASF: Advertising source factor AMF: Advertising message factor AAF: Advertising appeal factor ACF: Advertising channel factor PI: Purchase intention

4.5.2. Assumption Testing for Regression Analysis

In order to acquire the best results, it is vital to check that the obtained data genuinely represents the sample by meeting the regression analysis assumptions (Hair et al., 2006). In this study, three assumptions were used: normality, linearity, and multicollinearity, as explained below.

1. Normality Assumption

According to (Robert, 2006), normalcy refers to the shape of a metric variable's normal distribution. Despite the fact that there are numerous tests for normalcy, each with its own set of pros and disadvantages, skewness and kurtosis are utilized in this study to analyze data normality. Skewness refers to the symmetry of a distribution, while kurtosis refers to the peakness of a distribution, according to Ebrahim (2013). The values of skewness and kurtosis for variables with a normal distribution are zero, and any value other than zero shows divergence

from normality (Hair, 2010). According to (Hair 2010), the most widely accepted (kurtosis/skewness) distribution criteria value is ± 2.58 . Kurtosis and skewness of variables were calculated for this investigation and found to be within acceptable ranges for the items listed below (see table 18).

Table 18. Normality Assumption (statics) by using SPSS26V

Descriptive Statistics : Skewness and Kurtosis Table by using SPSS 26V						
	N	Mean	Skewness		Kurtosis	
	Static	Static	Static	Std. Error	Static	Std. Error
ASF	340	3.6701	-0.269	0.132	-.181	0.264
AMF	340	3.7324	-1.082	0.132	2.516	0.264
AAF	340	3.4843	-0.075	0.132	0.323	0.264
ACF	340	3.4977	-0.733	0.132	1.578	0.264
PI	340	3.7260	-0.678	0.132	0.822	0.264
Valid N (listwise)	340					

2. Linearity Assumption

By using a constant unit change of the dependent variable for a constant unit change of the independent variable, linear models predict values falling in a straight line (Hair et al., 2006). In other words, the linearity of the relationship between the dependent and independent variables was used to determine the degree to which the change in the dependent variable is related to the independent variable. The scatter plots of standardized residuals vs fitted values in the regression models were visually examined. It shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. Therefore, the model has passed the normality test (see appendix 2 &3).

3. Multicollinearity Assumption

In a regression model, multicollinearity occurs when two or more independent variables are significantly associated with one another. In a regression model, this means that one independent variable may be predicted from another independent variable. Power overlap occurs when independent variables are multicollinear, resulting in inconsistency (Hair et al., 2006).

This may result in a paradoxical situation in which the regression model fits the data well yet none of the predictor variables has a significant impact on the prediction of the dependent variable (Robert, 2006). As a result, multicollinearity reduces the predictive ability of any particular independent variable by the extent to which it is connected with the other independent variables. That is, when the other predictor variables have been incorporated, none of the predictor variables can contribute independently and meaningfully to the prediction model. The Tolerance and VIF values were used to check for multicollinearity in this investigation. All independent variables have a Tolerance value larger than 0.1 and a VIF value less than 10, as shown in the table below. In his article, (Sarstedt.M and E. Mooi.E ,2014) said that the tolerance should be greater than 0.10 and the VIF should be less than 10. The variance inflation factor, or VIF, is calculated as "1/tolerance," and it is indicated that predictor variables with VIF values more than 10 should be investigated further (Robert, 2006). The results of the multicollinearity test are summarized (see table 19).

Table 19. Multicollinearity statistics by using SPSS26V

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.066	.136		.488	.626		
	ASF	.148	.048	0.137	3.059	.002	0.441	2.268
	AMF	.284	.065	0.273	4.357	.000	0.224	2.470
	AAF	.454	.048	0.416	9.520	.000	0.459	2.179
	ACF	.136	.055	0.124	2.464	.014	0.346	2.891

a. Dependent Variable: PI

4.6. Regression Analysis

4.6.1. Multiple Regressions

Regression is a technique for determining the impact of one or more predictor factors on an outcome variable, as well as making statements about how effectively one or more independent variables would predict the value of the dependent variable (Richard Ch.& Bruce Y Lee,2008). Regression analysis is a method for determining the functional connection between variables.

The connection between the response or dependent variable and one or more explanatory or predictive factors is stated as an equation or a model.

The main advantages of using regression analysis, according to (Sarstedt.M and E. Mooi.E ,2014), are that it can: 1) Determine whether independent variables have a significant relationship with a dependent variable, and 2) Determine whether independent variables have a significant relationship with a dependent variable. 3) Make predictions based on the relative strength of the impacts of different independent factors on a dependent variable. Multiple regressions were used in this study to determine how much the independent factors, such as the source factor, message factor, appeal factor, and channel factor, explain the dependent variable, the consumers' purchase intention. The percentage of variance in the dependent variable explained by the independent variables of the source factor, message factor, appeal factor, and channel factor was calculated using R-squared.

In general, Regression Analysis is done to develop a relationship between the Dependent Variable Purchase Intention (PI) and Independent Variable Advertising Source Factor (ASF), Advertising Message Factor (AMF), Advertising Appeal Factor (AAP) and Advertising Channel or Media (ACF).

The multiple regression equation is: $Y = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$

Where Y = the predicted independent variable

A = constant B = unstandardized regression coefficient X = value of the predicted coefficient

Therefore, in this research the following multiple equations were used to predict the level of intention for the four independent variables:

$$CPI = A + B_1ASF + B_2AMF + B_3AAP + B_4ACF$$

$$Y = 0.066 + 0.148ASF + 0.284AMF + 0.454AAF + 0.136ACF$$

Where: CPI is Consumers' Purchase Intention

ASF is Advertising Source Factor MF is Advertising Message Factor

AAF is Advertising Appeal Factor ACF is Advertising Channel Factor

The R2-squared value of 0.706 suggests that the independent variable expresses the dependent variable. The variation of the four independent variables explained 70.6 % of the variation in the customers' purchase intention variable. On the other hand, these four dimensions could only explain 29.4 % of the dependent customers' buy intention variable, indicating that there must be other factors at play (see table 20).

Table 20. Regression Analysis: Model summary by using SPSS26V

Model Summary^b						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	
1	.840 ^a	.706	.702		.38630	
a. Predictors: (Constant), ACF, ASF, AAF, AMF						
b. Dependent Variable: PI						

Analysis of Variance (ANOVA) is used to evaluate the hypothesis of no linear relationship between the predictor and dependent variables. According to Robert (2006), the hypothesis of no linear relationship between the independent and dependent variables is rejected if the f-statistics is high and the significance level is less than 0.05. The analysis of variance (ANOVA) offers the F statistics to examine how well the regression model fits the data. As a result, the regression model fits the data in this study with F-statistics of 200.862 and a significance value of 0.000. Finally, the dependent variable is linked to all of the independent variables (see table 21).

Table 21. Regression Analysis: ANOVA by using SPSS26V

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	119.896	4	29.974	200.862	.000 ^b
	Residual	49.991	335	.149		
	Total	169.887	339			
a. Dependent Variable: PI						
b. Predictors: (Constant), ACF, ASF, AAF, AMF						

The standardized beta coefficient explains the variance of the dependent variable customers buy intention by the independent variables source factor, message factor, appeal factor, and channel factor. The higher the beta coefficient of an independent variable, the more evidence there is that the independent variable is a more important predictor of the dependent variable. In other words,

keeping the other variables as constant, a one-unit increase in the channel factor will bring a 0.124 increase in the customers purchase intention, a one-unit increase in the source factor will bring a 0.137 increase on the customers purchase intention, a one –unit increase on the message factor will bring 0.273 increase the customers purchase intention, and a one- unit increase in appeal factor will bring 0.416 increase on the customers purchase intention of Gift Bottled Water in Addis Ababa. In general, the standardized Beta value shows that the advertising appeal component has the greatest impact (41.6%), followed by the advertising message factor (27.3%), the advertising source factor (13.7%), and the advertising media or channel factor (12.4%) in advertisement. As a result, the most crucial aspect in having a favorable and meaningful effect on clients' buy intentions is advertising appeal (see table 22).

Table 22. Regression Analysis for Purchase intention

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.066	0.136		.488	.626
	ASF	0.148	0.048	0.137	3.059	.002
	AMF	0.284	0.065	0.273	4.357	.000
	AAF	0.454	0.048	0.416	9.520	.000
	ACF	0.136	0.055	0.124	2.464	.014

a. Dependent Variable: PI

4.7. Hypothesis Testing and Interpretation of Results

Table 23. Hypothesis Testing by using SPSS26V

Hypothesis	Result	Reason
H1: Source factors have a positive and significant effect on consumers' purchase intention	H1:Supported	B=0.137, P<0.05
H2: Message factors have a positive and significant effect on consumers' purchase intention	H1:Supported	B=0.273, P<0.05
H3. Advertising appeals have a positive and significant effect on consumers purchase intention	H1:Supported	B=0.416, P<0.05
H4: Media factors have a positive and significant effect on consumers' purchase intention	H1:Supported	B=0.124, P<0.05

All of the independent variables had a positive connection with the dependent variable. All independent output that has a p value less than the conventional alpha level of 0.05 is statistically significant (see table 23).

H1: Source factors have a positive and significant effect on consumers' purchase intention

With a p value of 0.002, the results of the table's multiple regression analysis show that source factors have a substantial impact on customers' purchase intent. Furthermore, the fact that beta (β) is equal to 0.137 indicates that the source element has a favorable impact on the consumers' purchasing preferences. This means that a 1% increase in the source factor results in a 13.7 % rise in the purchasing intention of consumers. As a result, the hypothesis is accepted (supported).

H2: Message factors have a positive and significant effect on consumers' purchase intention

The message component has a substantial effect on the consumers' buy intention, according to the results of the table's multiple regression analysis, with a p value of 0.000. Furthermore, the fact that beta (β) is equivalent to 0.273 indicates that message elements have a favorable impact on customers' purchasing preferences. This means that a 1% increase in messaging variables

leads to a 27.3 % rise in purchase intent among consumers. As a result, the hypothesis given above is accepted (supported).

H3: Advertising appeals have a positive and significant effect on consumers purchase intention

With a p value of 0.000, the results of the table's multiple regression analysis show that attraction variables have a significant impact on customers' purchase intent. Furthermore, the fact that beta (β) is equivalent to 0.416 implies that channel considerations have a beneficial impact on consumers' purchase intentions. This means that a 1% increase in advertising appeal elements leads to a 41.6 % rise in purchase intent among consumers. As a result, the hypothesis given above is accepted (supported).

H4: Media factors have a positive and significant effect on consumers' purchase intention

With a p value of 0.014, the results of the table's multiple regression analysis show that channel or media elements have a substantial impact on consumers' purchase intent. Furthermore, the value of beta (β) equal to 0.124 implies that channel considerations have a favorable impact on consumers' purchase intentions. This means that a 1% increase in channel characteristics leads to a 12.4% rise in purchase intent among customers. As a result, the hypothesis given above is accepted (supported).

In general, advertising appeal factors are the biggest predictors of consumers' Bottled water purchase intention, with a beta (β) value of 0.416 and a p value of 0.000, followed by advertising message factor with a beta (β) value of 0.273 and a p value of 0.000.

4.8. Discussion of Results

The general objective of this study was to assess the effects of advertising on customers purchase intention of soft drink as a Gift bottled Water Company in Addis Ababa, Ethiopia. The relationship between the four elements and consumers' purchasing intentions was highlighted in this study through a theoretical and mathematical model. It contributes greatly to the field of information by providing a complete framework for explaining the impact of these factors on customer intentions to purchase bottled water. Only 340 of the 384 surveys distributed were

deemed genuine. There were a total of 188 males (55.3%) and 152 females (44.7%) that took part in the survey. From these we conclude that the higher percentage were male as compare to female respondents could shows that there are more male customers of Gift bottled water than female customers. Respondents were age between 18 to 24 years equal to 40 which accounted 11.8%, between the age of 25 to 30 yearsequalto159which accounted 46.8%, between the age of 31 to 35 years equal to 95 which accounted 27.9%, between the age of 36 to 40 years equal to 30 which accounted 8.8% and greater than 40 years old equal to 16 which accounted for 4.7%. We can deduct from this that there were more male respondents than female respondents, implying that there are more male customers of Gift bottled water than female customers. Between the ages of 18 and 24 years equal to 40 accounted for 11.8 percent, between the ages of 25 and 30 years equal to 159 accounted for 46.8%, between the ages of 31 to 35 years equal to 95 accounted for 27.9%, between the ages of 36 to 40 years equal to 30 accounted for 8.8%, and greater than 40 years old equal to 16 accounted for 4.7 percent.

Master's (second degree) holders made up the second greatest percentage of responders, accounting for 36.5 percent of the total. The remaining 9.4 percent of respondents had a second diploma, while only 7.6 percent had a certificate. The third variable was respondents' employment status; employees made up the majority of respondents (72.4 percent). Businessmen were the second most common type of respondent, accounting for 17.1 percent of all respondents, followed by self-employed people (7.9%) and students (2.9 percent).

The demographic analysis of respondents based on their knowledge of advertising, 55.2 percent of all respondents said they would like to see advertisements on television and 28.2 percent said they would like to see advertisements on the internet. The number of people who said they would like to see advertisements in the newspaper stood for 6.2 % of the total number of people who replied. Those who said they would like to see commercials on billboards accounted for 4.7 % of the total respondents, while the remaining 4.4 % said they would like to see advertisements in magazines. As a result of these findings, we may conclude that, when compared to other media, television advertisements have the greatest influence on client purchase intentions. 53.2 % and 23.4 % of consumers said that television and radio are the best media for bottled water advertising, respectively. According to the responses, the billboard is the third and best medium for bottled water marketing, accounting for around 5.9% of the total respondents. 4.7 % of total

respondents said the internet is the best medium for bottled water ads. 4.1 % of total respondents said that newspaper is the greatest medium for bottled water commercials, while the remaining 2.6 % said that magazine is the best medium for bottled water advertisements. It shows that, when compared to other radio advertisements, television is the most effective and finest medium for promoting bottled water.

“Types of media advertising consumer get information about Gift bottled water)” is the third question in section 4.2. 54.7 % and 20.3 % of them said they learned about free bottled water from television and radio commercials, respectively. In all, 11.9 percent and 9.7% of consumers said they learned about free bottled water from newspapers and billboards, respectively. 1.5 percent of the total respondents said they learned about gift bottled water from magazine commercials, while the remaining 2.4 % said they learned about gift water from internet advertisements. In comparison to other media advertisements, it demonstrates that television advertisements have the greatest influence on customers' buy intentions, followed by radio advertisements (newspaper, magazine and billboard). The Gift bottled water company, on the other hand, pays less attention to the various media advertisements mentioned above (which account for a minor percentage).48.2 % of consumers said they pay attention to television ads and 19.4 percent said they pay attention to internet ads, respectively. 16.5 % of all respondents said they pay attention to billboard commercials, followed by 10.3 % who said they listen to the radio. Only 2.9 5 of the total respondents said they pay attention to magazine commercials, while the remaining 2.6 % said they pay attention to newspaper advertisements. It demonstrates that people who responded in the affirmative prefer television to other forms of media. And those who responded via the internet prefer internet advertising to other forms of media advertising.

Based on the dichotomous question, 78.8% of consumers said yes, indicating that advertising had a strong influence on their decision to buy bottled water. Only 21.2 % of consumers responded, indicating that advertising had little impact on their decision to buy bottled water. It demonstrates that advertising is a component of the marketing mix that has an impact on customer purchase intention.75.6 % of customers said the commercial advised or encouraged them to buy bottled water. Only 24.3 % of respondents said the advertising did not encourage them to buy bottled water.

Base on Likert scale questionnaire, Gift bottled water firm uses television advertisements to advertise its goods to consumers, according to 44.7 % of consumers or respondents who strongly agree and 37.1 % who agree. And 12.1 % said they disagree to a moderate amount, 4.1 % said they disagree significantly, and 1.5 % said they disagree. Regarding radio advertisements, 56.2 % agreed that giving bottled water as a gift to customers may be accomplished through the use of radio advertisements. The second level of agreement, which represents a considerable degree of agreement, accounted for 19.7% of the total. 13.2 % of the total respondents said they strongly agreed. The remaining 8.5 % of respondents responded disagree, followed by strongly disagree, which accounted for 2.4 % of the total. According to newspaper reports, 37.1 % of total respondents or consumers disagree, with 35.3 % strongly disagreeing. And 23.5 % said they agreed to a moderate extent, 4.1 5 said they agreed, and no one said they strongly agreed. Concerning magazine advertisements, 42.1 % of consumers disagree and 38.5 % strongly disagree, respectively. And 14.7 % of consumers said they agreed to a moderate extent, 4.1 % said they agreed, and only 0.6 % said they firmly agreed. In all, 42.6 % and 34.4 % of customers strongly disapprove and strongly disagree with billboard advertisements, respectively. And 13.5 % of customers said they agreed to a moderate level, 8.8 % said they agreed strongly, and 0.6 percent said they strongly disagreed. We can also deduce from the preceding table that 55.9% and 31.5 % of consumers responded strongly disagree and disagree, respectively. In terms of internet advertising, 6.8% of consumers said they agree to a moderate extent, 3.2 % said they agree, and 2.6 % said they strongly agree.

Question Concerned with Advertisement Impact Assessment (source factor, message factor, appeal factor and channel factor).

The message factor has the highest mean score of 3.7324, followed by the source factor, channel factor, and appeal factor with mean scores of 3.6701, 3.4977, and 3.4843, respectively, based on the analysis of the replies. This demonstrates that the message component was a crucial advertising aspect that influenced most consumers' purchase intentions for Gift bottled water. This indicates that the source element was a prominent advertising aspect that influenced most consumers' buy intentions for Gift bottled water, followed by channel factor with a mean of 3.4977 and attraction factor, respectively.

The correlation tests reveal a substantial positive association between Source factor (SF) and Purchase Intentions, Message factor (MF) and Purchase Intentions, and Appeal factor (AF) and Purchase Intentions (PI). Channel Factor (CF) and Purchase Intentions also have a favourable significant association. This supports the hypotheses. Furthermore, the results revealed that the advertising appeal component had the strongest association with consumers' buy intent, followed by the advertising message element. In this study, regression analysis was used to look at the relationship between the independent variables of Source Factor (SF), Message Factor (MF), Advertising Appeal Factor (AF), Channel Factor (CF), and the dependent variable of purchase intention (PI). Advertising has a favourable and significant impact on the purchasing intent of consumers.

The findings of this study reveal that the source element has a favourable and significant impact on the purchase intentions of customers. As shown, the message's source has a substantial impact on raising awareness and boosting the success of advertising campaigns. This is findings supported by (Belch and Belch,2003) examine the characteristics of sources and how they influence reactions to advertising messages. Furthermore, the findings of this study demonstrate that the messaging component has a favourable and significant impact on customers' purchase intention. That is to say, the message of an advertisement has a significant impact on purchasing intention. According to (Belch and Belch, 2003), message also another influence in marketing communication system and types of message appeal the influence its characteristics its effectiveness. (Buda and Zhang, 2000) discovered that the most significant advertisement message should come first in order to keep customers' attention and persuade them to buy the advertised goods.

The advertising appeal factor has a significant and favourable impact on customer purchase intention. Advertisements have a favourable and significant association with customer purchase intention, according to (Nabeel S.A. ,2014). The findings of this study reveal that advertising appeals shown in television commercials have a significant link with purchase intent. Consumer purchase intent might be improved as a result of the quality attributes exhibited in product advertising on television. Advertising appeals, according to the idea, are now playing a significant influence in determining purchase intentions. When people are seen commercials containing appeals, they are more likely to respond positively. The results of this study also

reveal that the channel or media component has a significant and significant impact on the purchasing behavior of customers. This finding is backed up by additional studies that indicate the impact of various forms of media on consumer purchase behavior. According to the research of (Kalia and Mishra ,2016), banner and skyscraper advertisements with large graphics and copy heavy layouts have a substantial impact on consumers. Furthermore, internet commercials that show the product in action may help the product stand out from the competition.

(Ramzan S. ,2019) investigated the impact of various media advertisements on consumer behavior, and found that TV and Internet advertisements have an impact on the awareness, interest, and conviction stages of consumer behavior. Magazines are more effective at influencing consumer behavior throughout the buy and post-purchase stages. Newspapers are also the sole media that has an impact on all stages of consumer behavior. Many academics have investigated various facets of online advertising and their impact on consumer purchase intent. (Wu ,2003) discovered that the quality of online reviews has a beneficial effect on consumers' purchase intentions, and that the number of reviews improves the purchasing intention.

Overall, the independent variables (ID) employed in this study accounted for 70.6 percent of the variance in customers' purchase intentions ($R^2= 0.706$). The findings of this study also revealed that advertising attractiveness is the most essential component that has a favorable and significant impact on consumers' buy intentions, followed by advertising message.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Key Findings

The following summary is derived from the study's analysis and discussions. Only 340 of the 384 surveys distributed were deemed genuine. That means, a total of 340 people were included in the final sample size. According to the findings, males account for 55.3 % of respondents, while females account for 44.7 %. According to the findings, 78.8% of consumers were affected by bottled water advertisements and 75.6 % of total respondents were advised to buy bottled water by advertisements. Television, according to 53.2 % of respondents, is the best and greatest medium for advertising bottled water and television is one of the most effective broadcast mediums for advertising due to its wide reach, with 55.2 % of people preferring to watch television commercials and 48.2% of those asked indicated they paid attention to advertising on television. The study also attempted to identify the advertising source, advertising message, advertising appeal, and advertising channel or media, as well as the communication process and advertising methods. The degree of connection revealed that the appeal factor, message factor, channel factor, and source factor all positively correlated with coefficients of $r=.771$, $r=.770$, $r=.699$, and $r=.644$, respectively. With a $p=000$, the regression analysis found that the advertising appeal factor has the greatest impact (41.6%), followed by advertising message factor (27.3%), advertising source factor (13.7%), and advertising media or channel factor in advertisement (12.4%). As a result, the advertising attractiveness component is the most important in terms of having a positive and significant impact on customers' buy intentions, whereas the media aspect is the least important. At p -values less than 0.05, the relative importance of the independent variables in contributing to variation in customers' purchase intentions was shown to be significant for all variables. As a result, the null hypothesis is rejected, and the four hypotheses on the advertising source factor, advertising message factor, advertising appeal factor, and channel or medium component having a positive and significant effect on the consumers' buy intention are confirmed.

5.2. Conclusions

This study conducted into the effect of advertising on customers purchase intention of soft drink a case of Gift Bottled water company in Addis Ababa. Four independent variables were considered for this purpose: advertising source, advertising message, advertising appeal, and advertising channel or media. Advertising appeal has a substantial link with purchase intention, as indicated by this variable in the findings and outcomes of the previous chapter. Advertising message is the second most connected variable. The next in line is advertising media, with a smaller correlation coefficient than advertising source. At a level of 0.01 significance, all correlations between the dependent and independent variables were found to be significant. In terms of the research objectives, it was discovered that all of the research variables have a significant effect on consumers purchase intention by assessing the effect of source factor, message factor, appeal factor, and channel or media factor of communication process and tactics towards bottled water advertisement. Advertising appeal had the greatest impact on the research variable, while advertising source had the least impact. The advertising message comes in second, followed by the advertising channel or media. Finally, the sum of the four independent factors was found to account for 76.6 % of the consumers' purchase intention in this study.

5.3. Recommendation

The following recommendations are given based on the findings.

Gift Bottled water firm marketing managers must evaluate all elements because these are the major factors that influence consumers' purchasing decisions and can determine the company's market share and success. Gift bottled water should continue to improve and employ advertising to raise consumer buy intention. To increase the sales of Gift bottled water, create a simpler and more effective Bottled water advertising campaign. The organization should keep and develop its marketing strategies in order to attract more customers and make it as appealing as possible.

Television has more effect than other media, and television advertising is one of the most potent broadcast or electronic media in the world today. Because consumers see and hear advertisements on television, they can be remembered simply and quickly. According to the findings, television is one of the most powerful broadcast mediums for advertising due to its mass reach, with 55.2 % of consumers likely to make a purchase after seeing and hearing a

television commercial. According to the survey, advertisers should make good use of television commercials and ensure that the content is properly backed by visuals in order to win new customers, build brand loyalty, and persuade us. The company's executives should also invest in a variety of media outlets in order to have a greater impact on consumer behavior. Because each media platform's commercial has a unique composition that engages customers in a unique way. In this study, a significant link between advertisement appeal and customer purchase intent was discovered. As a result, a company should invest more in advertising appeal to announce or advertise its goods to consumers by emphasizing on product or service attributes, as well as the benefits or reasons for owning or utilizing a specific brand. 78.8% of consumers were persuaded by bottled water advertisements. The company should be featured in commercials to pique the consumer's interest and improve their product understanding.

5.4. Limitations and Future Directions

It is usual for studies to have limits, and when these limitations are acknowledged, they can guide future research. However, due to time constraints, dearth of updated information, this study is not conclusive. As a result, it is critical to conduct additional study in the following areas. The study's geographical scope was restricted to Addis Ababa. Different studies could be undertaken based on similar constraints in other parts of the country to get a more comprehensive picture of advertising tactics. Other aspects of consumer behavior, such as consumer buying preference, consumer buying motivation, consumer buying perception and consumer buying decision making, were not included in this study. As a result, a second study addressing a different aspect of consumer behavior may be done to see if the same results could be produced or not. The study's scope was likewise limited, as it only looked at the bottled water and soft drink industries. Other industries, such as bottled water and soft drinks, might be studied to expand our knowledge and understanding of the impact of advertising on customer buying behavior. As a result, it is suggested that a fresh study be carried out at a company other than the bottled water industry.

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Appendix

Questionnaire

This questionnaire is will design to collect information for a study which is conducted in order to enable the researcher to assess the effects of advertising on customers purchase intention of soft drink in case of Gift bottled water company.

Appendix 1: Introduction Letter

Name **Getachew Jiru**
E-mail address **GamtaaJiruW@gmail.com**
Phone no **+251922595036**

March, 2021

Dear respondent,

My name is Getachew Jiru. I am doing a research paper with the title 'The Effect of Advertising on Customers Purchase Intention of Soft Drink: A case of Gift Bottled Water in Addis Ababa'' for the partial fulfilment of Master Degree in Marketing Management at Addis Ababa University School of Commerce.

I kindly request your cooperation or collaboration in filling this questionnaire. Your willingness in giving genuine (true) information is well appreciated. Without of help of people like you, research on customers or consumers could not conduct. And your participation is voluntary and there is no penalty if you not participate. The information you provide will only be used for the study and it is highly confidential. And the findings of the study will be strictly utilized for the intended purpose. Therefore, you are requested to respond to all of the given questions.

If you have any questions or concerns about participating in this study, you may contact me at above address.

Thank you for your cooperation!

Sincerely,

Getachew Jiru

MA Student: Addis Ababa University School of Commerce

Note: Please give answers in the spaces provided and tick (✓) in the box that matches your response to the questions where applicable.

Appendix: 1. Questionnaire about respondents' profile

1. What is your gender?

Female	
Male	

2. What is your age in years?

18-24	
25-30	
31-35	
36-40	
Above40	

3. What is your marital status?

Married	
Single	
Divorced	
Windowed	

4. What is your educational level?

Certificate	
Diploma	
Degree	
Master	
PhD	

5. What is your occupational status?

Student	
Businessman	
Employed	
Unemployed	

Section two: General knowledge of respondent

1. Through which media would you like to see advertisements from?

Television	
Newspaper	
Billboard	
Magazine	
Internet	

2. According to you, which media is best suited for advertising for soft drink (Bottled water)?

Television	
Radio	
Newspaper	
Billboard	
Magazine	
Internet	

3. From which type's media advertising did you get information about gift bottled water?

Television	
Radio	
Newspaper	
Billboard	
Magazine	
Internet	

4. Which type's media advertising gets your attention?

Television	
Radio	
Newspaper	
Billboard	
Magazine	
Internet	

5. Does advertising influence your purchase of the bottled water product?

Yes	
No	

6. Does an advertisement urge or advise you to try to buy bottled water?

Yes	
No	

7. To what extent do you agree Gift bottled water company uses the following media types in advertising? Use 1-Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree and 5-Strongly agree.

No	Media types	Rating				
1	Television	1	2	3	4	5
1	Radio					
2	Newspaper					
3	Magazine					
4	Billboard					
5	Internet					

III. Advertisement Impact Assessment

8. Please put your answer for the following question based on your level of agreement

Use this (✓)

No	Advertising Source Variable(ASV)	Rating				
		1	2	3	4	5
1	Gift Bottled water advertising source person is trustworthy					
2	Gift Bottled water advertising source person is eye-catching					
3	An advertisement endorsed by a celebrity influences my purchase intention more					
4	An advertisement endorsed by an expert influences my purchase intention more					
5	An advertisement which uses a music to convey the message influence me more					
6	Gift bottled water advertising source provides enough Information about its products to customer					

No	Advertising Message Variable(AMV)	Rating				
		1	2	3	4	5
1	The Gift Bottled water advertising message is relevant to me					
2	The I can say that the message of Gift Bottled water of advertisements are concise					
3	In my opinion, Gift bottled water advertising message is understandable					
4	I can conclude that Gift bottled water advertising message is executed adequately					
5	I can say that the message of Gift bottled water advertising is believable					
6	Gift bottled water advertising message provides enough Information about its products					

No	Advertising Appeal variable (AAV)	Rating				
		1	2	3	4	5
1	I can say that Gift bottled water print advertising appeal influence my purchase intention					
2	Gift bottled water advertising message is rationally appealing by focus on the benefits of product to the consumers					
3	Advertisements through musical appeal are more fun					
4	My attitude towards to advertising appeal is entertaining and informative					
5	Gift bottled water advertising message is rationally appealing by attempting to communicate information regarding the product features					
6	The message conveyed through advertising appeals of Gift bottled water influences my purchase intention					

No	Advertising Media/Channel Variable(ACV)	Rating				
		1	2	3	4	5
1	From the mode of advertising that Gift bottled water is using, broadcast media (TV, Radio,) influenced me to consider the product					
2	From the medium of advertising that Gift bottled water is using, print media (Newspapers, Magazines,) influenced me to consider the product					
3	From the medium of advertising that Gift bottled water is using, outdoor media (Billboards,) influenced me to consider the product					
4	The broadcast media (TV and radio) program content in which Gift bottled water using for advertising is attractive					

5	The press or print media program content in which Gift bottled water is using for advertising is attractive					
6	I trust printed media (newspapers and magazines) mostly to choose the product					
7	I trust broadcast media (television and radio) information mostly to choose the product					
8	I believe the advertisements in print media (newspaper) to be trustworthy and reliable.					
9	Print advertising (Magazines) are the most specialized of all advertising media					

IV. Purchase Intention

9. What is your level of agreement based on your purchase intention

Use 1 =strongly Disagree 2= Disagree 3 Moderate 4 =Agree 5 =strongly Agree

No	Purchase Intention(PI)	Rating				
		1	2	3	4	5
1	My purchase intention to drink bottled water is influenced by bottled water advertisements					
2	I would buy bottled water if ads are easily understood					
3	Television advertising influence my purchase intention					
4	My purchase intention to drink bottled water is influenced by the price of the bottled water					
5	Print advertising influence my purchase intention					
6	I agree advertising influence my purchase intention					

ቃለ-መጠይቅ

ይህ ቃለ-መጠይቅ ተመራማሪው በጊፍት የታሸገ ውሃ ድርጅት ጉዳይ ላይ ማስታወቂያዎች በ ደንበኞች መጠጥ የመግዛት ፍላጎት ላይ የሚኖራቸውን ተጽዕኖ መመዘን እንዲችል ለጥናቱ መረጃዎችን ለመሰብሰብ ታቅዶ የተዘጋጀ ነው።

እዝል 1:- መግቢያ ደብዳቤ

ስም:- ጌታቸው ጂሩ

ኢሜይል:- Gamtaajiruw@gmail.com

ስልክ ቁ:- +251922595036

ጁን 2021

ክቡር የጥናቱ ተሳታፊ፣

ስሜ ጌታቸው ጂሩ ይባላል። በአሁን ወቅት በአዲስ አበባ ዩኒቨርሲቲ ስኩል ኦፍ ኮሙርስ በማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪ ከፊል መስፈርት እንዲሆን “ማስታወቂያዎች በደንበኞች መጠጥ የመግዛት ፍላጎት ላይ የሚኖራቸው ተጽዕኖ፤ በጊፍት የታሸገ ውሃ ጉዳይ አዲስ አበባ ውስጥ” የተሰኘ የምርምር ወረቀት በማዘጋጀት ላይ እገኛለሁ።

በመሆኑም ይህን ቃለ-መጠይቅ በመሙላት በአክብሮት የእርስዎን ትብብር ወይም እገዛ እጠይቃለሁ። (ትክክል) መረጃ በመስጠት ረገድ የእርስዎ ቀና ፈቃደኝነት በከፍተኛ ደረጃ የሚበረታታ ነው። እንደ እርስዎ ባሉ ሰዎች እርዳታ ደንበኞች ወይም ተጠቃሚዎችን በሚመለከት ምርምር ለማድረግ አይቻልም። የሚቀርበው መረጃ በበጎ ፈቃደኝነት ላይ የተመሰረተ እና ካልተሳተፉ ምንም ቅጣት የማያስከትል ነው። የሚጠቀሙት መረጃ ለጥናት ብቻ የሚውል እና በከፍተኛ ሚስጥራዊ አያያዝ የሚበቅ ነው። የጥናቱ ግኝት ለታቀደው ግልጋሎት ብቻ እንዲውል ይደረጋል። ስለዚህ በቀረቡት ጥያቄዎች ላይ በሙሉ ምላሽ እንድትሰጡ ትጠየቃለችሁ።

በዚህ ጥናት ውስጥ ስለ መሳተፍ ምንም አይነት ጥያቄዎች ወይም ስጋቶች የሚኖረዎት ከሆነ፣ ከላይ በተገለጸው አድራሻ እኔን ማግኘት ይችላሉ።

ለትብብርዎ እናመሰግናለን!

ከሠላምታ ጋር

ጌታቸው ጂሩ

በአዲስ አበባ ዩኒቨርሲቲ ስኩል ኦፍ ኮሚሽን የማስተርስ ዲግሪ ተማሪ

ማስታወሻ:- እባክዎ በቀረበው ስፍራ ውስጥ ምላሽዎችን ይስጡ እንዲሁም እንደ አስፈላጊነቱ የእርስዎን

ምላሽ በሚዘመደው () ሳጥን ውስጥ ምልክት ያድርጉ።

እዝል 1:- ቃለመጠይቅ የተሳታፊውን መገለጫ በተመለከተ

1. ጾታዎ ምንድን ነው?

ወንድ	
ሴት	

2. እድሜዎ በአመት ስንት ነው?

18-24	
25-30	
31-35	
36-40	
ከ40 በላይ	

3. የጋብቻ ሁኔታዎ ምንድን ነው?

ያገባ	
ያላገባ	
የተፋታ	
ባልቴት	

4. የትምህር ደረጃዎ ምንድን ነው?

ምስክር ወረቀት	
ዲፕሎማ	
ዲግሪ	
ማስተር	
ፕኤቸዲ	

5. የሥራ ሁኔታዎ ምንድን ነው?

ተማሪ	
የንግድ ባለሙያ	
ተቀጣሪ	
የራስ ስራ	

ክፍል ሁለት:- የተሳታፊው ጠቅላላ እውቀት

1. ማስታወቂያዎችን በየትኛው መገናኛ ብዙሃን በኩል መመልከት ይፈልጋሉ?

ቴሌቪዥን	
ጋዜጣ	
ቢልቦርድ	
መጽሔት	
ኢንተርኔት	

2. እንደ እርስዎ እይታ ለመጠጥ (የታሸገ ውሃ) ማስታወቂያ አመቺ የሆነው የመገናኛ ብዙሃን የትኛው ነው?

ቴሌቪዥን	
ሬድዮ	
ጋዜጣ	
ቢልቦርድ	
መጽሔት	
ኢንተርኔት	

3. ስለ ጊፍት የታሸገ ውሃ መረጃ ያገኙት ከየትኛው የመገናኛ ብዙሃን አይነት ነው?

ቴሌቪዥን	
ሬድዮ	
ጋዜጣ	

ቢልቦርድ	
መጽሔት	
ኢንተርኔት	

4. የእርስዎን አትኩረት የሚወስደው የትኛው የመገናኛ ብዙሃን ማስታወቂያ ነው?

ቴሌቪዥን	
ሬድዮ	
ጋዜጣ	
ቢልቦርድ	
መጽሔት	
ኢንተርኔት	

5. የማስታወቂያ ስራ በእርስዎ የታሸገ ውሃ ምርት የመግዛት ፍላጎት ላይ ተጽዕኖ ያሳድራል?

አዎ	
አይደለም	

6. የማስታወቂያ ስራ የታሸገ ውሃ ለመግዛት ሊያነሳሳዎት ወይም መግዛት እንዲሞክሩ ሊያደርግዎ ይችላል?

አዎ	
አይደለም	

7. ጊፍት የታሸገ ውሃ ድርጅት በሚከተሉት የመገናኛ ብዙሃን አይነቶች ውስጥ ያሉ የማስታወቂያ ስራዎችን እስከ ምን ድረስ ይጠቀማል ብላችሁ ታስባላችሁ?

1- በደንብ አልስማማም 2- አልስማማም 3- መጠነኛ 4- እስማማለሁ 5- በደንብ እስማማለሁ

ቁጥር	የመገናኛ ብዙሃን አይነቶች	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	ቴሌቪዥን					
2	ሬድዮ					
3	ጋዜጣ					
4	ቢልቦርድ					

5	መጽሔት					
6	ኢንተርኔት					

III. የማስታወቂያ ስራ ተጽዕኖ ምዘና

8. እባክዎ በስምምነት ደረጃዎ ላይ በመመስረት ለሚከተሉት ጥያቄዎች ምላሻችሁን አስቀምጡ። ይህን () ምልክት ይጠቀሙ፡-

1- በደንብ አልስማማም 2- አልስማማም 3- መጠነኛ 4- እስማማለሁ 5- በደንብ እስማማለሁ

ቁጥር	የማስታወቂያ የምንጭ ሻርያብል (ኤስቪ)	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	ጊፍት የታሸገ ውሃ የማስታወቂያ ስራ ምንጭ ታማኝ ነው					
2	ጊፍት የታሸገ ውሃ የማስታወቂያ ስራ ግለሰብ አትኩሮት የሚሰጥ ነው?					
3	በታዋቂ ግለሰቦች እውቅና በተሰጣቸው የማስታወቂያ ስራዎች የእኔ የመግዛት ፍላጎት ይጨምራል።					
4	በባለሙያዎች እውቅና በተሰጣቸው የማስታወቂያ ስራዎች የእኔ የመግዛት ፍላጎት ይጨምራል።					
5	መልዕክቱን ለማስተላለፍ ሙዚቃ የሚጠቀም ማስታወቂያ በይበልጥ ተጽዕኖ ያሳድርብኛል።					
6	ጊፍት የታሸገ ውሀ ማምረቻ ለደንበኞች በቂ መረጃ ስለምርቱ ይሰጣል።					

ቁጥር	የማስታወቂያ መልዕክት ሻርያብል (ኤምቪ)	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	የጊፍት የታሸገ ውሃ ማስታወቂያ መልዕክት ለእኔ					

	ጠቃሚ ነው።					
2	የጊፍት የታሸገ ውሃ ማስታወቂያዎች መልዕክት አጭር መሆናቸውን መናገር እችላለሁ።					
3	በእኔ አመለካከት ጊፍት የታሸገ ውሃ ማስታወቂያ መልዕክት በቀላሉ ልንዘበው የምችለው ነው፤					
4	የጊፍት የታሸገ ውሃ ማስታወቂያ መልዕክት በበቂ ሁኔታ የተዘጋጀ መሆኑን መናገር እችላለሁ፤					
5	የጊፍት የታሸገ ውሃ ማስታወቂያ ሊታመን የሚችል መሆኑን መናገር እችላለሁ፤					
6	የጊፍት የታሸገ ውሃ የማስታወቂያ መልዕክት ስለ ምርቶቹ በቂ የሆነ መረጃ ያቀርባል፤					

ቁጥር	የማስታወቂያ ይዘት ሽርድ-ብል (ኤኤቪ)	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	ጊፍት የታሸገ ውሃ የህትመት ማስታወቂያ የእኔን የመግዛት ፍላጎት ላይ ተጽዕኖ ያሳድራል፤					
2	ጊፍት የታሸገ ውሃ ማስታወቂያ መልዕክት ለደንበኞች በምርቶቹ ጠቀሜታ ላይ ትኩረት በማድረግ ምክንያታዊ በሆነ መንገድ የሚስብ ነው፤					
3	በሙዚቃ የታጀቡ ማስታወቂያዎች በይልጥ አስደሳች ናቸው፤					
4	የማስታወቂያ ይዘቶችን በተመለከተ የእኔ አመለካከት የሚያዝናና እና መረጃ ሰጪ ነው፤					
5	ጊፍት የታሸገ ውሃ ማስታወቂያ መልዕክት ምርቱን					

	በተመለከተ መረጃ ለመስጠት በመሞከር ረገድ ተጽእኖ የሚያሳድር ነው፤					
6	በማስታወቂያ ስራው የቀረበው መልዕክት ጊፍት የታሸገ ውሃ እንደገዛ የሚኖረኝን ፍላጎት ተጽእኖ ያሳድራል፤					

ቁጥር	የማስታወቂያ መገናኛ ብዙሃን/ዘዴ ሽርድብል (ኤኤስቪ)	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	ጊፍት የታሸገ ውሃ ከሚጠቀማቸው የማስታወቂያ ዘዴዎች ውስጥ የመገናኛ ብዙሃን ስርጭት (ቲቪ፣ ራዲዮ) ምርቱን እንደጠቀም ተጽዕኖ ያሳድርብኛል፤					
2	ጊፍት የታሸገ ውሃ ከሚጠቀማቸው የማስታወቂያ ዘዴዎች ውስጥ የህትመት መገናኛ ብዙሃን (ጋዜጣ፣ መጽሔቶች) ምርቱን እንደጠቀም ተጽዕኖ ያሳድርብኛል፤					
3	ጊፍት የታሸገ ውሃ ከሚጠቀማቸው የማስታወቂያ ዘዴዎች ውስጥ የውጪ ማስታወቂያ ስራዎች (ቢልቦርዶች) ምርቱን እንደጠቀም ተጽዕኖ ያሳድርብኛል፤					
4	ጊፍት የታሸገ ውሃ ከሚጠቀማቸው የማስታወቂያ ዘዴዎች ውስጥ የስርጭት መገናኛ ብዙሃን (ቲቪ እና ራዲዮ) ፕሮግራም ይዘት የሚስብ ነው፤					
5	ጊፍት የታሸገ ውሃ የሚጠቀመው ጋዜጣ ወይም የህትመት መገናኛ ብዙሃን ፕሮግራም ይዘት የሚስብ ነው፤					

6	የህትመት መገናኛ ብዙሃንን (ጋዜጣ እና መጽሔቶችን) በይበልጥ ምርቶችን ለመጠቀም አምናለሁ					
7	የስርጭት መገናኛ ብዙሃንን (ቲቪ እና ራዲዮ) በይበልጥ ምርቶችን ለመጠቀም አምናለሁ					
8	የህትመት መገናኛ ብዙሃን ማስታወቂያ (ጋዜጣ) ተዓማኒ እና ሊታመኑበት የሚችሉት እንደሆነ አስባለሁ፤					
9	የህትመት ማስታወቂያ (መጽሔቶች) በሁሉም ማስታወቂያ ስራዎች ልዩ የሆኑ ናቸው፤					

IV. የመግዛት ፍላጎት

9. በእርስዎ የግዢ ፍላጎት ላይ በመመስረት የእርስዎ የስምምነት ደረጃ ምንድን ነው?

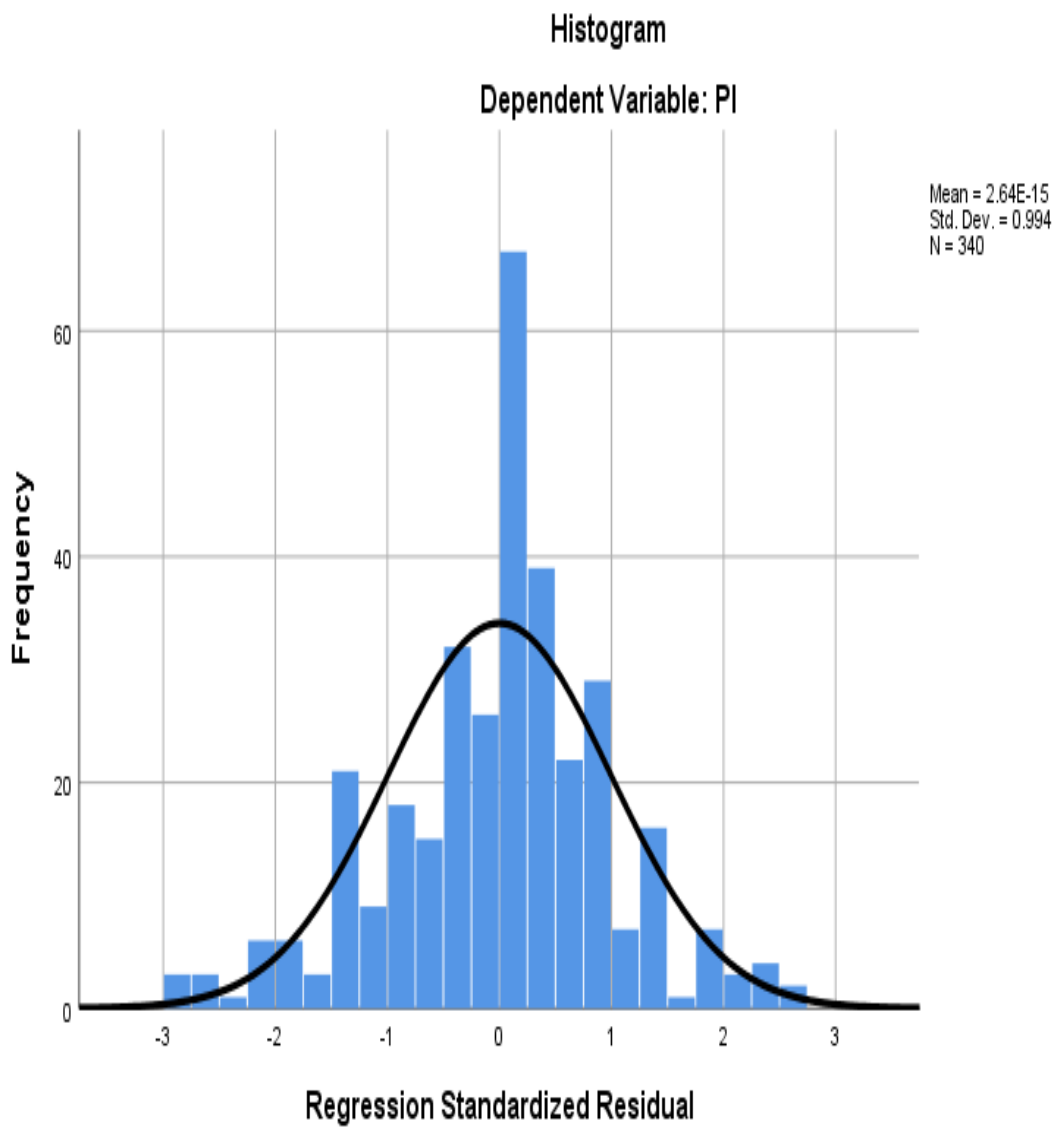
ይህን () ምልክት ይጠቀሙ:-

1- በደንብ አልስማማም 2- አልስማማም 3- መጠነኛ 4- እስማማለሁ 5- በደንብ እስማማለሁ

ቁጥር	የመግዛት ፍላጎት (ፕላይ)	ደረጃ አሰጣጥ				
		1	2	3	4	5
1	የእኔ የግዢ ፍላጎት የታሸገ ውሃ የመጠጣት ፍላጎት በማስታወቂያ ስራዎች ተጽዕኖ ይደረግበታል፤					
2	ማስታወቂያዎች በቀላሉ ለመገንዘብ የምችላቸው ሲሆኑ የታሸገ ውሃ እገዛለሁ፤					
3	የቴሌቭዥን ማስታወቂያዎች የእኔ የመግዛት ፍላጎት ላይ ተጽዕኖ ያሳድራሉ፤					
4	የእኔ የታሸገ ውሃ የመጠጣት ፍላጎት በታሸገ ውሃ ዋጋ ተጽእኖ ይደረግበታል፤					
5	የህትመት ማስታወቂያ ስራዎች የእኔን የመግዛት ፍላጎት ላይ ተጽዕኖ ያሳድራል፤					
6	የማስታወቂያ ስራዎች የእኔን የመግዛት ፍላጎት ተጽዕኖ እንደሚያሳድሩ እስማማለሁ፤					

Appendix 2

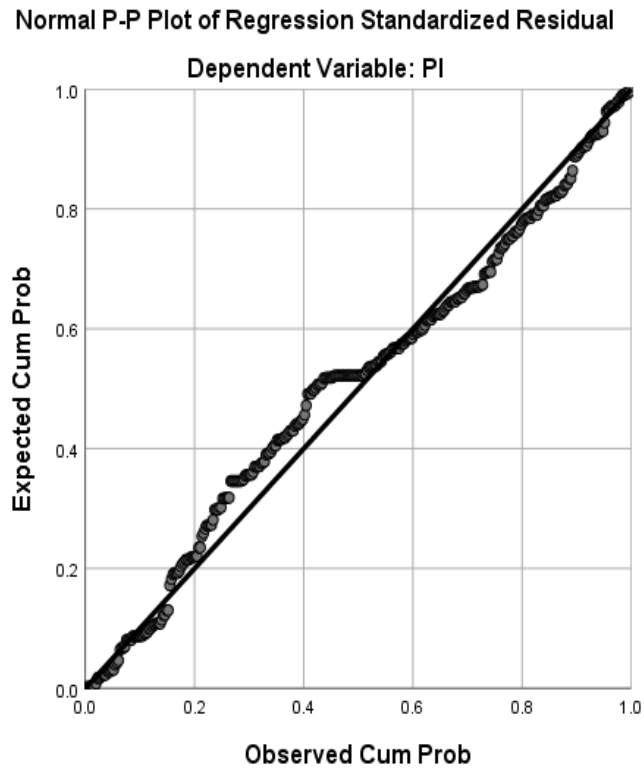
Histogram for Normality Test of the data



Regression Standardized Residual: source output SPSS26V

Appendix 3

Normality the P-Plot of to test Normality of Data



Result of Normality Test Source: SPSS26V Output

The Figure shows that the data that represented by the dots are not far from the diagonal and the dots are line spreading near the diagonal line and follow the direction of diagonal line. Therefore, the model has passed the normality test.

Thank You My God!