



**The effect of TV Advertisement on purchasing behavior of bottled water consumers in  
Addis Ababa**

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**The effect of TV Advertisement on purchasing behavior of bottled water consumers in  
Addis Ababa**

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## **Statement of Certification**

This is to certify that Heaven Kassahun has carried out her research work on the topic entitled: The effect of TV Advertisement on purchasing behavior of bottled water consumers in Addis Ababa. The work is original in nature and is suitable for submission for the award of Masters Degree in marketing management.

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## **Declaration**

I, Heaven Kassahun, declare that this research paper entitled “The effect of TV Advertisement on purchasing behavior of bottled water consumers in Addis Ababa” is my original work and has not been used by others for any other requirements in any other University and all sources of information in the study has been appropriately acknowledged.

Heaven Kassahun

\_\_\_\_\_

**Date:**\_\_\_\_\_

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## Contents

|   |     |
|---|-----|
| Acknowledgements.....   | vi  |
| Abbreviations and Acronyms .....                                    | xii |
| CHAPTER ONE .....   | 1   |
| Introduction.....   | 2   |
| 1.1 BACKGROUND OF THE STUDY .....                                   | 2   |
| 1.2 Statement of the Problem.....                                   | 5   |
| 1.3 BASIC RESEARCH QUESTIONS.....                                   | 6   |
| 1.4. OBJECTIVES OF THE STUDY .....                                  | 6   |
| 1.5. Definition of terms .....                                      | 7   |
| 1.6. Significance of the study.....                                 | 7   |
| 1.7 Scope of the study .....  | 8   |
| 1.8. Limitation of the study.....                                   | 9   |
| 1.9. Organization of the research report.....                       | 9   |
| CHAPTER TWO Literature Review .....                                 | 10  |
| Theoretical frame work.....   | 10  |
| 2.1 History of bottled Water .....                                  | 10  |
| 2.1.2 Importance of bottled water .....                             | 11  |
| 2.1.3 Bottled water advertisement.....                              | 11  |
| 2.2 Review of Advertisements.....                                   | 12  |
| 2.2.1 History of the Media in Ethiopia.....                         | 12  |
| 2.2.2 TV Advertisements .....                                       | 12  |
| 2.2.3 Importance of Advertising .....                               | 13  |
| 2.2.4 Ethical Issues in Advertising.....                            | 13  |
| 2.3 Consumers.....  | 14  |
| 2.3.1 Target Audience.....  | 14  |
| 2.3.2 Roles of Consumers Behavior.....                              | 15  |
| 2.3.3 Factors affecting Consumers Buying Behavior .....             | 15  |
| 2.3.4 Factors affecting the Advertising communication process ..... | 16  |
| 2.3.4.1. Source factor .....  | 16  |
| A) Source Credibility.....  | 16  |
| B) Source Attractiveness.....                                       | 18  |

|  |    |
|--|----|
| 2.3.4.2. Message Factors.....  | 19 |
| 2.3.4.3. Channel Factors.....  | 20 |
| A) Channel Preference.....   | 20 |
| 2.3.5 Process of Consumers Buying Decision.....                                      | 21 |
| 2.3.6 Contemporary models of consumer behavior.....                                  | 22 |
| 2.4 Advertising and Consumer Behavior.....   | 23 |
| 2.5 Classification of advertising.....   | 24 |
| 2.6 TYPES OF ADVERTISEMENT.....  | 25 |
| 2.7 ADVERTISING MESSAGE STRATEGIES.....  | 25 |
| 2.8 Models of Advertisement.....   | 26 |
| 2.8.1 Foote, Cone and Belding (FCB) Model.....                                       | 26 |
| Fig 1:.....  | 28 |
| 2.8.2 AIDA Model.....  | 28 |
| Fig 2: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984)...... | 29 |
| 2.9 The tri-component model of attitudes.....  | 29 |
| Fig 3 Tri-component model of attitude.....   | 30 |
| 2.10 Empirical Review.....   | 30 |
| 2.10.1 World Related Studies.....  | 30 |
| 2.10.2 Ethiopia Related Studies.....   | 31 |
| 2.11 Conceptual Framework.....   | 31 |
| Fig 4: Conceptual Framework specifying Research Variables.....                       | 33 |
| 2.12 Research Gap.....   | 35 |
| CHAPTER THREE.....   | 36 |
| 3. RESEARCH METHODOLOGY.....   | 36 |
| 3.1 Research Design.....   | 36 |
| 3.2. Research approach.....  | 36 |
| 3.3. Area of the Study.....  | 36 |
| 3.4. Population of the Study.....  | 37 |
| 3.5. Data sources and Types.....   | 38 |
| 3.5.1 Primary Data.....  | 39 |
| 3.5.2 Secondary data.....  | 39 |
| 3.6. Sources of data and data collection tools used.....                             | 39 |

|  |    |
|--|----|
| 3.7. Data Collection Methods .....   | 39 |
| 3.8. Data Analysis Techniques.....   | 40 |
| 3.9 Measurement of reliability and validity .....                            | 40 |
| 3.10 Ethical Issues .....  | 40 |
| Chapter Four .....   | 41 |
| Results and Discussion .....   | 41 |
| Response Rate.....   | 41 |
| 4.1 Reliability of the Data.....   | 41 |
| Table 4.1.1 Measure of internal consistency- Cronbach’s alpha .....          | 41 |
| Dimensions .....   | 42 |
| Cronbach’s Alpha Value.....  | 42 |
| Number of items .....  | 42 |
| 4.2 Demographic profile of respondents.....                                  | 43 |
| Table 4.2.1. Age of respondents .....  | 43 |
| Table 4.2.2 Gender of the respondents .....                                  | 43 |
| Table 4.2.3 Educational level of the respondents .....                       | 44 |
| Table 4.2.4 Occupation of the respondents.....                               | 44 |
| Table 4.2.5 Monthly salary of the participants .....                         | 45 |
| Table 4.2.6 marital status of the respondents.....                           | 46 |
| 4.3. General statement.....  | 46 |
| 4.3.1 Duration of bottled water consumption .....                            | 46 |
| Figure 4: Duration of bottled water usage .....                              | 47 |
| 4.3.1 Frequency of bottled water consumption per week .....                  | 47 |
| Fig 5: Frequency of bottled water usage per week .....                       | 48 |
| Fig 6: Attractiveness rate for TV AD.....                                    | 48 |
| Fig 7: other factors affecting consumer purchase decision .....              | 49 |
| 4.4. TV Advertising credibility .....  | 49 |
| 4.4.1. Advertising the true nature and quality of bottled waters .....       | 49 |
| Table 4.4.1. Advertising the true nature and quality of their products. .... | 49 |
| Table 4.4.2 Trustworthiness of TV AD .....                                   | 50 |
| Table 4.4.3 appropriate image and consumer purchasing behavior .....         | 51 |
| 4.5 TV Advertising attractiveness.....                                       | 51 |

|  |    |
|--|----|
| Table 4.5.1 Enjoying TV AD and consumer purchasing behavior .....  | 52 |
| Table 4.5.2 Attention taking AD and consumer buying behavior .....                                       | 52 |
| Table 4.5.3. Relying on TV attractiveness and consumer buying behavior.....                              | 53 |
| Table 4.5.4 TV AD by celebrities and consumer buying behavior.....                                       | 54 |
| 4.6. The nature of TV AD message on purchasing behavior of consumers.....                                | 54 |
| Table 4.6.1 Simple to understand message and consumer buying behavior.....                               | 55 |
| Table 4.6.2 Good TV AD message and consumer behavior.....  | 55 |
| Table 4.6.3 precise message and consumer purchasing behavior .....                                       | 56 |
| 4.7. The effect of memorable TV AD on purchasing behavior of consumers .....                             | 56 |
| 4.7.1 Remembering TV AD and consumer purchasing behavior .....   | 57 |
| Table 4.7.2 Frequency of TV AD and consumer purchasing behavior.....                                     | 57 |
| Table 4.7.3 remembering TV AD to make rational decision and consumer purchasing behavior .....           | 58 |
| Table 4.7.4 remembering the uniqueness of TV and consumer buying behavior.....                           | 59 |
| 4.8 The effect of channel preference on purchasing behavior of consumers .....                           | 59 |
| Table 4.8.1 TV AD Attention and consumer buying behavior .....   | 60 |
| 4.8.2 Audio-visual nature of TV AD and consumer purchasing behavior.....                                 | 61 |
| 4.9 Correlation Matrix .....   | 61 |
| 4.9.1. Correlation analysis .....  | 61 |
| Table 4.9.1. Correlation of TV AD credibility and consumer purchasing behavior.....                      | 61 |
| 4.10 Multiple regression analysis.....   | 63 |
| 4.10.1 Multi collinearity analysis.....  | 63 |
| Table 4.10.1 Multi Collinearity test.....  | 64 |
| 4.10.2 Scatter plot representations of linear relationships between dependent and independent variable.. | 65 |
| Fig 8: Linear relationship between TV AD credibility and consumer purchasing behavior .....              | 66 |
| Fig 9: Linear relationship between TV AD attractiveness and consumer buying behavior.....                | 66 |
| Fig 10. Linear relationship between TV AD message and consumer buying behavior.....                      | 67 |
| Fig:11 linear relationship between memorability of TV AD and consumer buying behavior.....               | 67 |
| Fig 12: linear relationship between TV Channel preference and consumer buying behavior .....             | 68 |
| 4.10.3 Durbin-Watson Statistics .....  | 68 |
| Table 4.10.3: Durbin-Waston model summary.....   | 68 |
| 4.10.4 Homoscedasticity .....  | 69 |
| Fig 13: Regression standardized residual versus regression standardized predicted value .....            | 70 |

|   |    |
|---|----|
| 4.10.5. Normality .....                                       | 70 |
| Table 4.12.1: Normality of the variables. ....                | 70 |
| Fig 13: Normality test of Variables.....                      | 71 |
| 4.10.6 Cook’s Distance .....                                  | 71 |
| 4.10.7. Over all model fit of regression model .....          | 71 |
| 4.10.7.1. Result of multiple linear regression analysis ..... | 71 |
| Table 4.10.7.1.1: Result of multiple regressions.....         | 72 |
| Table 4.10.7.1.2 ANOVA model Fit .....                        | 72 |
| 4.11 Beta coefficients.....                                   | 73 |
| Table 4.11 $\beta$ Coefficient analysis.....                  | 73 |
| 4.12. Hypothesis Testing.....                                 | 74 |
| Discussion .....  | 76 |
| Chapter Five.....   | 78 |
| 5. Summary, conclusion and recommendation .....               | 78 |
| 5.1. Summary of the findings.....                             | 79 |
| 5.2 Conclusion .....  | 79 |
| 5.3 Recommendations.....                                      | 79 |
| Bibliography .....  | 82 |

List of figures

|  |                                     |
|--|-------------------------------------|
| <a href="#">Fig 1: Advertisement Model (FCB) Source: Richard Vaughn (1980)</a> .....                 | 28                                  |
| <a href="#">Fig 2: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984)</a> ..... | 29                                  |
| <a href="#">Fig Conceptual Framework specifying Research Variables</a> .....                         | <b>Error! Bookmark not defined.</b> |

## **Abbreviations and Acronyms**

TV- Television

AD- Advertisement

USA- United States of America

UK- United Kingdom

EBC - Ethiopian broadcast corporation

SPSS- Statistical Package for Social Sciences

CBB- Consumer buying behavior

EKB - Engel-Kollab-Blackwell

AIDA- Attention, interest, desire and action

FCB: Foote, Cone and Belding

**KEY WORDS:** Consumer, Consumer buying behavior, Credibility, Advertisement, Attractiveness, memory, channel preference, bottled water.

## Abstract

The study examines the effect of Television advertising on purchasing behavior of bottled water consumers in Addis Ababa. The effect of the predictors on consumer purchasing behavior were studied namely Television Advertising credibility, Attractiveness of Television Advertisement, Simplicity of the Television Advertisement message, memorability of Television Advertisement and channel preference of Television advertisement. Based on the analysis, most of the respondents have the potential to purchase bottled water and most of them were also found to be attracted to TV advertisements which accounted for 41.4% of the total respondents. According to the result of the study, TV AD attractiveness, Simple to understand TV AD message and TV AD channel preference were found to have significant and positive relationship with consumer purchasing behavior; whereas TV AD credibility and memorability of TV AD were found to have insignificant relationship with consumer purchasing behavior.

Key words: Advertising, credibility, attractiveness, consumer purchasing behavior, channel preference.

## **CHAPTER ONE**

### **Introduction**

#### **1.1 BACKGROUND OF THE STUDY**

During the last decade, bottled water marketplace has witnessed an annual increase rate of 5% every year (Jhonson, 2019). Bottled Drinking water is a product, which people purchase not only when they are travelling or live out of their personal place but also during the stay in their own places. The reason is that people are being health conscious in the modern day environment (Brindha, 2017). The worldwide bottled water marketplace length is anticipated to reach USD 505.19 billion by 2028 (newswire, 2021).

Bottled water sales continued its upward motion throughout the world. International bottled water intake is predicted to have stood at 108 billion gallons in 2020. Americans fed on 15 billion gallons of bottled water in 2020. Mexico and Thailand had the greatest bottled water consumption internationally at 72.4 gallons of bottled water per person. Intake of bottled water in the UK rose from 1415 to 2275 million liters between 2000 and 2006, UK consumers spent £1 billion on bottled water. The industry is substantially stricken by the bottled water producers' advertisement (Yao, 2011).

Advertising which is one of the components of the interaction, has the primary goal of catching customers' interest and trying to persuade them to buy a certain product by converting or enhancing its attitudes both at the cognitive and emotional or behavioral level (Tarry, 2014). Advertisements need to be clean enough to be recognized and have impact on consumer

purchasing behavior as compared to previously processed and saved information (Meshesha, 2018). The best prophet for purchase is advertising (McDaniel, 1998). Advertisement is an effective way to influence the mind of viewers and gives viewers' exposure towards a particular product or service (Katke, 2007).

An advertisement on Television appears to be golden mined for companies to introduce their products internationally (Nielsen, 2010). Advertising via all mediums affect audiences, but television is one of the most powerful medium of advertising and due to its mass reach; it can have an impact not only on the individual's attitude, behavior, life style, exposure and in the long term, even the culture of the country (Latif, 2011). Consequently advertising on television is appropriate approach for diffusing products information to large number of customers and gaining customers buying intention (Hamed, 2005). TV commercials have an effect on attention, INT and desire (Ranjbarian, 2011). In growing countries the impacts of Television (TV) commercials are excessive and complement the satisfaction level of those products letting the consumers purchase the product at the end (Bishnoi, 2009). Therefore; advertisements on Television is an appropriate approach for diffusing products information to massive quantity of customers and gaining customers purchase intention (Hamed, 2005).

American Marketing Association has defined consumer behavior as the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives. According to (Bennett, 1995) he expressed that consumer behavior, as the actions and decision processes of people who purchase goods and services for personal consumption. According to (Duffy, 2005), purchase behavior is the end result of a long process of consumer decision making. According to (Proctor, 1982), understanding consumers' purchase decision-making process allows marketers to gain more knowledge and experience about their consumers. Moreover, it can be a foundation for them to create worthier marketing strategies for their target consumers.

Advertisers are always looking to find new methods to enhance the depth and performance in their advertisements in modern day cluttered media environment (Muda, 2010). Advertisement credibility is a key factor that affects the attitude and behavior of consumers (Ling, 2010). Credibility is the extent to which the source is accepted as having the knowledge, skill or experiences necessary related to the communication title.

According to (Armstrong, 2008), advertisement makers should think of an attraction since the advertising appeal has the ability to attract the attention of the target audience. Advertising serves as the source to attract customers about the product to do certain action; which is usually to purchase a product (Baack, 2010). Advertising is persuasive creating brand imagery and fostering consumer preferences (Kotler P, 2009). (Awan, 2015), stated that the use of celebrity endorsement in media advertisement attract the consumers. Wise choice of a media platform for advertisement is a prime for the promotion of products and services (Singh, 2012).

The impact of advertising in people buying decisions to purchase a product has effect on a product's brand that is often altered or linked to people's memories when it comes to purchasing decision (Miryala, 2015). Positive emotional appeals provide a strong brand cue and stimulate category based processing. If the categorization process is successful, then the effect and beliefs associated with this category in memory are transferred to the object itself (Stone M. A., 1982). Humans like to watch and listen to something at the same time makes in which it TV AD easier to memorize than the other types of advertisements (Marshall, 2011).

Advertising is persuasive creating brand imagery and fostering consumer preferences (Kotler P, 2009). (Awan, 2015), stated that the use of celebrity endorsement in media advertisement attract the consumers. Wise choice of a media platform for advertisement is a prime for the promotion of products and services (Singh, 2012).

Consequently different types of firms are competing to obtain their target customers attention. Accordingly most of the firms use advertisement as an important marketing tool to survive in the very competition in the environment. Hence the current research focused on the effect of TV advertisement on purchasing behavior of bottled water consumers living in Addis Ababa.

## 1.2 Statement of the Problem

The social relevance to this research can be explained by the negative image that consumers hold about Ads. Over decades consumers are still skeptic about the trustworthiness and believability of AD (Tien, 2010). So this research examined the relationship between AD credibility and consumers purchasing behavior.

According to (Vivekananthan, 2010), the primary goals of marketers are to attract new consumers and retain existing ones to expand their market share and sales volume. But the way of their communication and information contained in AD is not strong enough and pertinent enough to attract the attention of the consumers (Mittal, 2013). So in this research, the relationship between attractive AD and consumer purchasing behavior was studied.

The goal of any AD is to persuade consumers that they need a particular product or service. According to (Wang, 2002), advertising messages need to be informative, customer oriented and simple to understand. Accordingly the relationship between simple to understand TV AD message and consumer purchasing decision was studied.

Positive emotional appeals provide a strong brand cue and stimulate category based processing. If the categorization process is successful, then the effect and beliefs associated with this category in memory are transferred to the object itself (Hao-Te Lu, 2014). Accordingly this study examined the relationship between memorable TV advertisement and consumer purchasing behavior.

Television's chief function is enculturation, that is, to be a medium of the socialization of most people into their cultural roles and standardized behaviors (Kassu, 2019). Nakamura also reported that industrial advertisements shown in television were effective. Accordingly this study examined the relationship between TV channel preference and consumer purchasing behavior.

Hence, the proposed study is attempted to address the knowledge gap by describing advertising characteristics which are TV AD credibility, TV AD attractiveness, nature of TV AD message, memorability of TV AD and channel preference that have an impact on consumer purchasing behavior of bottled water users in Addis Ababa. According to (CR, 2021), it is necessary to pursue further research on the consumption of bottled water. Therefore, for academics this work would provide a basis for further research works.

## **1.3 BASIC RESEARCH QUESTIONS**

### 1.3.1 The main research question

- ✓ What is the effect of TV advertisement dimensions on bottled water purchasing behavior of consumers?

### 1.3.2 Sub-research questions

- ✓ How much does source credibility of TV AD influence bottled water purchasing behavior of consumers?
- ✓ What is the effect of attractive TV AD on bottled water purchasing behavior of consumers?
- ✓ How much does the nature of TV advertisement message affect consumers purchasing behavior?
- ✓ What is the effect of memorable TV AD on bottled water purchasing behavior of consumers?
- ✓ How much does channel preference of TV AD affect bottled water purchasing behavior of consumers?

## **1.4. OBJECTIVES OF THE STUDY**

### 1.4.1. General objectives

- ❖ To determine the effect of TV advertisement dimensions on bottled water purchasing behavior of consumers.

### 1.4.2. Specific objectives

- To find out the extent to which credibility of TV advertisement affects bottled water purchasing behavior of consumers.
- To ascertain the effect of attractive TV AD on bottled water purchasing behavior of consumers.

- To investigate how the nature of TV advertisement message affect consumers purchasing behavior.
- To ascertain the effect of memorable TV AD on bottled water purchasing behavior of consumers.
- To find out the effect of channel preference of TV AD on bottled water purchasing behavior of consumers.

### **1.5. Definition of terms**

Advertising: Any paid form of non-personal communication about an organization, product, services or idea by an identified sponsor (Belch G. & Belch, 2012).

Consumer: is a person who identifies a need or desire, makes a purchase, and or disposes of the product (Schifman L. G., 2010).

Consumer behavior: The processes involved when individuals or groups select, purchase or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria Josephine W., 2008)

Bottled water: is any product, including mineral, spring or well water taken from municipal or private utility systems, distilled or other water, to which chemicals may be added and which are put into sealed bottles, packages or other containers to be sold for domestic consumption or culinary use (Department of Health, New York State, 2006).

Advertising credibility: refers to the consumers perceptions of what extent the consumers perceive the messages of the AD to be believable and to what extent the consumers really trusts the source of advertising (Mackenzie, 1989).

Advertising attractiveness: An attractive AD is an AD that has an appeal, which has the ability to attract the attention of the target market or audience (Armstrong, 2008).

### **1.6. Significance of the study**

The research focuses on the impact of TV advertisements on consumers to purchase bottled water. Consequently, this study provides input for the advertiser and it shows the extent to which TV advertisements dimensions affect the buying decision of the consumers. The outcome of this study is believed to be important to advertisers, production companies, TV stations that are introducing, producing and transmitting TV advertisement products or services since they can understand the preference of the consumers of Addis Ababa viewers of TV advertisements. The study is believed to be useful for academics since the study would provide a base for further research works.

In general this study will give practical and tangible information with regards to the effect of TV advertisement on consumers purchasing behavior in the bottled water industry.

### **1.7 Scope of the study**

This study focused on the impact of TV advertisement on buying behavior of consumers towards bottled water in Addis Ababa. This study would describe the effect of TV advertisement variables that influence the buying decision of bottled water users. Understanding of variables such as credibility, attractiveness, nature of TV AD message, memorability of the AD and channel preference on the buying decision of the customers would help in giving further understanding, how these variables affect the decision making of the consumers.

The study focused on general TV advertisements prepared on bottled water which were aired on government and private TV stations focusing on 384 Addis Ababa bottled water consumers who watch TV advertisements.

The methodology of this study used explanatory research approach. This design was selected since it can have benefit in giving good quantity of responses from extensive variety of people in giving a significant and correct picture of events and seek to give an explanation for people's notion and behavior on the basis of the data collected.

### **1.8. Limitation of the study**

The research was restricted to specific number of TV advertisement viewers in Addis Ababa. And also geographically it focused only on the bottled water market specifically on cafe users around Mexico.

### **1.9. Organization of the research report**

Chapter one of this research paper have introduction part of the research with background of the study, statement of the problem, research questions, objective of the study, hypothesis, definition of terms, significance of the study, scope of the study and limitation of the study.

Chapter two is about literature review of related articles, books and journals which are directly related to the subject matter of the study. It contains theories and concepts and detailed discussion of the effect of advertising on the purchasing behavior of bottled water.

Chapter three of the research discussed the research approach, research design, research method, area of study, Population of study, data source, sampling techniques, source of data collection, data analysis, and ethical issues.

Chapter four of the research comprises detail analysis and discussion of the data collected for the study. And chapter five includes the summary, conclusions, recommendations and implications for future research.

## **CHAPTER TWO**

### **Literature Review**

#### **Introduction**

Relevant concepts and theories are reviewed about TV advertisement and consumers buying behavior. Hence, this chapter reviews literatures on this topic. This will be organized under three major themes, theoretical framework on the topic, empirical evidence, conceptual framework and hypotheses for the study will be presented.

#### **Theoretical frame work**

##### **2.1 History of bottled Water**

Water was first bottled for use in the United Kingdom's holy well bottling plant in 1622. The practice has grown popular with the bottling of mineral spring water across Europe and the US in 1700s, since the natural springs are believed to have healing and therapeutic effects (Hurly, 2019). On contrary, bottled water market has immerged in Europe and Russia in early 1900's (Durga, 2010). The real sales of bottled water were witnessed as French company 'Vittel' that launched its first plastic water in 1968 for the general public consumption. Europe then became the leading bottled water sales region with France and Germany being on the top with the highest sales (Durga, 2010). Hall (2009) also argued that Jackson's Spa in Boston has started selling bottled water in 1767.

In 1809 carbonated water started its boom in the U.S after Joseph Hawkins received a patent to produce "imitation mineral water". Soon after, production boomed and this coupled with the public's fear of cholera and typhoid, leading millions of bottles being sold annually in the U.S by the mid-1800s (Hurly, 2019). In early 2000s the tap versus bottled water was fully engaged, with beverages companies playing to consumers' fears of illness and contamination from tap sources. One major player in assault on tap water was Brita filters, with ads that say "Tap and toilet water come from the same source. Don't you deserve better?" In 2012, US annual consumption

reached 9.67 billion gallons that is an average of 30.8 gallons per person. Residents of Louisiana, Texas, and Arizona consumed the most, fueling bottled water sales of \$11.8 billion (Hurly, 2019).

### **2.1.2 Importance of bottled water**

Water is one of the essential things for man which is useful for day to day life. Men are advised to drink 15.5 cups or 3.7 Liters of water daily and women are advised to drink 11.5 cups or 2.7 Liters of water daily (Sawka, 2014). The choice of bottled water usage is driven by beliefs and perception about the water (Gorelick, 2014). A quantitative research in USA stated that users choose bottled water because of its purity, safety, healthiness and taste (BMC public health, 2009).

Bottled water usage is advancing by ten times each year around the globe (Hu, 2011). The usage of bottled water depends on variations of beliefs and perceptions on water but not that much about brand loyalty (Linden, 2013). People that live in cities like Addis Ababa, with a number of 4.30 million choose to use bottled water over tap water (Ensermu, 2014).

### **2.1.3 Bottled water advertisement**

AD is the main means which consumers get to have better relations with bottled water (Foote, 2011). The AD industry helped bottled water to be thought as healthy unlike tap water. The success of bottled water and its popularity also took the attention of opposing cultural forces. These forces affect its superiority, together with the wisdom and morality of drinking bottled water every time (Klein, 2008). It was shown that the preference of bottled water to other carbonated drinks is due to the effect of media, marketing and advertising. Bottled water was also seen as a luxury (BioMed central, 2009). Water bottlers continued in making believe the users on the products they have. Bottled water became a feasible product by investing much in AD (San Marcos, 2006).

## **2.2 Review of Advertisements**

There are many and different definitions of Advertising. According to (Belch, 2012), advertising is the most known and well discussed form of promotion, due to its omnipresence. This works for manufacturers that sell their products for vast market. Advertising is the primary need for lots of the marketers. It is also a better way to communicate with large number of people with a minimal cost. And according to (Wijaya, 2012), a modern meaning of advertising adds other necessary issues like media, audience, and goals.

According to Kotler and Armstrong (Armstrong, 2008) advertising refers to any paid form of non-personally presented and promoted ideas, goods or services through mass media by a designated sponsor. According to (Katke, 2007) advertisement is an efficient way that impacts the mentality of audiences in introducing them to a unit product or service. Advertisers are trying to distribute as much information as possible about the products within the target market. Ideally, consumers purchasing behavior manifests and explains their habits of buying (Svend, 2010).

### **2.2.1 History of the Media in Ethiopia**

According to (Ellene Mocria, 2003), modern mass media was first introduced in Ethiopia a century ago, under the rule of Menelik II who ruled from 1889 - 1913. Electronics media specifically Ethiopian Television was created in 1964. In October 1992, the transitional government of Ethiopia proclaimed and enacted the Press Freedom Act stating that freedom of the press is accepted and respected in Ethiopia giving the right to access information and censorship of the press and any limitation of a similar nature are hereby forbidden.

### **2.2.2 TV Advertisements**

Television Advertising can be defined as “any fee based form of non-personally communicated ideas or products on the electronic media to the end consumer” (Bogdanovic, 2013). According to (Belch M. , 2001), TV is the ideal advertising medium. Its nature of combining visual images,

movements, sounds, and colors provides the advertiser with the ability to develop the most creative and imaginative attraction of all media. According to (Abideen, 2011) Television Advertisement is the most effective way to promote goods and services in front of millions of customers. It impacts the purchasing behavior of the consumers effectively and efficiently.

In comparison to radio, TV was found to be more effective means of communication because of its audio-visual impact (Stone M. A., 1982). According to various studies, television advertisement has been shown to have the greatest impact on audiences and persuades them to begin the purchasing processes and it also has strong effect on consumers' perception (Jolodar, 2011). The main goal of TV advertising is to influence consumer buying behavior; nevertheless, this impact could be changed frequently with people's emotions and perception. In addition to this, TV advertisements tend to cost a lot to prepare and air.

### **2.2.3 Importance of Advertising**

(Kotler P, 2009), stated that advertising is persuasive creating brand imagery and fostering consumer preferences. Advertising assumes real economic importance too (Belch G. a., 2001). It can secure prospects for sellers by persuading viewers to ask more information and by identifying the selling points that handle the product. It allows seizing the market and boost advertisers sales. Although advertising can be expensive to create brand preference or to educate people, it can pay well in today's tough media environment (Kotler, 2012).

Advertisement also helps to incentivize people to buy a product. Nonetheless, such an impact on a product's brand is often altered or linked to people's memories when it comes to purchasing decision (Miriyala, 2015). Advertising plays an important role in marketing in consumers' purchasing decision. Advertising helps in informing consumers that there is a new product in the marketplace i.e. creation of awareness. Efficient communication through advertisement drives consumers to buy the brand (Belch G. a., 2001).

### **2.2.4 Ethical Issues in Advertising**

According to (Khan, 2006) advertising should adhere to certain moral principles and must not undermine or criticize other products and brands. It should not be false, deceptive that mislead consumers and that ethics must be given due place in advertising. Ethiopia proclamation of Advertisement with proclamation no. 759/2012 states that advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct.

## 2.3 Consumers

According to (Schifman L. G., 2010) a consumer is an individual who determines a need or desire, makes a purchase, and/or discards the product. Traditionally, consumers have been defined very strictly in terms of economic goods and services in which a monetary exchange is involved (Hawkins et al. 1998). This concept, over a period of time, has been widened. Some scholars also include goods and services where a monetary transaction is not involved. Thus the users of the services of voluntary organizations are also thought of as consumers.

### 2.3.1 Target Audience

Target audiences include individuals and groups of people that advertisers seek to communicate their message to (Semenik, 2002). Targeting increases the company's profitability by focusing solely on a particular group only (Solomon, 2012). According to them, target marketing involves finding, selecting and responding to the unique need of the consumer towards the product of the company. And this can be accomplished efficiently by STP (Segmenting, Targeting and Positioning) implementation.

- ✚ Segmenting: Big markets are divided in to groups to understand who the consumers are and what they are interested in. It is also a strategy to identify who the potential

audiences are for advertisement. Possible ways to segment the market include: demographic segmentation, geographic segmentation, psychographic segmentation, behavioral segmentation, B2B (Business to Business) segmentation.

- ✚ Targeting: Is selecting the segment so as to make it the focus of advertisement. Good targets are measurable, accessible, profitable, and distinguishable.
- ✚ Positioning: It is of a relationship between a product and customer. This has a purpose of distinguishing the company's products from those of the competitors. Positioning is about how a particular market gets a good or service better than the completion.

### **2.3.2 Roles of Consumers Behavior**

Various categories of roles can be thought of in relation to on consumer behavior. (William M. Pride, 2000), explain the role of consumer behaviors as follows. At times, the goods are purchased by the father and the kids use it. At last the kids become the consumer. The father purchases a freezer and the user is the whole family. Consequently, they listed certain consumer behavior roles.

- Initiator: a person who first suggests the idea of purchasing the particular product or service.
- Influencer: an individual whose view or advice influences the decision.
- Buyer: The person who makes the actual purchase.
- User: The individual who consumes or uses the purchased product or service.

According to Solomon (Solomon M. , 2002) consumer behavior has two aspects: the last purchasing activity that is visible to us and the decision making process that might involve the interaction of a number of complex variables that we do not see.

### **2.3.3 Factors affecting Consumers Buying Behavior**

According to (Miriyala, 2015), the factors which affect consumer behavior can be summarized into personal, psychological, cultural and social factors. An understanding of these factors helps businesses in order to provide products and services that meet consumers' needs and wants.

- ✚ Personal factors: This category includes, age, marital status, occupation, economic situation, lifestyle, and Personality. These factors have their own effects on the buying behavior of the consumers.
- ✚ Psychological factors: This category consists, motivation (motives; urge to act to fulfill a goal or satisfy a need/want). These factors include Perception, attitudes, learning, memory and beliefs that a particular person holds about the purchase of a certain product.
- ✚ Cultural factors: These factors are the sum total of values, knowledge, beliefs, myths, language, customs, rituals and traditions that govern a society. And also Sub-culture is the other factor sharing same variables as that of the cultural factors.
- ✚ Social factors: Family, education, occupation roles and status, residence location and reference groups.

### **2.3.4 Factors affecting the Advertising communication process**

#### **2.3.4.1. Source factor**

##### **A) Source Credibility**

Credibility is the degree to which the source is viewed as relevant knowledge, skill or experiences with respect to the communication. There are two important dimensions to credibility. Most research on advertising credibility is derived from (Hovland, 1951) study on source credibility, which analyses the factors leading to the perceived credibility of the communicator, and found that two factors, expertise and trustworthiness & explained the concept of source credibility (Ohanian, 1990). Trustworthiness implies that the source is willing to deliver what is promised, while expertise is defined as “the extent to which the source is perceived as being capable of providing correct information” (Bristor, 1990). The degree of expertise is connected to the experience of the source (Racherla P., 2012).

Information from sources with higher levels of expertise and trustworthiness can change attitudes, while sources seen as low in expertise and with biased characteristics cannot result in any change in attitude (Greer, 2009). These two factors, along with the concept of source

credibility, have also been adopted by other researchers (Lutz, 1985); (Mackenzie S. a., 1989). (Yakoop, 2013); (Martins, 2018), within the context of advertising credibility.

Previous researches suggest that celebrity trustworthiness is the most important, and also makes the highest contribution to increasing consumers' confidence in the brand and firm (Erdogan, 2001), (Bekk, 2010). This importance, alongside the fact that celebrity trust has different meanings, conceptual characteristics, dimensions, components and effects from celebrity trustworthiness (Yu, 2015); (Roy, 2018); (Franklin, 2019), demonstrates the need to study celebrity trust in more detail and particularly, as suggested by previous researchers (Delgado-Ballester, 2003).

(Awan, 2015), stated that the use of celebrity endorsement in media advertisement attracts the customers. Celebrity endorsers are individuals who enjoy high public recognition and use this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). They are considered to be an effective marketing communication tool (Spry et al., 2011; Singh and Banerjee, 2018). (Awan S. H., 2015), stated that message marketing is a new tool of introducing products and services and attracting new customers. The importance of celebrity trust has also led several researchers to study its effectiveness in greater detail (Ohanian R. , 1990). A related but conceptually and operationally distinct construct, celebrity trustworthiness, has already been explored

Marketers spend an enormous amount of money on celebrity endorsement contracts. Estimates suggest that as much as 10 per cent of a firm's annual budget is spent on celebrity endorsements (Zhou, 2016) & (Wang & Scheinbaum, 2018). In return, celebrities deliver a huge positive impact on advertising effectiveness and brand recall, and increase the level of consumers' purchase intention (Chan, 2013).

(Atkin C. & Block M., 1983), revealed a higher susceptibility to celebrity endorsements among younger participants than among older participants. More recently, (Biwas, 2009), and (Rushworth, 2017) also found that celebrity endorsers had a higher impact on the purchase intentions of younger consumers than on those of older consumers. (Chan, 2013), mentioned that, compared to older consumers, adolescents had a higher persuasive intention towards celebrity endorsers and held less skeptical attitudes towards them. (Roper, 2008), found that low-

income teenagers were more attracted than other subgroups to celebrity endorsers. (Kumar, 2011), observed that 91.7 per cent of consumers under the age of 18 found celebrity endorsers attractive and influential, a higher rate than in other age groups. Mostly, the outcomes of these studies suggest that younger consumers are more highly influenced than those in other age groups by celebrity endorsers, and use them as a key reference to enhance their image (Atik, 2013). Young consumers view celebrities as credible role models and admire them (Martin and Bush, 2000) & (Rushworth, 2017). They adopt their attitudes; incorporate their opinions significant differences in the level of influence on consumers of different genders.

(Ohanian, 1991), examined the effect of consumers' gender on their purchase intention, but did not find any significant gender-based effect on their likelihood to purchase the celebrity-endorsed product based on the three credibility dimensions. In contrast, Boyd and Shank (2004) investigated the effect of gender-matching between celebrity endorsers and consumers to examine whether this had any effect on consumers' perceptions of the endorsers. They found that women rated female endorsers more favorably than male endorsers, and male consumers rated male endorsers more favorably than female endorsers.

A high level of credibility is positively associated with consumers' attitude towards the advertising and brand, and increases the chances of purchase intention, while a low level of credibility has a negative impact (Haghirian and Inoue, 2007). Studies on this topic also suggest that advertising credibility positively influences brand and corporate attributes, increases consumers' willingness to access and accept information, increases the advertising value, and increases positive persuasion (Okazaki, 2004; Cotte et al., 2005; Multani et al., 2013; Van-Tien Dao et al., 2014; Kim and Han, 2014; (Martins e. a., 2018).

## **B) Source Attractiveness**

According to (Kotler P. B., 2015), AD makers must think of an attraction because according to them appeal of advertising can affect the effectiveness of advertising can affect the effectiveness of advertising. An attractive AD is an AD that has an appeal, which has the ability to attract the attention of the target market (audience).

Attractive sources draw attention and increase the persuasiveness of the advertisers' message. Advertisers do this by using attractive celebrities such as TV and movie stars, athletes, sport

stars, musicians or as well as individuals who are very similar in terms of life style personality, social status education, etc to their target audience to approve their products. They do this by applying similarity, familiarity and using decorative and physically attractive models.

The message to be conveyed can be presented in different delivery styles, namely by displaying: footage of individual or group lives, individual lifestyles, fantasies about the product, moods or images around the product, music to bring more messages, symbols personality to create characters that personify products, showcase the expertise and experience of companies in producing products, Scientific evidence of product superiority, evidence or testimony from famous people (Tjiptono, 2008).

According to (Sutarso, 2010), There are three types of attractiveness, namely rational appeal, moral appeal and emotional appeal. Rational appeal is related to the self-interest of the public. The appeal shows that the product will produce the desired benefits. The moral appeal is directed at the audiences' feelings about what is right and appropriate. This attraction is often used to encourage people to care and do charity for social activities. The moral appeal is directed at the audience's feelings about what is right and appropriate.

An emotional attraction that evokes emotions both negative and positive that can motivate purchase. Communicators may use positive attentions such as love, pride, pleasure and humor. It can also use negative attractions such as fear, guilt and shame that invite people to do things they should do or stop doing things they should not do. The moral appeal is directed at the audience's feelings about what is right and appropriate.

#### **2.3.4.2. Message Factors**

Television advertising depends highly on visual as well as verbal information in the presentation of the message.

Simplicity of a message in advertisements refers to the subscribers' perception of how easy and straightforward the message commercial is. It goes on to also look at the grammatical correctness. A good message should be written in simple terms and language which is easy for the majority to understand. That is particularly important since advertising message is a one-to-many channel which targets the mainstream (Afzal, 2015).

According to (Oguntomisin, 2017), when message adverts are not easy to understand, subscribers would shun anything that would want to take them back into a classroom setting for it to be understood. The communication should be simple and in plain language. The language used in the message should appeal to both the old and the young, as well as to all gender variations (Oguntomisin, 2017).

Another element of simplicity raised by (Amin, (2014)) is the size of the message. The same was noted by (Lim, 2019) that twenty-first century customers are ever busy and dynamic, therefore messages should be kept short, simple and to the point. That would make it easy for subscribers to read through and follow. For mobile technologies to be adopted, perceived ease of use is an antecedent factor (Ambarwati, 2020), (Lee, 2020) & (Nguyen, 2020).

Message advertisements are simple if they are easy to understand, have language which is easy to read, are short, enjoyable and without grammatical errors (Amin, (2014)), (Lim, 2019); (Oguntomisin, 2017). Simplified text adverts attract the attention of consumers, and thus the following hypothesis was formulated in this study.

### **2.3.4.3. Channel Factors**

#### **A) Channel Preference**

Television's chief function is enculturation, that is, to be a medium of the socialization of most people into their cultural roles and standardized behaviors (Gerbner & Gross, 1976). Nakamura (1989) study reported that industrial advertisements shown in television were effective. Singal and Sehgal (1989) studied the factors influencing in the selection of toilet soaps on 120 girl college students and revealed that advertisement on T. V. were the most effective in influencing their selection, followed by media like cinema, slides/short films, magazines, newspapers and retail shop displays.

(Miglani, 1991), conducted a study on the effect of different advertising media on the purchase of household goods and revealed that all the respondents were exposed to T.V. advertisements

and television took the top rank for its effectiveness in the purchase of household goods by all the income groups followed by magazine in high and middle income groups.

(Joon, 1992), studied on the effect of television advertisements on the purchasing behavior of homemakers revealed that 40 per cent of the respondents were influenced by their advertisements. The factors such as good quality, earlier experience, less consumption, cost and TV advertisements with the brand were important in influencing the respondents to repeat the purchase of brand. (Lokesh Sharma, 2014), also revealed that adults strongly believe that the TV advertisements have considerably influenced their buying process.

### **2.3.5 Process of Consumers Buying Decision**

The classical five stages of consumer decision-making process are (1) problem recognition, (2) information search, (3) alternatives evaluation, (4) product choice and (5) post-purchase evaluation (Alba, 2000).

- ✓ **Problem Recognition:** is the beginning level of consumer decision-making process. At this stage consumer is able to recognize what the problem is and subsequently what product will be able to meet this need.
  
- ✓ **Information Search:** is the stage where consumers seek for more knowledge to deal with the identified problem. To help themselves make a decision, consumers will try to get information from their internal and external surroundings. There are two information seeking steps. The first one is the pre-purchase search, in which users look for the information to meet their needs in solving their problems having realized their needs. The second one is an ongoing search where consumers browse the information for their pleasure and to keep them up-to-date with new products or current situations of the products“ market Hubert et al. (1985).
  
- ✓ **Alternative Evaluation:** at this stage, consumers should assess their available alternatives that they obtained in the previous stage, which is the information search. According to (Deborah, 2008), given that there are a large number of diverse brands on the market; consumers will create their own set of incentives that include brands that are already in

their minds. The brands included in consumers' recall boxes will have more possibilities to be chosen by them.

- ✓ Product Choice: product selection can be quick or easy or otherwise complicated step. Consumers' product selection can be influenced by different sources of information in the decision-making process (Hollensen Svend, 2010).
  
- ✓ Post Purchase Behavior and Disposal: The quality of a product/ service is the major determiner in the evaluation of post purchase behavior. The buying process is a set of procedures used to identify or select products or services to buy, check the quality, conformity and the significance of products and vendors carry out buying transactions. and assure that operations related with buying have been done accordingly (David, 1978).

### 2.3.6 Contemporary models of consumer behavior

According to (Barta R., 2009), three models explain consumer behavior. These are the Nicosia Model, the Haward-Sheth Model and the EKB Model.

- **Nicosia Model:** explains a case in which the company develops communications that could be consumer-oriented products, and ads. This delivery will encourage consumers respond to it that affects the following actions at the company. It has four major fields.
  - ✓ Field I – It is the firms offering attributes and outputs or communications that the firm has for psychological attributes of the consumers'.
  - ✓ Field II – consumers search and find the products and services of the company and then evaluating the outputs and alternatives of the companies for consumption.
  - ✓ Field III –this step consists of the motivation of the consumers for action or buying decision.
  - ✓ Field IV – Is the consumer's storage or use of products and services.

- **Haward-Sheth Model** : Four variables that are important in this model are Stimuli, Perception, Learning and Attitudes output. This model describes how the individuals are influenced by the external variables before and during purchase activity. They are still present and are expected to be altered following new learning. The model is viewed as dynamic by its nature according to the evolution of both individual and social conditions (Hulten, 2015).
  
- **Engel-Kollat-Blackwell (EKB) Model**: According to (Agarwal, 2016), EKB model suggests that there are different factors that influence consumers' decision making. It shows the impact of the following factors.
  - ✓ Information input stage - The model demonstrates consumer's selective exposure, attention, understanding and retention of stimuli from those sources in relation to a product or service of specific brand.
  - ✓ Information processing stage- The central unit processes received and kept stimuli for research and evaluation, purchasing processes and evaluation after buying. However, this might not happen in all kinds of purchasing situations.
  - ✓ Decision Processes- This stage involves problem recognition, search for alternatives, alternatives, alternative evaluation purchase and outcomes. But it might not be essential to go through all the steps since it depends on its extended or routine problem solving behavior.
  - ✓ Individual and environmental Influences- these include values, personality, motives, reference groups, family, psychological factors and consumers' financial condition (Gupta, 2007).

## 2.4 Advertising and Consumer Behavior

According to (Smith, 2004), consumer behavior is the process and activities people undertake when looking for, selecting, purchasing, using, evaluating and disposing of products and services in order to meet their needs and wants. Sometimes it is incidental and impulsive, a well-known discount price offers in a store may cause an impulsive buying process. Marketers must know

about the particular needs that consumers try to meet them and how that results into purchase. It is a must to figure out how they access information about different brands and how they differentiate between them.

Information search is one part of the decision making process, consumers seek information so that they can make decisions. The source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The pattern that an individual receives, selects, organizes and interprets information to create a meaningful a significant image of the world is called perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the Ad campaign can definitely influence the perception process (Belch M. , 2001).

## **2.5 Classification of advertising**

Advertising is divided into eight main categories (Sandage, 2001).

1. By target market segmentation – it should be pointed out that the segmentation is a division of the consumer or viewer on segments by social, professional and other characteristics. The more specific product or service is, the narrower is the segment of the audience, among which they can be advertised.
2. By target impact – commercial (goods and services) and noncommercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Noncommercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise, satellite TV, the Internet and other latest communication tools. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district.
3. By the way of transmission - printed, electronic, outdoor advertising (Sandage, 2001).
4. By the method implementation – textual and visual. Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can

be an appropriate photographic image or picture, and dynamic advertising such as video, computer animation.

5. By the method of impact - direct and indirect. Direct advertising is an advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a phenomenon of a different kind. It operates almost on a subconscious level. So we do not even notice that we absorb the advertising information gradually.
6. By the method of addressing – an impersonal and personalized. Personalized advertising is represented by well-known personalities or experts of the advertised product, or consumers themselves.
7. By the method of payment – paid or free. Free advertising is rare. In the most cases it is a public or social advertising, not for commercial purposes.

## 2.6 TYPES OF ADVERTISEMENT

There are three types of advertising according to (Khan M. , 2006). These include informative, persuasive and reminder advertising.

- ✚ Informative advertisement: The main aim of this advertisement is to provide information about the advantage and usage of the product. The more informational your Ad is, the more convincing it will be (Ogilvy, 2011).
- ✚ Persuasive advertising: The main aim is to convince the user to purchase the advertiser's product. TV is known for its persuasive advertisement but at the same time costs too much.
- ✚ Reminder advertising: This is done for a product at its maturity stage and for manufactures that have well known products in the market. It is advertised frequently so as users are informed to consume the product. It may be advertised on high entertainment and low involvement type of programs on media.

## 2.7 ADVERTISING MESSAGE STRATEGIES

As a promotional tool, firms choose Ad messaging strategies which can attract consumers towards their products (Semenik, 2002).

The following are list of strategies used by companies in their ad.

1. Link a key attribute to the brand name: This is a method in which advertisers plan for consumers to incorporate their brand and key attributes and vice versa.
2. Transform consumption experiences: Creating of a sentiment, brand picture, or humor to the user that is initiated by using the product.
3. Instill brand preference: to ensure that customers prefer the brand more than other brands.
4. Promote brand recall: the aim of this Ad strategy is to make consumers call or choose that particular brand among the brands having the same use.
5. Scare the consumer into action: this is a strategy in which the message of the advertiser induces fear in the mind of consumers and leads to consuming of the product as an outcome.
6. Change behavior by creating anxiety: Play with the purchaser's anxiety that is social in nature and finally having them to purchase the products.
7. Situate the brand socially: situating the brand in a desired state of the consumer's social class status which let the consumer buy that product or brand.
8. Define the brand image: making users to rely on visuals through creating brand image that they can relate with the product.

## **2.8 Models of Advertisement**

Although there are different models of advertisements, just two models are reviewed in detail for the purpose of this study.

### **2.8.1 Foote, Cone and Belding (FCB) Model**

This model divides Ad strategy into two attributes based on thinking versus feeling and low involvement versus high involvement. It is an integrative approach that is highly realistic with respect to the human psychology and helps in the sales point of view to interpret the consumer’s purchasing behavior and its implication for adopting suitable advertising strategy to focus on the target audience (Vaughn, 1980). The FCB model is powerful that adopts various versions of the learn-feel-do sequence and provides varies Ad strategies for each of the four quadrants.

Quadrant 1- Thinking Informative/ High Involvement -This is a Learn-Feel- Do sequence. It symbolizes the deep thinking and high involvement levels shown by consumers before making a purchase decision. This quadrant implies that a large amount of information is necessary because of the importance of the product.

Quadrant 2- Feeling (Affective)/High involvement: this includes products that require high involvement and whose purchase decisions are based on feelings of customers. Therefore an attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers’ self-esteem.

Quadrant 3- Thinking (Habit)/ Low involvement- Products in this category need very little amount of thinking and low levels of involvement since the customer has already formed a habit. The hierarchy model is a Do-Learn-Feel pattern.

Quadrant 4- Feeling (Self - Satisfaction)/ Low involvement: The products in this category are bought in an impulsive manner or for personal satisfaction. This is a Do-Feel-Learn model. Attention is key driver in this quadrant. The best strategy to advertise these products is to focus on customer impulses and preferences.

|                  | Thinking                             | Feeling                            |
|------------------|--------------------------------------|------------------------------------|
| High involvement | Informative thinker<br>Learn-Feel-Do | Affective<br>Feel-Learn-Do         |
| Low involvement  | Habit Formation<br>Do-Learn-Feel     | Self-satisfaction<br>Do-Feel-Learn |

**Fig 1:** Advertisement Model (FCB) Source: (Vaughn, 1980)

### 2.8.2 AIDA Model

The AIDA model gives a detailed illustration of the overall process regarding the impact of advertising on consumer behavior and the buying decisions. It was also called DAGMAR, an abbreviation for designing goals for measured results. This model was designed under four interrelated stages of communication: awareness, comprehension, conviction and action.

This model describes a learning process by which consumers' progress through a series of predetermined functions to complete the purchasing process. AIDA model also consists of the factors of attention, interest, desire and action, in which all the four of them are necessary for the relationship between consumer behavior and advertising. The first element is attention which describes the stage at which the brand succeeds in attracting the attention of the consumer through the advertising with which it comes into contact.

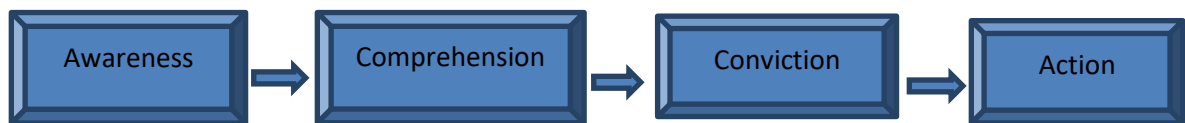
Appropriate channels are used in the market by the organizations that are creating attention, interest, desire, and attraction of their products for communication, to reach the mass market thereby boosting the demand for existing and new products on the marketplace. All of them got three general stages in common, although the names of sub-stages might vary: which are cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Joachimsthaler, 2000).

The steps of hierarchy of AIDA Model are as follows:

- ✚ Awareness: It is the first step of hierarchy of AIDA model, people become aware of the products. At this stage, advertisers introduce their products, services and information about the usage of products. As an outset, advertisers give awareness about their products in their target market place and the advantages they drive from them (Baca et al., 2005). According to (Hoey, 2001) awareness is the cognitive step in attracting customers and the initial stage in the communication process.
- ✚ Interest: Advertisement of a product or service is processed with the goal of creating interest among target audiences as creation of interest is the priority of advertisers

(Broeckelmann, 2010). Continuous purchase of a specific product shows consumers' interest (Ghirvu, 2013).

- ✚ Desire: This step deals with the inspiration of letting the target consumers to purchase a product or service. From advertising perspective, desire is seen as the intense level of desire for a product. Creation of desire is the priority of marketers, where they explain the characteristics and advantages or values of their products (Richardson, 2013).
- ✚ Action: At this stage, consumers are prepared to pay for the products or services to meet their intense desire for a specific product or services. A number of incentives offered may persuade a customer to take action (purchase). For example reduced prices often induce consumers to take measures i.e. purchase something (Rawal, 2013). As mentioned by (Hoey, 2001) action is the behavioral step that involves real purchase.



**Fig 2: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984).**

## **2.9 The tri-component model of attitudes**

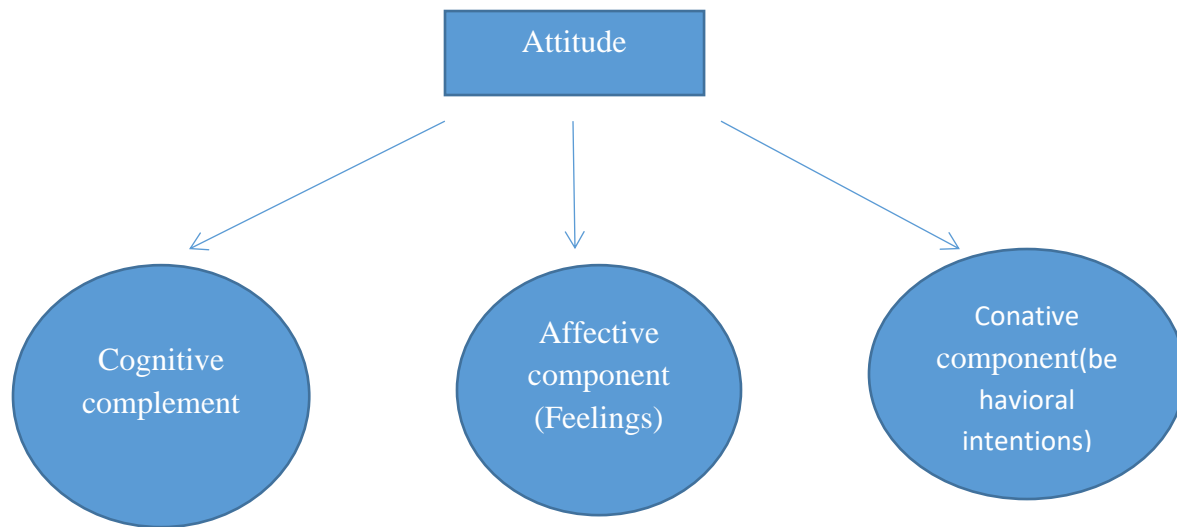
According to the tri component attitude model, attitude consists of three major components that is cognitive component, affective component and the conative component.

The cognitive component consists of a person's cognitions, i.e knowledge and perceptions about an object, this knowledge and resulting perceptions commonly take the form of beliefs, images and long term memories.

The affective component of an attitude comprises of the consumers emotions or feelings towards an object. These emotions or feelings are frequently treated by consumer researchers as primarily evaluative in nature. I.e. they capture an individual's direct or global assessment of the attitude-object, which might be positive, negative or mixed reaction consisting of feelings about an

object. The affective response may be derived through association (i.e, Category attributes) or directly attributed to the interaction between the product and service and the decision maker.

The conative component is concerned with the likelihood or tendency of certain behavior with regard to the attitude object. It would also mean the predisposition or tendency to act in a certain manner towards an object.



**Fig 3 Tri-component model of attitude**

## **2.10 Empirical Review**

This section discusses the empirical studies related to this research. The empirical evidence in this study is divided to world related studies and Ethiopia related studies.

### **2.10.1 World Related Studies**

According to (Bakshier, 2013), trust can be measured by two components namely (1) credibility which depends on the degree to which the consumer trusts that the marketer has the expertise and loyalty to do the transaction efficiently and reliably and (2) benevolence which depends on the degree to which the user think that the marketer intends to benefit the consumer in case of need.

(Arshad, 2014), conducted a research on the effect of advertising on consumer behavior. The study was conducted in seven cities in Pakistan. Probability sampling was used on 300 respondents. According to the result TV advertising was found to be more persuasive than other

advertisement ways to make the consumer purchase that particular product since it portrays and makes perception to the consumer.

(Balazs, 2011), studied on the title “Memorable Hungarian Advertisements” it researched on the beliefs and perceptions of consumers about advertisement. The research was done in Hungary. The study was conducted to investigate consumers’ behavior and understands how consumers responded to memorable Ads. The purpose was to determine what factors make Ads memorable. It was found that Ads which elicits positive sentiment is memorable and leads to higher sales.

(Doria, 2006), studied on the title of “Bottled Water Versus Tap Water: Understanding Consumers’ Preferences”. The research focused on USA, Canada and France. According to the study, consumers were affected by the advertising of bottled water in which the advertisement was found to be the factor to influence consumer buying decision. Health related issues and demographic variables were also found to be another factor in which urban areas have much higher bottled water consumers than rural areas.

(Sharma, 2009), aimed to study the influence of TV advertising on customers purchasing decision. Teenagers from both the genders from urban and rural areas were used for study. Taking gender, age, education, annual income as determinants and counts were analyzed and urban teenagers were found to watch the advertisements of the products they believe that they are useful and good. And it was also found that TV advertisements influence more males compared to female consumers in their purchasing behavior.

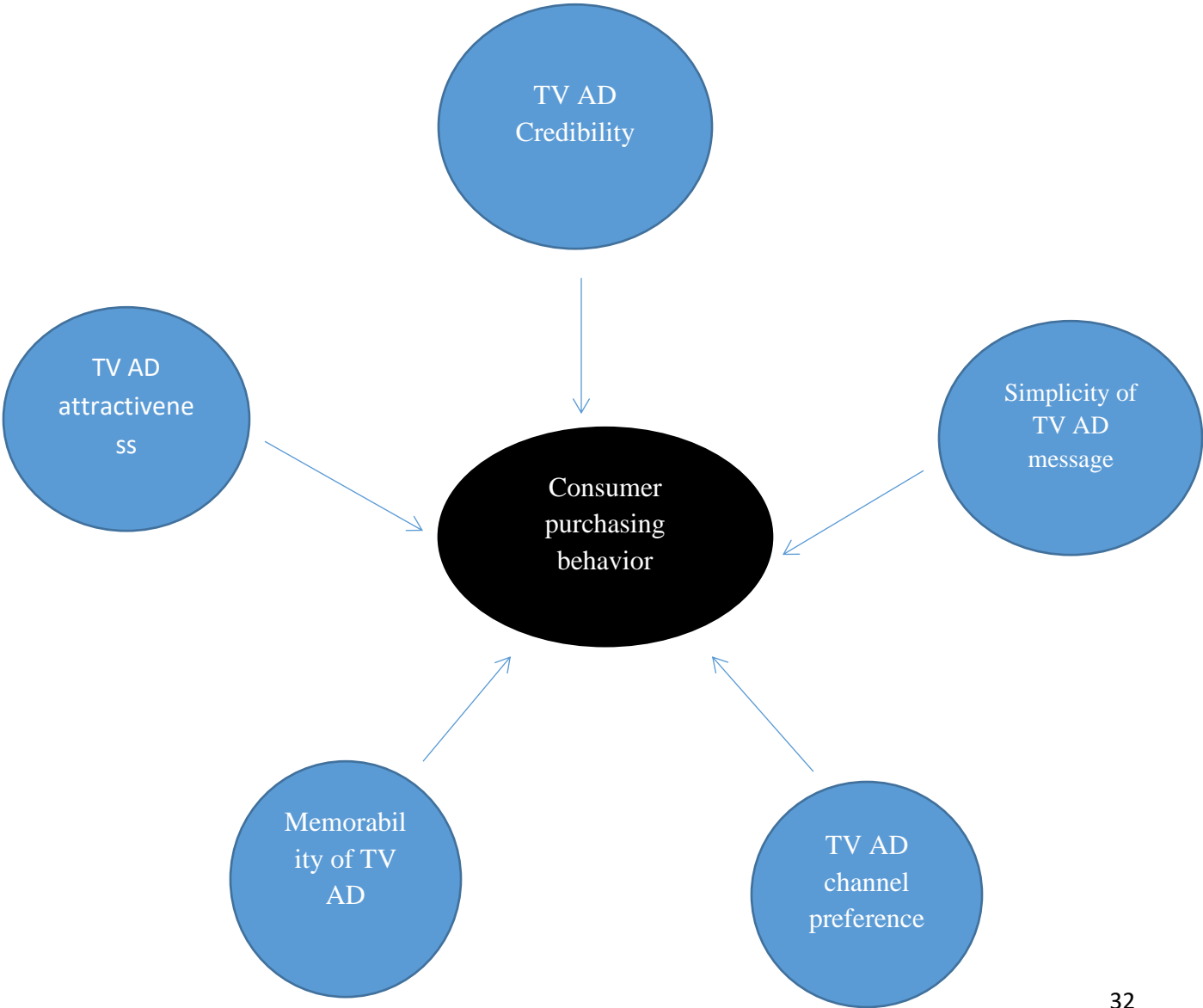
### **2.10.2 Ethiopia Related Studies**

(Yemaneberhan., 2017), conducted a research on the title “Audience Reception Analysis of alcohol drink commercials in Ethiopian Broadcast Corporation 1 (EBC1)”. The main purpose of the study is to examine the interpretation of the viewer’s towards the contents transmitted on TV advertisements. It was found that as consumers saw more and more and became aware of the advertisements, it was found to have a positive relationship with the purchasing decision of the consumers.

### **2.11 Conceptual Framework**

(Moskal B.M & Leydens, 2000), states that conceptual framework consists of presentation that is written or visual which provides a graphical or narrative explanations. Conceptual framework can act as a map that makes the empirical investigation consistent. Based on the above literature reviews the conceptual framework is developed to conceptualize the interrelation between a dependent variable and three independent variables.

This framework discusses how the effect of TV advertisement is divided into five dimensions on the purchasing decisions of the consumers. The conceptual frame work of the research is shown in figure 3. The conceptual model shows the relationship between TV advertisement credibility, attractive presentation, nature of TV AD message, memorability of the AD and the effect of channel preference on the purchasing decisions of the consumers.



#### **Fig 4: Conceptual Framework specifying Research Variables**

Source: Promotion Management: An Integrated Marketing Communication Approach

The rationale of the above conceptual framework is as follows. It assumed that advertising credibility, attractive presentation, simple to understand message, memorability and channel preference affects consumers buying decisions. Since these drivers can directly affect consumer's purchase intentions.

According to C. Wang et al. (2002), the determinants of consumer perception to advertisement can be applied in a highly regulated media environment. From managerial point of view, the results provide information and input for directors of media industry in developing different advertising strategies on how to increase the positive consumers' perception to Ads. Strategies proposed were credibility, trustworthy, believable, and also keeping the advertising message informative customer oriented, simple to understand and up to date and last but not least adding the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages.

Characteristics of information source can influence persuasiveness and impact of word of mouth communications on the receiver. The receiver considers the source as credible when the information from it can be trusted (S., 1980). Existing studies found that the perception of the information source is affected by source expertise (Fan, 2012) and trustworthiness (Levy, 2015).

H1. There is a positive relationship between credible TV advertisement and consumer purchasing behavior.

According to (Witt, 1999) "humans are visual animals". He also briefly discussed that people are more reliable on their vision being more attracted to pictures they see than words. (Adeolu, 2005), also recommended that developing more effective advertising and adding attractive features were found to be more attracting to the consumer's attention and capture their interest. He suggested that advertising helps in projecting product quality, affordability and value to the consumers. According to his study, developing more effective advertising campaign that is attractive taking

consumer's attention and capture their interest and a message which is simple to understand and creative enough helps in the purchasing decision of the consumers.

H2. There is a positive relationship between attractive TV advertisement and consumer purchasing behavior.

(Shehzad, 2013), studied the effect of TV advertisements over illiterate and literate people of Pakistan. Findings shows that illiterate spend over two hours per day on TV commercials and literate watch less than two hours per day. In regards to content watching 70% of literates have chosen rich content TV commercials while in case of illiterates only 68% of have chosen rich content TV commercials. It was also found that illiterates were behaviorally influenced whereas the literates were found to be psychologically influenced. Literates do not always believe that the entire message conveyed in the commercials is true as a result they don't try all products listed in Television advertisements. But most of illiterates were found to believe in the content and were found to buy the advertised products.

H3: There is a positive relationship between simple to understand TV advertisement message and consumer purchasing behavior.

To be effective, Ad should be memorable for the viewer (Dholakia, Process model of product and consumer risk perception, 2001). The sponsoring company simply loses its time and money if the viewer cannot recall the advertising after watching it. The recall is the trademark of an effective advertisement. In order for businesses to be memorable, advertisements should be recalled well (Brassington, 2001) "You don't have to see it again, because you have a vivid mental picture of it" (Brown, 2003). Long term memory is permanent storage in the mind of the consumer in its ability to store different information having different concepts, rules, processes, decisions and the like (Khan M. , 2006)Therefore, the following hypotheses will pertain to this study:

H4: There is a positive relationship between memorable advertisement and consumers buying behavior.

Consumer's channel choice could be affected by their socio-demographic characteristics (age, gender), user experience which includes factors such as prior channel experience, number of

prior purchase) and time trend which refer to seasonality and vacation period (Thomas, 2005). According to (Basher, 2012), socio-demographic factors such as age, income, gender, educational level and nature of job have positive impact on consumer buying behavior. (Wendel, 2005), has developed a model explaining consumers' media channel choices as a function of the situation specific to the time and place of usage and the perceived benefits offered by the channels, such as trustworthy, detailed, time saving, easy to access, personal, stimulating and informative.

Using a model of consumer TV viewing habits, (Rust, 1992) showed that viewers' preferences for program types vary depending on their demographic characteristics. Moreover (Tavakoli, 1996) used discrete choice modeling to demonstrate that program content significantly affects consumers' viewing patterns. (Naik, 2003), showed that advertising strategies utilizing both TV and print media can positively affect a company's sales. In contrast, (Dijkstra, 2005) found that, while strategies employing multiple media types might be effective as either TV or print advertising alone, the use of too many media channels may negatively affect consumer attention and advertising effectiveness.

H5. There is a positive relationship between TV channel preference and consumer buying behavior.

## **2.12 Research Gap**

Based on the above literature review, the following research gap is observed. The above studies have been studied on all types of advertising in general while this research specifically focused on the effect of TV advertisement on purchasing behavior of bottled water consumers which helps TV advertisers, bottled water manufacturers, production companies and TV stations in giving a deep insight toward TV advertisements.

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

This chapter clearly defines the research methods used to conduct the study. It explains the research design, research approach, the area of study, population of the study, methodology, sampling technique, sample size, data collection methods and data analysis, measurement of validity and reliability procedures, and ethical issues.

It have generated statistical data on how TV advertisements impact bottled water purchasing behavior of consumers in Addis Ababa, using quantitative research design. This study focused mainly on the effect of TV advertisements on consumer purchasing behavior of bottled water in Addis Ababa.

#### **3.1 Research Design**

Research design is a blueprint that sets out procedures and methods of data collection and analysis of the required information (Zikmund, 2010). Explanatory type of research design was used since it helps in problem solving by finding the data that went overlooked or had never been investigated before. And also it allows providing a deep insight into specific object.

#### **3.2. Research approach**

Quantitative approach was employed to conduct the research since it produces organized data that can be clearly communicated through statistics and numbers. Under this approach a quantitative survey method and closed ended questions with the five Likert scale was implemented.

#### **3.3. Area of the Study**

The study focused on Addis Ababa, Ethiopia. The reason for selecting Addis Ababa is; the study area consists of heterogeneous mix of people from throughout Ethiopia. Secondly, it is due to the researchers' familiarity with the area. Thus, it was easier to obtain data and to get necessary assistance morally and materially.

### 3.4. Population of the Study

Population refers to the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran, 2005).

#### ➤ Target population

In this study, heterogeneous populations located in Addis Ababa, who are bottled water consumers that watch TV Advertisements, were selected

#### ➤ Sampling technique

To select the required respondents, the researcher used non probability sampling techniques and respondents above 16 years were chosen to make sure that all respondents are active consumers and decision makers. In this study, the target populations were bottled water consumers who were viewers of TV Advertisements that uses café around Mexico area.

Since the number of population is high in Addis Ababa, non-probability sampling technique was used to select respondents and also to get more feasible results. Quantitative research is useful to quantify opinions and attitudes of certain issues (Creswel, 1994).

#### ➤ Sample Sizes

According to (Khan B. a., 1998) a sample is a small portion of a population selected for observation and analysis.

According to (Zikmund, 2010) the formula to be used for estimating infinite number of respondents is as follows.

$$n = \frac{Z^2 C.I p q}{E^2}$$

$$E^2$$

Where n = number of items in sample

Z<sup>2</sup> C.I = Square of the confidence level in standard error units

P = estimated proportion of successes

$q = 1 - p$ , or estimated proportion of failures

$E^2$  = square of the maximum allowance for error between the true proportion and the sample proportion, or  $Z_{cl}^2 p^*(1-p)$  squared.

It is expected that the sample which will be taken will show 20 percent of the population with 95 percent confidence level ( $Z_{cl} = 1.96$ ) and the allowance for sampling error will not be greater than five percentage points ( $E$ ). Therefore, it is represented as:

$$\text{Sample size} = \frac{Z_{cl}^2 p^*(1-p)}{d^2}$$

Where:

$Z_{cl}$  = 95% of confidence level and equals 1.96

$P$  = expected prevalence which equals 50%

$d$  = is the level of precision or sampling error and equals 5% (0.05)

$$\text{Sample size } (n) = \frac{(1.96)^2 (0.5) (1-0.5)}{(0.05)^2}$$

$$n = \frac{0.9604}{0.0025} = 384.16$$

$$0.0025$$

$$n = 384$$

The purposive sample sizes of the 384 viewers of Television advertisement who uses bottled water from different background living in Addis Ababa were selected.

### 3.5. Data sources and Types

This study will collect data through primary and secondary sources.

### **3.5.1 Primary Data**

Primary data is data which have not yet been gathered before in which it is collected right from the source (Kothari, 2006). In this research primary data was collected from people living in Addis Ababa who are TV Advertisement viewers that are bottled water users using survey questionnaires. (Sekaran, 2003), suggests that questionnaires are an efficient data collection mechanism provided the researcher knows exactly what is required and how to measure the variables of interest. 384 questionnaires were distributed to the target audience. Questionnaire was used to gather the data.

### **3.5.2 Secondary data**

These data was extracted through reviewing various documents e.g. previous thesis, text books, journals, magazines and other published information that were available within advertisements.

### **3.6. Sources of data and data collection tools used**

To collect the necessary information for the study quantitative data was employed. Under this approach, a quantitative survey method and closed ended questions with the five Likert scale were implemented.

(Liker, 1932), developed the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes. It helps to gather information from a large number of people quickly. It also facilitates the study of human attributes. Moreover, according to (Creswel, 1994) quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about certain issues. Under this method, the responses towards the effect of Television advertisements on purchasing behavior of bottled water consumers living in Addis Ababa were analyzed.

### **3.7. Data Collection Methods**

The research was done by collection of data using self-developed questionnaires. It was collected from users of bottled water who watch TV advertisements who were using cafés around Mexico.

Questionnaires were distributed and data were collected. All the collected data were used as an input in data analysis of the research paper.

### **3.8. Data Analysis Techniques**

Quantitative data were collected using questionnaire. Descriptive statistics were presented like frequencies, percentage, diagrams, tables and figures to give concrete ground to the research finding. The analysis of the data was conducted with the help of SPSS (Statistical Package for Social Sciences) software.

### **3.9 Measurement of reliability and validity**

#### **Reliability**

Cronbach Alpha was used to measure internal consistency of items in the scales measured (Garson, 2001). According to (Garson, 2001) Alpha was used to measure the response of item in which it will be obtained and at the same time correlate highly with each other. The higher the correlation of items on Cronbach Alpha, the more reliable the instrument tends to be (Bernard, 2000).

#### **Validity**

To assure validity clear instructions were presented to avoid respondent bias. Contact address of the student researcher was given on the research paper if they have any questions. Clear oral instruction was given at the time of filling the questionnaires.

### **3.10 Ethical Issues**

The confidentiality of the data gathered from the respondents was kept confidential. It was only used to understand how TV advertising affects consumer buying behavior. The researcher had sole responsibility for the entire research process, complying with the guidelines, rules and regulations of the university. Prior objectives and motive of the research were intimated. There was no misinterpretation or misuse of the data collected from the respondents.

## **Chapter Four**

### **Results and Discussion**

This chapter is all about the results of the study. The results of the study are presented and discussed in detail further elaborated with tables, pie-charts and graphs. It also discussed detailed analysis and interpretation of data. It also contains related statements having effect on consumer purchasing behavior. The first part of this chapter discussed about the distribution and filling of the questionnaires. The second part focused the responses received and the analysis made along with the interpretations of the results.

### **Response Rate**

Using the sample size calculation indicated in chapter three, 384 questionnaires were distributed. Among those only 360 questionnaires were returned. Out of 360 questionnaires 10 were denied because they had not been fulfilled. Only 350 questionnaires were completed in appropriate manner. Consequently, 350 questionnaires were used to analyze the data to present the results and make a conclusion.

### **4.1 Reliability of the Data**

#### **Table 4.1.1 Measure of internal consistency- Cronbach's alpha**

| Dimensions   | Cronbach's Alpha Value | Number of items |
|--|------------------------|-----------------|
| Reliability of data between TV AD credibility and Consumer purchasing behavior     | .734                   | 5               |
| Reliability of data between TV AD attractiveness and Consumer purchasing behavior  | .831                   | 5               |
| Reliability of data between simple TV AD message and Consumer purchasing behavior  | .812                   | 5               |
| Reliability of data between simple TV AD message and Consumer purchasing behavior  | .824                   | 5               |
| Reliability of data between TV channel preference and Consumer purchasing behavior | .974                   | 5               |
| Overall reliability test   | .902                   | 5               |

(Source: Own survey, 2022)

As the table 4.1.1 above indicates, the Cronbach's alpha values shows that it is more than 0.7 it makes the data reliable.

## 4.2 Demographic profile of respondents

Of the 350 respondents, the greater number was between the ages of 26-35 years, accounting for 45.7% of the total number of the respondents. This is followed by those between ages of 16-25, who make up 24.6%. The third number of respondents represented 22.0% who were between the ages of 36 and 55 years, while the fourth highest proportion of respondents were people aged from 46 to 55 years old which represented 5.4%, and the rest 2.3% were aged >55%.

**Table 4.2.1. Age of respondents**

|       |                    | Age of Participant |         |               |                    |
|-------|--------------------|--------------------|---------|---------------|--------------------|
|       |                    | Frequency          | Percent | Valid Percent | Cumulative Percent |
| Valid | 16-25              | 86                 | 24.6    | 24.6          | 24.6               |
|       | 26-35 years old    | 160                | 45.7    | 45.7          | 70.3               |
|       | 36-45 years old    | 77                 | 22.0    | 22.0          | 92.3               |
|       | 46-55 years old    | 19                 | 5.4     | 5.4           | 97.7               |
|       | Above 55 years old | 8                  | 2.3     | 2.3           | 100.0              |
|       | Total              | 350                | 100.0   | 100.0         |                    |

Source: Survey result, 2022

Of all the respondents, 49.4% were male and 50.6% were female, with male respondents making up the largest proportion of respondents than females. Even if more respondents were females, this only shows that the number of individuals who just got the questionnaire by random selection.

**Table 4.2.2 Gender of the respondents**

### Gender of the Respondent

|       |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male   | 173       | 49.4    | 49.4          | 49.4               |
|       | Female | 177       | 50.6    | 50.6          | 100.0              |
|       | Total  | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

According to the result on the level of education, 16.9% of the respondents were  $\leq 12$ , whereas 26.9% of them had diploma, 44.9% of the respondents had their first degree, and 11.4% of them had masters.

**Table 4.2.3 Educational level of the respondents**

**Educational level of the respondent**

|       |                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------------|-----------|---------|---------------|--------------------|
| Valid | 12 grade                  | 59        | 16.9    | 16.9          | 16.9               |
|       | Diploma Graduate          | 94        | 26.9    | 26.9          | 43.7               |
|       | First Degree              | 157       | 44.9    | 44.9          | 88.6               |
|       | Master's Degree and above | 40        | 11.4    | 11.4          | 100.0              |
|       | Total                     | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

A greater proportion of respondents were students that represented 38.3%, followed by government employees who represented 35.1%, the third largest numbers of respondents were employees in private sector that represented 20.0%, and the fourth were NGO employees representing 6.6%.

**Table 4.2.4 Occupation of the respondents**

**Occupation of the participant**

|       |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Student             | 134       | 38.3    | 38.3          | 38.3               |
|       | Government Employee | 123       | 35.1    | 35.1          | 73.4               |
|       | Private employee    | 70        | 20.0    | 20.0          | 93.4               |
|       | NGO Employee        | 23        | 6.6     | 6.6           | 100.0              |
|       | Total               | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

On salary basis, more of the respondents were those with a monthly salary of 500 to 5000 birr, which represented 52%, and the following respondents were those receiving between 5001-10000 birr monthly salary which represented 22%. And third, those earning 10001-15000 birr monthly salary represented 10.9%. The fourth largest proportion of respondents were those with a monthly salary of 15001-20000 birr which represented 10.0% and the rest respondents were those who were getting monthly salary greater than 20.000 birr representing 5.1%.

**Table 4.2.5 Monthly salary of the participants**

**Monthly salary scale of the participants**

|       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | >20000      | 18        | 5.1     | 5.1           | 5.1                |
|       | 15001-20000 | 35        | 10.0    | 10.0          | 15.1               |
|       | 5001-10000  | 77        | 22.0    | 22.0          | 37.1               |
|       | 500-5000    | 182       | 52.0    | 52.0          | 89.1               |
|       | 10001-15000 | 38        | 10.9    | 10.9          | 100.0              |
|       | Total       | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

With respect to marital status, highest proportion of respondents were single which represented 46.0 %, the second largest group were engaged respondents representing 20.6%, the third largest number of respondents were divorced people which represented 19.1% , the next higher

proportion of individuals were married that represented 10.0% and the rest respondents were widowed individuals representing 4.3%.

**Table 4.2.6 marital status of the respondents**

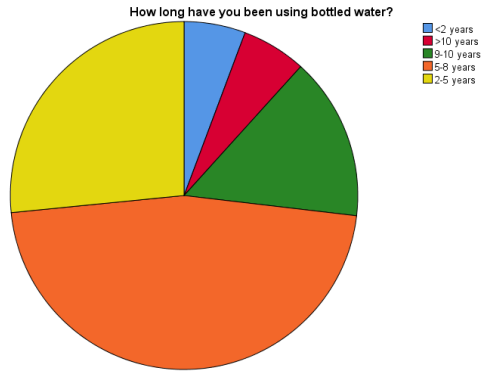
|       |          | Marital status of the respondent |         |               | Cumulative |
|-------|----------|----------------------------------|---------|---------------|------------|
|       |          | Frequency                        | Percent | Valid Percent | Percent    |
| Valid | Widowed  | 15                               | 4.3     | 4.3           | 4.3        |
|       | Married  | 35                               | 10.0    | 10.0          | 14.3       |
|       | Divorced | 67                               | 19.1    | 19.1          | 33.4       |
|       | Single   | 161                              | 46.0    | 46.0          | 79.4       |
|       | Engaged  | 72                               | 20.6    | 20.6          | 100.0      |
|       | Total    | 350                              | 100.0   | 100.0         |            |

Source: Survey result, 2022

### 4.3. General statement

#### 4.3.1 Duration of bottled water consumption

It was divide into five groups to determine for how long it has been since the respondents began drinking bottled water and higher proportion of respondents responded 5 to 8 years which represented 46.6%, following largest number of respondents were people that started to use bottled water for the past 2 to 5 years representing 26.6%, the third largest proportion of respondents were those people that began using bottled water for the past 9 to 10 years that represented 15.1%. The fourth largest numbers of respondents were people that began to use drinking bottled water for the past 10 years representing 6.0% and lastly those who began drinking bottled water less than the past two years represented 5.7%.

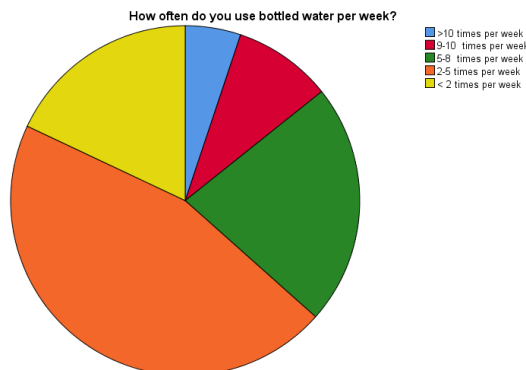


**Figure 4: Duration of bottled water usage**

Source: Survey result, 2022

### 4.3.1 Frequency of bottled water consumption per week

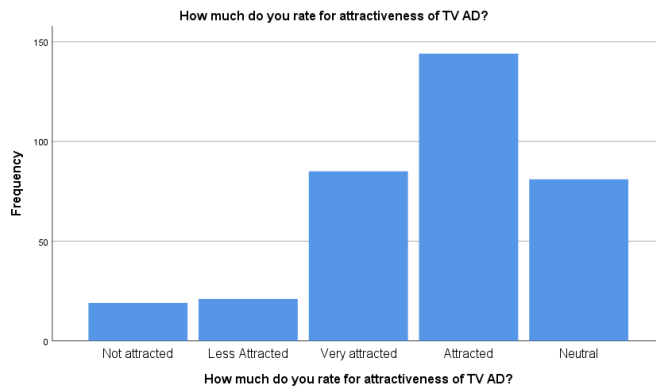
Usage of bottled water frequency in a week was also studied and largest number of respondents used bottled water 2 to 5 times per week that represented 45.4%, the following largest number of respondents were those that use bottled water 5 to 8 times per week representing 22.3%, and the third largest number of individuals were those people who use bottled water less than two times per week that represented 18.0%, the largest number of people responded 9 to 10 times per week representing 9.1 %, and the rest responded for the option more than ten times per week that represented for 5.1% in which they started to use bottled water for more than the last two years.



**Fig 5: Frequency of bottled water usage per week**

Source: Survey result, 2022

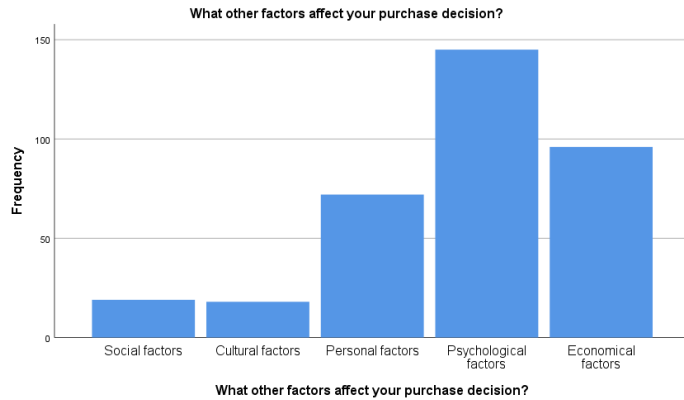
Of the 350 respondents, the largest proportion of respondents chosen the option attracted that represented 41.1%, the second proportion of respondents chosen the option very attracted representing 24.3%. The following largest number of respondents chosen the option neutral that represented 23.1%, and the next largest number of respondents had chosen the option less attracted representing 6.0%. The rest accounting for 5.4% chosen the option not attracted.



**Fig 6: Attractiveness rate for TV AD**

Source: Survey result, 2022

Among the other factors that were found to affect the buying decision of bottled water consumers', highest number individuals responded for psychological factors that represented 41.4 %, the next largest number people responded for economic factors that represented 27.4 %, the third largest number of respondents chosen personal factors representing 20.6%, the next largest number people responded for social factors that represented 5.4% and the rest individuals responded for cultural factors representing 5.1%.



**Fig 7: other factors affecting consumer purchase decision**

Source: Survey result, 2022

#### 4.4. TV Advertising credibility

##### 4.4.1. Advertising the true nature and quality of bottled waters

Of the 350 respondents, the largest proportion of the respondents agreed that in their opinion bottled water advertisers advertise the real nature and quality of their products representing 46.6%. The next higher proportion of respondents voted for strongly agreed representing 25.7%. The following largest proportions of respondents were those that voted the neutral option that represented 17.1%. The fourth largest proportions of the respondents voted for the option disagree representing 4.6 % and the last number of respondents that voted for strongly disagree were 6.0%.

**Table 4.4.1. Advertising the true nature and quality of their products.**

**I believe bottled water advertisers advertise the true nature and quality of their products which as a result makes me purchase the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 21        | 6.0     | 6.0           | 6.0                |
|       | Disagree          | 16        | 4.6     | 4.6           | 10.6               |
|       | Neutral           | 60        | 17.1    | 17.1          | 27.7               |
|       | Agree             | 163       | 46.6    | 46.6          | 74.3               |
|       | Strongly Agree    | 90        | 25.7    | 25.7          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The second declaration which served to measure the credibility of advertising was “trustworthiness of the TV advertisement has impact on your purchasing decision”. Of the 350 respondents, the largest proportions of individuals were found to choose the option agree that represented for 51.1%. The next largest proportions of respondents chosen strongly agree with 27.1%. The Third largest proportion of respondents voted for the option neutral representing 13.1%. The next largest proportions of respondents voted disagree with 4.3% and the rest voted for strongly disagree representing 4.3%.

**Table 4.4.2 Trustworthiness of TV AD**

**The trustworthiness of TV AD has impact on your purchasing decision**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 15        | 4.3     | 4.3           | 4.3                |
|       | Disagree          | 15        | 4.3     | 4.3           | 8.6                |
|       | Neutral           | 46        | 13.1    | 13.1          | 21.7               |
|       | Agree             | 179       | 51.1    | 51.1          | 72.9               |
|       | Strongly Agree    | 95        | 27.1    | 27.1          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The third statement that was selected to test the credibility of TV advertisement was the statement “I believe TV AD creates appropriate image of the product in the real world which

make me purchase the product”. Of the 350 respondents, the largest proportions of respondents were found to select agree that represented 46.6%. The second largest proportions of respondents selected the option strongly agree with 29.1%. The next largest proportions of respondents selected the option neutral that represented 16.9%. The fourth largest proportions of respondents selected disagree representing 3.1% and the rest voted for strongly disagree with 4.3%.

**Table 4.4.3 appropriate image and consumer purchasing behavior**

**I believe that the TV AD creates appropriate image of the product in the real world which as a result makes me purchase the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 15        | 4.3     | 4.3           | 4.3                |
|       | Disagree          | 11        | 3.1     | 3.1           | 7.4                |
|       | Neutral           | 59        | 16.9    | 16.9          | 24.3               |
|       | Agree             | 163       | 46.6    | 46.6          | 70.9               |
|       | Strongly Agree    | 102       | 29.1    | 29.1          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

**4.5 TV Advertising attractiveness**

The declaration used to test the attractiveness of TV AD was “I enjoy watching TV AD as a result it makes me purchase that product”. Of the 350 respondents, the largest proportion of respondents selected the option agree that represented 38.9%. The next largest proportions of

respondents selected strongly agree representing 33.7%. The following largest proportions of respondents selected neutral that represented 17.7%. The next higher numbers of respondents voted disagree representing 5.1% and the rest selected strongly disagree that represented 4.6%.

**Table 4.5.1 Enjoying TV AD and consumer purchasing behavior**

**I enjoy watching TV AD as a result it makes me purchase that particular product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 16        | 4.6     | 4.6           | 4.6                |
|       | Disagree          | 18        | 5.1     | 5.1           | 9.7                |
|       | Neutral           | 62        | 17.7    | 17.7          | 27.4               |
|       | Agree             | 136       | 38.9    | 38.9          | 66.3               |
|       | Strongly Agree    | 118       | 33.7    | 33.7          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The second declaration which was used to gauge advertising was “Bottled water advertisements attract my attention making me purchase the product”. Of the 350 respondents, the largest proportion of respondents selected the option agree that represented 38.9%. The second largest proportions of respondents selected strongly agree representing 25.7%. The next largest proportions of respondents selected strongly agree with 13.7%. The following higher numbers of respondents selected disagree that represented 3.4% and the rest selected strongly disagree representing 4.9%.

**Table 4.5.2 Attention taking AD and consumer buying behavior**

**Bottled water TV advertisements attract my attention making me purchase the product**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|--|-----------|---------|---------------|--------------------|
|--|--|-----------|---------|---------------|--------------------|

|       |                   |     |       |       |       |
|-------|-------------------|-----|-------|-------|-------|
| Valid | Strongly Disagree | 17  | 4.9   | 4.9   | 4.9   |
|       | Disagree          | 12  | 3.4   | 3.4   | 8.3   |
|       | Neutral           | 48  | 13.7  | 13.7  | 22.0  |
|       | Agree             | 183 | 52.3  | 52.3  | 74.3  |
|       | Strongly Agree    | 90  | 25.7  | 25.7  | 100.0 |
|       | Total             | 350 | 100.0 | 100.0 |       |

Source: Survey result, 2022

The third declaration that served to gauge AD was, “I rely on attractive TV AD presentation to purchase a product”. Of the 350 respondents, the largest proportions of respondents were found to select agree option that represented 44.9%. The second largest proportions of respondents selected strongly agree representing 23.4%. The next largest proportions of respondents selected the option neutral that represented 18.6%. The following largest proportions of respondents selected disagree with 8.3% and the rest voted strongly disagree representing 4.9%.

**Table 4.5.3. Relying on TV attractiveness and consumer buying behavior**

**I rely on attractive TV AD presentation to purchase a product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 17        | 4.9     | 4.9           | 4.9                |
|       | Disagree          | 29        | 8.3     | 8.3           | 13.1               |
|       | Neutral           | 65        | 18.6    | 18.6          | 31.7               |
|       | Agree             | 157       | 44.9    | 44.9          | 76.6               |
|       | Strongly Agree    | 82        | 23.4    | 23.4          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The fourth declaration which served as a measure for TV AD attractiveness was, “TV ADs done by celebrities increase your purchasing behavior to the product”. Of 350 respondents, largest proportions of respondents chosen agree that represented 37.7%. The next largest proportions of respondents selected strongly agree representing 22.0%. The following largest proportions of

respondents selected the option neutral that represented 31.1%. The fourth largest proportions of respondents selected disagree representing 4.9% and the rest selected for strongly disagree that represented 4.3% of the total respondents.

**Table 4.5.4 TV AD by celebrities and consumer buying behavior**

**TV ADs done by celebrities increase your purchasing behavior to the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 15        | 4.3     | 4.3           | 4.3                |
|       | Disagree          | 17        | 4.9     | 4.9           | 9.1                |
|       | Neutral           | 109       | 31.1    | 31.1          | 40.3               |
|       | Agree             | 132       | 37.7    | 37.7          | 78.0               |
|       | Strongly Agree    | 77        | 22.0    | 22.0          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

**4.6. The nature of TV AD message on purchasing behavior of consumers**

The first statement that served to measure TV AD message was, “The advertisement of bottled water on TV was simple to understand as a result it makes me purchase the product”. Of the 350 people, the largest proportions of respondents selected the option agree that represented 39.1%. The second largest proportions of respondents selected the option neutral representing 29.4%. The third largest proportions of respondents selected strongly agree that represented 19.1%. The following higher largest proportions of respondents selected disagree with 8.0 % and the rest selected strongly disagree with 4.3%.

**Table 4.6.1 Simple to understand message and consumer buying behavior**

**The advertisement of bottled water on TV was simple to understand as a result it makes me purchase the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 15        | 4.3     | 4.3           | 4.3                |
|       | Disagree          | 28        | 8.0     | 8.0           | 12.3               |
|       | Neutral           | 103       | 29.4    | 29.4          | 41.7               |
|       | Agree             | 137       | 39.1    | 39.1          | 80.9               |
|       | Strongly Agree    | 67        | 19.1    | 19.1          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The second declaration that served to gauge TV AD message was, “I believe TV AD message is better in giving good message than other AD types that have the same message”. Of the 350 respondents, largest proportions of respondents were found to select agree that represented 40.9%. The next largest proportions of respondents selected strongly agree representing 28.3%. The third largest proportions of respondents selected neutral that represented 21.7%. The following largest proportions of respondents voted disagree with 5.1 % and the rest selected strongly disagree representing 4.0% of the total number of respondents.

**Table 4.6.2 Good TV AD message and consumer behavior**

**I believe TV AD message is better in giving good message than other AD types that have the same message**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 14        | 4.0     | 4.0           | 4.0                |
|       | Disagree          | 18        | 5.1     | 5.1           | 9.1                |
|       | Neutral           | 76        | 21.7    | 21.7          | 30.9               |
|       | Agree             | 143       | 40.9    | 40.9          | 71.7               |
|       | Strongly Agree    | 99        | 28.3    | 28.3          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

The third declaration that served to measure advertising was, “The more precise the TV AD message is the more it makes me purchase that product”. Of the 350 respondents, largest proportions of respondents selected the option agree that represented 44.3%. The second largest proportions of respondents selected strongly agree representing 27.1%. The next largest proportions of respondents selected neutral that represented 21.4%. The following largest proportions of respondents selected disagree representing 4.6 % and the rest selected for strongly disagree that represented 2.6%.

**Table 4.6.3 precise message and consumer purchasing behavior**

**The more precise the TV AD message is the more it makes me purchase that product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 9         | 2.6     | 2.6           | 2.6                |
|       | Disagree          | 16        | 4.6     | 4.6           | 7.1                |
|       | Neutral           | 75        | 21.4    | 21.4          | 28.6               |
|       | Agree             | 155       | 44.3    | 44.3          | 72.9               |
|       | Strongly Agree    | 95        | 27.1    | 27.1          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

**4.7. The effect of memorable TV AD on purchasing behavior of consumers**

The first statement that served to measure advertising was, “I remember The TV AD when I intend to buy bottled water”. Of the 350 respondents, the largest proportions of respondents were found to select agree that represented 54.9%. The second largest proportions of respondents selected strongly agree which accounted for 16.9%. The next largest proportions of respondents selected neutral that represented 15.4%. The following largest proportions of respondents selected disagree representing 6.9 % and the rest voted for strongly disagree accounting for 6.0%.

#### 4.7.1 Remembering TV AD and consumer purchasing behavior

##### I remember The TV AD when I intend to buy bottled water

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 21        | 6.0     | 6.0           | 6.0                |
|       | Disagree          | 24        | 6.9     | 6.9           | 12.9               |
|       | Neutral           | 54        | 15.4    | 15.4          | 28.3               |
|       | Agree             | 192       | 54.9    | 54.9          | 83.1               |
|       | Strongly Agree    | 59        | 16.9    | 16.9          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The second declaration that served to test advertising was, “The frequency of TV AD is positively associated with your buying decision”. Of the 350 respondents, the largest proportions of respondents selected agree that represented 44.9%. The second largest proportions of respondents selected strongly agree accounting for 23.7%. The next largest proportions of respondents selected neutral that representing 17.4%. The following largest proportions of respondents selected disagree with 9.1 % and the rest voted for strongly disagree that represented 4.9%.

**Table 4.7.2 Frequency of TV AD and consumer purchasing behavior**

##### The frequency of TV AD is positively associated with your buying decision

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 17        | 4.9     | 4.9           | 4.9                |
|       | Disagree          | 32        | 9.1     | 9.1           | 14.0               |
|       | Neutral           | 61        | 17.4    | 17.4          | 31.4               |

|                |     |       |       |       |
|----------------|-----|-------|-------|-------|
| Agree          | 157 | 44.9  | 44.9  | 76.3  |
| Strongly Agree | 83  | 23.7  | 23.7  | 100.0 |
| Total          | 350 | 100.0 | 100.0 |       |

Source: Survey result, 2022

The third statement that served to measure advertising was, “I remember the TV AD of bottled water to make rational decision when I purchase bottled water”. Of the 350 respondents, the largest proportions of respondents selected the option agree that represented 50.0%. The next largest proportions of respondents selected strongly agree representing 30.9%. The third largest proportions of respondents selected the option for neutral that represented 12.6%. The fourth largest proportions of respondents selected strongly disagree representing 3.4% and the rest selected the option disagree accounting for 3.1%.

**Table 4.7.3 remembering TV AD to make rational decision and consumer purchasing behavior**

**I remember the TV AD of bottled water to make rational decision when I purchase bottled water**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 12        | 3.4     | 3.4           | 3.4                |
|       | Disagree          | 11        | 3.1     | 3.1           | 6.6                |
|       | Neutral           | 44        | 12.6    | 12.6          | 19.1               |
|       | Agree             | 175       | 50.0    | 50.0          | 69.1               |
|       | Strongly Agree    | 108       | 30.9    | 30.9          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The fourth declaration that served to test the effect of memorable TV AD on purchasing behavior of consumers was, “Remembering the unique AD of bottled water on TV helps me to purchase the product”. Of the 350 respondents, the largest proportions of respondents selected the option agree that represented 40.0%. The second largest proportions of respondents selected the option strongly agree representing 29.7%. The next largest proportions of respondents selected neutral

with 20.6%. The fourth largest proportions of respondents voted equally for strongly disagree and disagree in which each represented 4.9%.

**Table 4.7.4 remembering the uniqueness of TV and consumer buying behavior**

**Remembering the unique AD of bottled water on TV helps me to purchase the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 17        | 4.9     | 4.9           | 4.9                |
|       | Disagree          | 17        | 4.9     | 4.9           | 9.7                |
|       | Neutral           | 72        | 20.6    | 20.6          | 30.3               |
|       | Agree             | 140       | 40.0    | 40.0          | 70.3               |
|       | Strongly Agree    | 104       | 29.7    | 29.7          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

**4.8 The effect of channel preference on purchasing behavior of consumers**

The first declaration that served to gauge the effect of TV channel preference on purchasing behavior of consumers was, “I give more attention to TV AD compared to the other AD channels being advertised about the same issue, which as a result makes me purchase that product”. Of the 350 respondents, largest proportions of respondents selected the option agree that represented 44.9%. The second largest proportions of respondents selected the option neutral with 29.4%. The next largest proportions of respondents selected strongly agree which accounted for 13.1%. The fourth largest proportions of respondents voted equally for strongly disagree that represented 6.9% and the rest selected the option disagree which made up 5.7%.

**Table 4.8.1 TV AD Attention and consumer buying behavior**

**I give more attention to TV AD compared to the other AD channels being advertised about the same issue, which as a result makes me purchase that product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 24        | 6.9     | 6.9           | 6.9                |
|       | Disagree          | 20        | 5.7     | 5.7           | 12.6               |
|       | Neutral           | 103       | 29.4    | 29.4          | 42.0               |
|       | Agree             | 157       | 44.9    | 44.9          | 86.9               |
|       | Strongly Agree    | 46        | 13.1    | 13.1          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

The second statement chosen to test the effect of channel preference on bottled water purchasing behavior of consumers was “I prefer TV AD due to its audio-visual nature which intern influences me to purchase the product”. Of the 350 respondents, the highest numbers of individuals were found to choose the option agree which accounted for 36.6%. The second largest proportions of respondents selected the option neutral with 26.9%. The Third higher numbers of respondents voted for the option strongly agree which accounted for 16.9%. The next largest proportions of respondents selected disagree that made up 12.0% and the rest voted for strongly disagree with 7.7%.

#### 4.8.2 Audio-visual nature of TV AD and consumer purchasing behavior

**I prefer TV AD due to its audio-visual nature which intern influences me to purchase the product**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 27        | 7.7     | 7.7           | 7.7                |
|       | Disagree          | 42        | 12.0    | 12.0          | 19.7               |
|       | Neutral           | 94        | 26.9    | 26.9          | 46.6               |
|       | Agree             | 128       | 36.6    | 36.6          | 83.1               |
|       | Strongly Agree    | 59        | 16.9    | 16.9          | 100.0              |
|       | Total             | 350       | 100.0   | 100.0         |                    |

Source: Survey result, 2022

#### 4.9 Correlation Matrix

Correlation matrix demonstrates how each AD characteristics such as TV AD credibility, TV AD attractiveness, simple to understand TV AD message, memorability of TV AD and TV AD channel preference was correlated with purchasing behavior of consumers.

##### 4.9.1. Correlation analysis

**Table 4.9.1. Correlation of TV AD credibility and consumer purchasing behavior.**

### Correlations

|  |                     | I prefer to consume bottled water due to the familiarity of the product on TV AD | COMPUTE Credibility=MEAN(Truenaturequility,Trustworthiness,Appropriatamage) | COMPUTE Attractiveness=MEAN(EnjoyTVAD,Attractattention,RelyonatractAD,ADbycelebrities) | COMPUTE Message=MEAN(Simple message,BetterthanotherAD,Moreprecise) | COMPUTE Memory=MEAN(Intendtobuy,FrequencyofAD,Rememberational,UniqueAD) | COMPUTE channelpreference=MEAN(Igivemoreattention,AudioVisual) |
|--|---------------------|--|---|--|--|---|--|
| I prefer to consume bottled water due to the familiarity of the product on TV AD       | Pearson Correlation | 1  | .580**  | .719**   | .685**   | .703**  | .950**   |
|  | Sig. (1-tailed)     |  | .000  | .000   | .000   | .000  | .000   |
|  | N                   | 350  | 350   | 350  | 350  | 350   | 350  |
| COMPUTE Credibility=MEAN(Truenaturequility,Trustworthiness,Appropriatamage)            | Pearson Correlation | .580**   | 1   | .716**   | .523**   | .578**  | .535**   |
|  | Sig. (1-tailed)     | .000   |   | .000   | .000   | .000  | .000   |
|  | N                   | 350  | 350   | 350  | 350  | 350   | 350  |
| COMPUTE Attractiveness=MEAN(EnjoyTVAD,Attractattention,RelyonatractAD,ADbycelebrities) | Pearson Correlation | .719**   | .716**  | 1  | .754**   | .753**  | .671**   |
|  | Sig. (1-tailed)     | .000   | .000  |  | .000   | .000  | .000   |
|  | N                   | 350  | 350   | 350  | 350  | 350   | 350  |
| COMPUTE Message=MEAN(Simple message,BetterthanotherAD,Moreprecise)                     | Pearson Correlation | .685**   | .523**  | .754**   | 1  | .734**  | .642**   |
|  | Sig. (1-tailed)     | .000   | .000  | .000   |  | .000  | .000   |
|  | N                   | 350  | 350   | 350  | 350  | 350   | 350  |
| COMPUTE  | Pearson             | .703**   | .578**  | .753**   | .734**   | 1   | .664**   |

|   |                     |        |        |        |        |        |      |
|---|---------------------|--------|--------|--------|--------|--------|------|
| Memory=MEAN(Intend to buy, Frequency of AD, Remembrance of rotational, Unique AD) | Correlation         |        |        |        |        |        |      |
|   | Sig. (1-tailed)     | .000   | .000   | .000   | .000   |        | .000 |
|   | N                   | 350    | 350    | 350    | 350    | 350    | 350  |
| COMPUTE channel preference=MEAN (I give more attention, Audio Visual)             | Pearson Correlation | .950** | .535** | .671** | .642** | .664** | 1    |
|   | Sig. (1-tailed)     | .000   | .000   | .000   | .000   | .000   |      |
|   | N                   | 350    | 350    | 350    | 350    | 350    | 350  |

\*\* Correlation is significant at the 0.01 level (1-tailed).

Source: Survey result, 2022

As shown in table 4.9.1, there is a positive and moderate relationship between TV advertising credibility and consumer purchasing behavior at (R=0.580). It was also found that there is a positive and strong relationship between TV AD attractiveness and consumer purchasing behavior at (R=0.719). There was also a positive and moderate relationship between simple to understand TV AD message and consumer purchasing behavior at (R=0.685). The result also showed that there is a positive and strong relationship between memorable TV AD and consumer purchasing behavior at (R=0.703). It was also found that there is a positive and strong relationship between TV AD channel preference and consumer purchasing behavior at (R=0.950).

### 4.10 Multiple regression analysis

Multiple regression analysis was used to analyze the effect of TV advertisement on purchasing behavior of consumers in case of bottled water.

#### 4.10.1 Multi collinearity analysis

Multi-collinearity test in multiple regression analysis denotes the correlations among independent variables (Kline 1998). He declared that multi-collinearity is in good status if the value of the correlation is below 80%. In advance to conducting the multiple regression analysis, multiple correlations results among the independent variables were examined and the researcher found that, the pair of correlation among the independent variables is below 80%, as shown in table below. VIF (Variance inflation factor) is also expected to be below five to show that there is no problem of multi-collinearity among the independent variables.

**Table 4.10.1 Multi Collinearity test**

**Coefficients<sup>a</sup>**

| Model |  | Collinearity Statistics |       |
|-------|--|-------------------------|-------|
|       |  | Tolerance               | VIF   |
| 1     | COMPUTE<br>Memory=MEAN(Intendto buy,<br>FrequencyofAD,Remembert<br>orational,UniqueAD) | .373                    | 2.683 |
|       | COMPUTE<br>Credibility=MEAN(Truenatur<br>equity,Trustworthiness,Appr<br>opriatamage)   | .617                    | 1.620 |
|       | COMPUTE<br>Message=MEAN(Simplemes<br>sage,BetterthanotherAD,Mor<br>eprecise)           | .413                    | 2.422 |
|       | COMPUTE<br>channelpreference=MEAN(Ig<br>ivemoreattention,AudioVisua<br>l)              | .486                    | 2.058 |

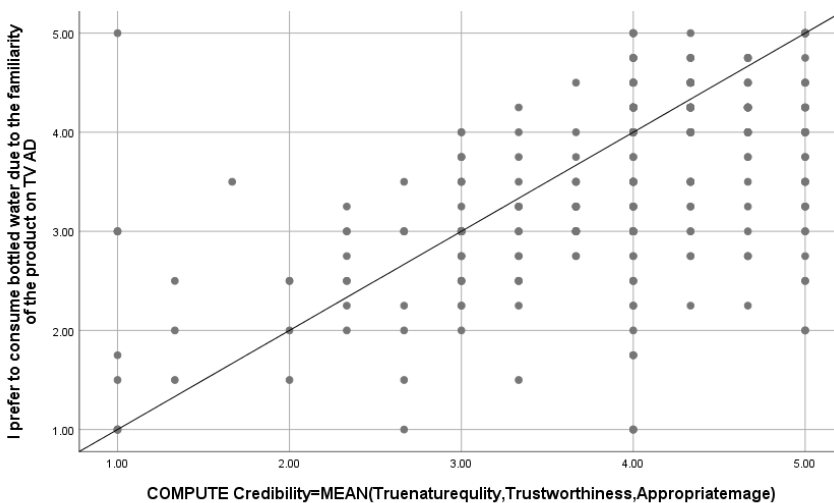
a. Dependent Variable: COMPUTE  
 Attractiveness=MEAN(EnjoyTVAD,Attractattention,Relyonattract  
 AD,ADbycelebrities)

(Source: survey result, 2022)

As indicated above in the table, the VIF results of the independent variables are below five that shows no multi collinearity among the variables. According to Andy 2010, if the tolerance level is below 0.2 and if the largest VIF is above 10, then there is a cause for concern. So as shown above, the VIF values are less than 10 and the tolerance values are greater than 0.2. Consequently, it can be concluded that there is no multi collinearity with this data.

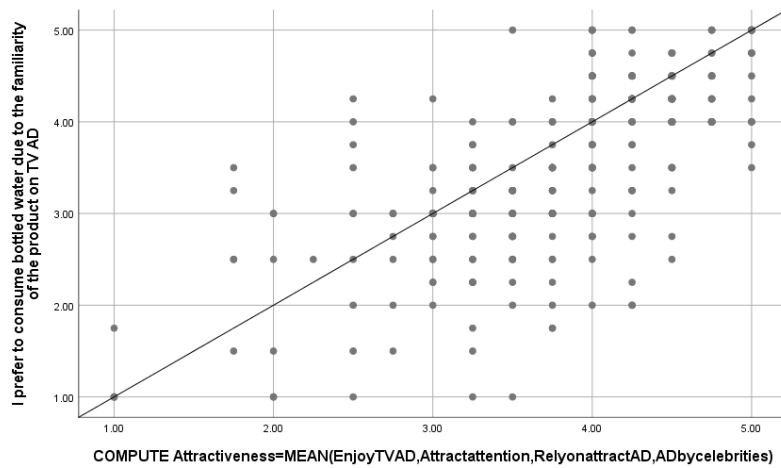
### 4.10.2 Scatter plot representations of linear relationships between dependent and independent variable

#### 4.10.2.1 Relationship between TV Advertising credibility and Consumer buying behavior



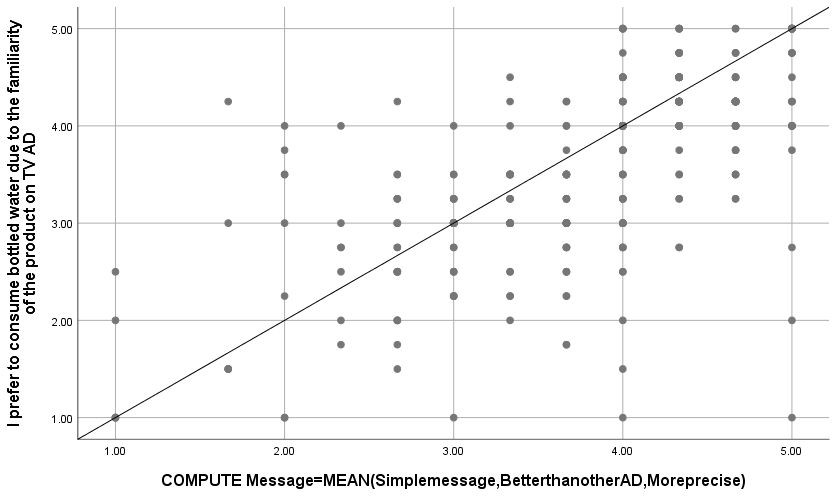
**Fig 8: Linear relationship between TV AD credibility and consumer purchasing behavior**  
(Source: Survey result)

#### 4.10.2.2 Relationship between TV AD attractiveness and consumer buying behavior



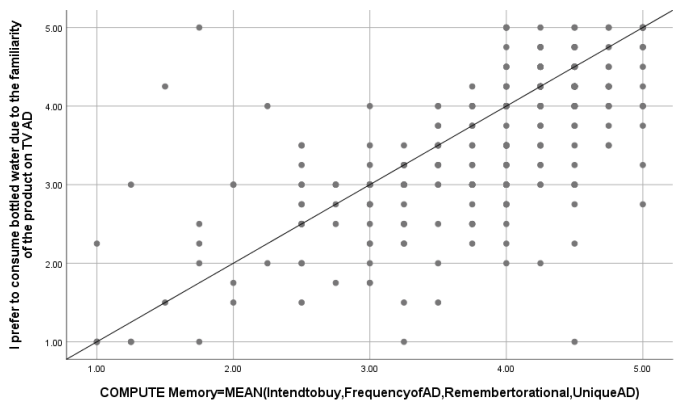
**Fig 9: Linear relationship between TV AD attractiveness and consumer buying behavior**  
(Source: Survey result)

#### 4.10.2.3 Relationship between TV AD message and Consumer buying behavior



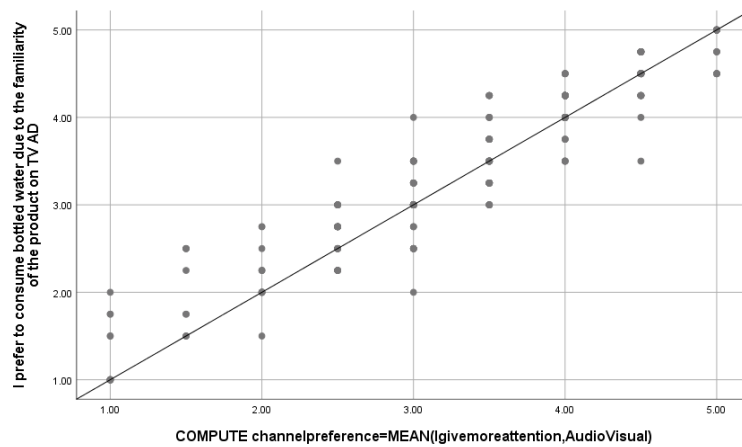
**Fig 10. Linear relationship between TV AD message and consumer buying behavior**  
 (Source: Survey result)

4.10.2.4 Relationship between memorability of TV AD and consumer buying behavior



**Fig:11 linear relationship between memorability of TV AD and consumer buying behavior**  
 (Source: Survey result)

#### 4.10.2.5 Relationship between TV channel preference and consumer buying behavior



**Fig 12: linear relationship between TV Channel preference and consumer buying behavior**

(Source: Survey result)

#### 4.10.3 Durbin-Watson Statistics

Durbin-Watson statistics is used to test the assumption that the residuals are independent or uncorrelated. Its value ranges from 0 to 4. Values less than one and greater than three are causes for concern and may render the analysis invalid.

**Table 4.10.3: Durbin-Waston model summary**

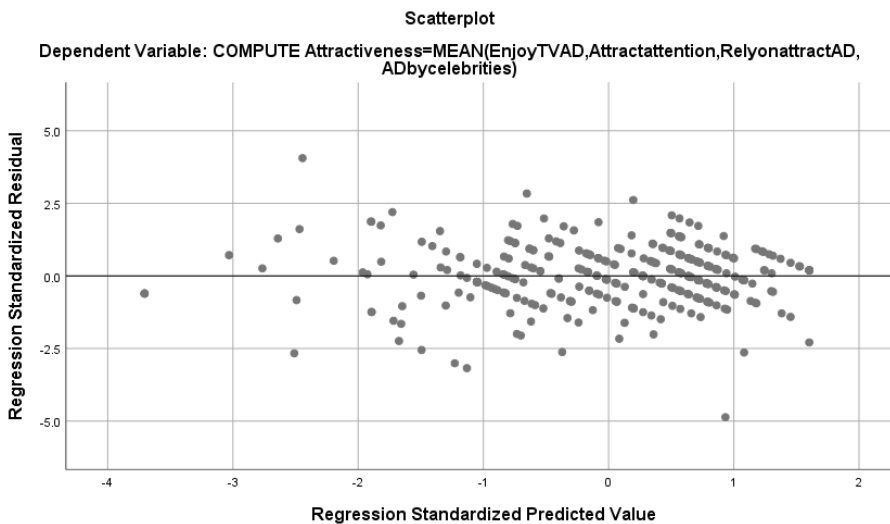
| Model Summary <sup>b</sup> |                   |          |                   |                            |               |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                          | .866 <sup>a</sup> | .750     | .747              | .40222                     | 2.039         |

a. Predictors: (Constant), COMPUTE  
channelpreference=MEAN(Igivemoreattention,AudioVisual), COMPUTE  
Credibility=MEAN(Truenaurequity,Trustworthiness,Appropriatamage), COMPUTE  
Message=MEAN(Simplemessage,BetterthanotherAD,Moreprecise), COMPUTE  
Memory=MEAN(Intendtobuy,FrequencyofAD,Remembertorational,UniqueAD)  
b. Dependent Variable: COMPUTE  
Attractiveness=MEAN(EnjoyTVAD,Attractattention,RelyonattractAD,ADbycelebrities)  
(Source: Survey result, 2022)

Consequently, as indicated above in the table, Durbin-Watson is valued 2.039 which makes it appropriate since it showed that the analysis is valid and that there is no multi-collinearity between the independent variables.

#### 4.10.4 Homoscedasticity

Homoscedasticity is the supposition that the variation in the residuals (or amount error in the model) is the same at every point within the model. In other words, the way that the residuals spread must be equally distributed at every point of the predictor variables (or across the linear model).



**Fig 13: Regression standardized residual versus regression standardized predicted value**

(Source: Survey result, 2022)

Consequently, as indicated in the above figure, the residuals variance is constant indicating homoscedasticity.

**4.10.5. Normality**

Multiple regressions acquire the independent variables in the analysis to be normally disseminated. Since for every variables the Skewness and Kurtosis statistics must be along with the acceptable range (-1 to +1), the null hypothesis was rejected because of the value of P which is 0.05.

**Table 4.12.1: Normality of the variables.**

|  | <b>Tests of Normality</b>       |     |      |              |     |      |
|--|---------------------------------|-----|------|--------------|-----|------|
|  | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|  | Statistic                       | df  | Sig. | Statistic    | df  | Sig. |
| COMPUTE<br>Credibility=MEAN(Truenatur<br>equity,Trustworthiness,Appr<br>opriatamage)               | .231                            | 350 | .000 | .873         | 350 | .000 |
| COMPUTE<br>Attractiveness=MEAN(Enjoy<br>TVAD,Attractattention,Relyo<br>nattractAD,ADbycelebrities) | .147                            | 350 | .000 | .931         | 350 | .000 |
| COMPUTE<br>Message=MEAN(Simplemes<br>sage,BetterthananotherAD,Mor<br>eprecise)                     | .159                            | 350 | .000 | .929         | 350 | .000 |

|  |      |     |      |      |     |      |
|--|------|-----|------|------|-----|------|
| COMPUTE<br>Memory=MEAN(Intendtobuy,<br>FrequencyofAD,Remembert<br>orational,UniqueAD)  | .196 | 350 | .000 | .898 | 350 | .000 |
| COMPUTE<br>channelpreference=MEAN(Ig<br>ivemoreattention,AudioVisua<br>l)              | .174 | 350 | .000 | .934 | 350 | .000 |
| I prefer to consume bottled<br>water due to the familiarity of<br>the product on TV AD | .156 | 350 | .000 | .948 | 350 | .000 |

a. Lilliefors Significance Correction

### Fig 13: Normality test of Variables

(Source: Survey result, 2022)

#### 4.10.6 Cook's Distance

The values of cook's distance over 1 are probably significant that may place excessive impact on the model and must be consequently removed. Therefore, as per the result of SPSS on Cook's data all variables have values less than 1 that proves that the analysis is valid.

#### 4.10.7. Over all model fit of regression model

##### 4.10.7.1. Result of multiple linear regression analysis

(Field, 2006), stated that multiple linear regression is important to make an estimation on the effect of >1 independent variables on dependent variable or it makes an estimation of the coefficient of determination on the predicted one which is determined by the predictors.

**Table 4.10.7.1.1: Result of multiple regressions**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .959 <sup>a</sup> | .919     | .918              | .26633                     |

a. Predictors: (Constant), COMPUTE channelpreference=MEAN(Igivemoreattention,AudioVisual), COMPUTE Credibility=MEAN(Truenaturequility,Trustworthiness,Appropriatamage), COMPUTE Message=MEAN(Simplemessage,BetterthanotherAD,Moreprecise), COMPUTE Memory=MEAN(Intendtobuy,FrequencyofAD,Remembertorational,Uniq ueAD), COMPUTE Attractiveness=MEAN(EnjoyTVAD,Attractattention,RelyonattractAD,AD bycelebrities)

b. Dependent Variable: I prefer to consume bottled water due to the familiarity of the product on TV AD

(Source: Survey result, 2022)

The table above indicates R, R square, Adjusted R square and standard error of the estimate. And also the independent variables that are entered into the regression model were listed as well. R(0.959) is the correlation of the independent variables with the independent variable after all the inter correlations are being thought. The Adjusted R square is 0.918 (91.8%) of the variance in the dependent variable in which consumer purchasing behavior was manifested by the independent variables including TV AD credibility, TV AD attractiveness, simple to understand TV AD message, memorable TV AD and TV Channel preference.

**Table 4.10.7.1.2 ANOVA model Fit**

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 276.322        | 5   | 55.264      | 779.126 | .000 <sup>b</sup> |
|       | Residual   | 24.400         | 344 | .071        |         |                   |

|       |         |     |  |  |  |
|-------|---------|-----|--|--|--|
| Total | 300.722 | 349 |  |  |  |
|-------|---------|-----|--|--|--|

a. Dependent Variable: I prefer to consume bottled water due to the familiarity of the product on TV AD

b. Predictors: (Constant), COMPUTE channelpreference=MEAN(Igivemoreattention,AudioVisual), COMPUTE Credibility=MEAN(Truenaturequity,Trustworthiness,Appropriatamage), COMPUTE Message=MEAN(Simplemessage,BetterthanotherAD,Moreprecise), COMPUTE Memory=MEAN(Intendtobuy,FrequencyofAD,Remembertorational,UniqueAD), COMPUTE Attractiveness=MEAN(EnjoyTVAD,Attractattention,RelyonattractAD,ADbycelebrities)

(Source: Survey result, 2022)

As indicated in table 4.4 above, the F ratio testing the overall regression model to recognize if it is good fit model for the data (779.126) indicates that the independent variable foretells the dependent variable i.e consumer purchasing behavior. Regression df=5, residual= 344, sig <0.05, showing that the 5 predictors makes significant correspondence of variance statistically (K.Demoulin 2016).

#### 4.11 Beta coefficients

Beta coefficients are useful while considering the direction and the strength of the relationship between dependent and independent variables.

As indicted in the table below the regression coefficient ( $\beta$ ) of TV AD credibility, TV AD attractiveness, simple to understand TV AD message, memorability of TV AD and TV channel preference.

**Table 4.11 beta Coefficient analysis**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | -.052                       | .074       |                           | -.704 | .482 |
|       | COMPUTE Credibility=MEAN(Truenatur equity,Trustworthiness,Appr opriatamage) | .040                        | .023       | .040                      | 1.786 | .075 |

|  |      |      |      |        |      |
|--|------|------|------|--------|------|
| COMPUTE<br>Attractiveness=MEAN(Enjoy<br>TVAD,Attractattention,Relyo<br>nattractAD,ADbycelebrities) | .070 | .036 | .061 | 1.974  | .049 |
| COMPUTE<br>Message=MEAN(Simplemes<br>sage,BetterthanotherAD,Mor<br>eprecise)                       | .061 | .027 | .057 | 2.215  | .027 |
| COMPUTE<br>Memory=MEAN(Intendtobuy,<br>FrequencyofAD,Remembert<br>orational,UniqueAD)              | .052 | .028 | .048 | 1.837  | .067 |
| COMPUTE<br>channelpreference=MEAN(Ig<br>ivemoreattention,AudioVisua<br>l)                          | .790 | .022 | .820 | 36.659 | .000 |

a. Dependent Variable: I prefer to consume bottled water due to the familiarity of the product on TV AD

(Source: Survey result, 2022)

## 44.12. Hypothesis Testing

### 4.12.1 Hypothesis One

Ho1: There is no positive and significant relationship between TV AD credibility and consumer purchasing behavior.

H1: There is a positive and significant relationship between TV AD credibility and consumer purchasing behavior.

As shown in table 4.11, the relationship between TV AD credibility and consumer purchasing behavior has a significance value of 0.075 which is above 0.05 which makes the relationship insignificant. This might be due to the reason that the credibility of information provided by advertisements on social media networks platforms is still questionable by many customers (Mosa, 2022).

## Hypothesis Two

Ho1: There is no positive and significant relationship between TV AD attractiveness and consumer purchasing behavior.

Ha1: There is a positive and significant relationship between TV AD attractiveness and consumer purchasing behavior.

As shown in table 4.12 the relationship between TV AD attractiveness and consumer buying behavior have a significance value of 0.049 which is less than 0.05 which makes the relationship significant. So the researcher concludes that there is sufficient evidence that there is a positive and significant relationship between TV AD attractiveness and consumer purchasing behavior.

## Hypothesis Three

Ho1: There is no positive and significant relationship between simple to understand TV AD message and consumer purchasing behavior.

Ha1: There is no positive and significant relationship between simple to understand TV AD message and consumer purchasing behavior.

As shown in table 4.12 the relationship between TV AD attractiveness and consumer buying behavior have a significance value of 0.027 which is less than 0.05 which makes the relationship significant. So the researcher concludes that there is sufficient evidence that there is a positive and significant relationship between TV AD attractiveness and consumer purchasing behavior.

## Hypothesis Four

Ho1: There is no positive and significant relationship between memorable TV AD message and consumer purchasing behavior.

Ha1: There is a positive and significant relationship between memorable TV AD message and consumer purchasing behavior.

As shown in table 4.11, the relationship between memorable TV AD message and consumer buying behavior has a significance value of 0.067 which is above 0.05 which makes the

relationship insignificant. This might be due to lack of uniqueness in the AD (Zaichkowsky, 1992) and due to lack of attention to the AD (F. Kardes, 1992).

#### Hypothesis Five

Ho1: There is no positive and significant relationship between TV channel preference and consumer purchasing behavior.

Ha1: There is a positive and significant relationship between TV channel preference and consumer purchasing behavior.

As shown in table 4.12 the relationship between TV AD attractiveness and consumer buying behavior have a significance value of 0.000 which is less than 0.05 which makes the relationship significant. So the researcher concludes that there is sufficient evidence that there is a positive and significant relationship between TV AD attractiveness and consumer purchasing behavior.

## Discussion

The current study helps in contributing an important theoretical literature, as it is among the first to give a conceptual framework that identifies and validates a set of theoretical constructs to explain how young adults make bottled water purchase decisions. The study results advanced our theoretical understanding of how trust in bottled water advertising is related to consumer knowledge and beliefs about bottled water product attributes as well as how such beliefs along with consumer attitudes could help purchase intentions.

As (Obermiller C., 1998) emphasize, by this means, the free market system increases people's skepticism level. Consumers who consider environmental claims to be exaggerated or to be motivated by profit may think that thus mislead them into forming decisions which are wrong. Some scholars claim that consumers' backlash to environmental marketing is due to those false, unsubstantiated or exaggerated claims (Carlson, 1993).

(H. M., 2014), found a strong relationship between sensory attractive advertisement and consumers buying behavior ( $r=0.690$  and  $P < 0.05$ ). In a study undertaken by (Prabakan, 2012), it was found that there was a positive relationship between impressive advertisement (calculated value  $46 >$  table value  $36.4$ ) and consumer buying behavior. (Abideen, 2011), conducted a study under the title "Effective advertising and its influence on consumers buying behavior and they found strong association between attractive advertisement and consumers buying behavior ( $P < 0.05$  but the "r" value was not stated.

(Raju, 2013), found significant relationship between simple to understand TV AD message and its ability to change the opinion and prejudice of the respondent about a product or (Prabakan, 2012), reported advertisement being understandable have significant value and have positive relationship with consumer buying behavior.

Also (Lin, 2011), reported another perspective of relationship, he found advertising spokespersons have a positive effect on advertising attitudes ( $p = 0.037 < 0.05$ ). Huang (2011) reported moderate relationship with ( $r = 0.567$  and  $p < 0.01$ ) and also (Prabakan, 2012), reported similar result with synonym variable stating that advertisement is an eye catching (calculated value  $47 >$  table value  $36.4$ ) having positive relationship with consumers buying behavior.

## **Chapter Five**

### **5. Summary, conclusion and recommendation**

This chapter discusses summary of findings, conclusions and recommendations by answering the research questions: “How much does source credibility of TV AD influence bottled water purchasing behavior of consumers?”, “What is the effect of attractive TV AD on bottled water purchasing behavior of consumers?”, “How much does the nature of TV advertisement message affect consumers purchasing behavior?”, “What is the effect of memorable TV AD on bottled

water purchasing behavior of consumers?” “How much does channel preference of TV AD affect bottled water purchasing behavior of consumers?”

### **5.1. Summary of the findings**

From the analysis and discussion, the researcher concluded the following major findings.

Based on the analysis most of the respondents have the potential to purchase bottled water and most of them were also found to be attracted to TV advertisements which accounted for 41.4% of the total respondents. The correlation matrix indicated that the selected independent variables “ TV AD attractiveness, Simple to understand TV AD message, and TV AD channel preference were positively and strongly correlated with consumer purchasing behavior of with 95% confidence interval & <0.05 P Value; while TV AD credibility and memorability of TV AD were not found to have effect on advertisement on consumer purchasing behavior.

### **5.2 Conclusion**

The purpose of this study was to investigate the effect of TV advertisement on consumer purchasing behavior. From the findings of the study, it can be concluded that the objectives were attained; correlation analysis was used to analyze the relationship between the variables in which the results revealed that all the coefficient of correlations variables were positively and significantly related except TV AD credibility and memorability of TV AD. The quantitative study showed that most of the consumers were influenced by TV advertisement.

### **5.3 Recommendations**

It is recommended that bottled water advertisers should use television adverts efficiently and effectively since there are lots of individuals who prefer Television media. It is also recommended that regular and up to date training should be given for advertisers and advertising agencies.

As the independent variables “TV AD attractiveness, Simple to understand message and TV channel preference have significant and positive relationship with the dependent variable,

advertisers should give detailed attention about this issues when they think to advertise their products on television.



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APPENDIX A: QUESTIONNAIRE (ENGLISH VERSION)

ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

Dear Respondent, This questionnaire is developed for educational purpose only. I am a student of Addis Ababa University in the field of Marketing Management (Masters of Marketing Management). I am collecting data for my thesis under the title “**The effect of TV Advertisement on purchasing behavior of bottled water consumers in Addis Ababa**”. Thank you in advance for cooperating to fill this questionnaire which will be great input for the research. All your personal data will be confidential and you don’t need to provide your name. Please provide all answers as per the instruction on each part.

Part I: Personal information

Please put a “√” mark in the appropriate space to indicate your answer.

1. Age: 16 – 25  26 – 35  36 – 45  46 – 55  Above 55

2. Gender: Female  Male

3. Educational Qualification: Twelve and below  Diploma  Bachelor

Masters  PhD and above

4. Occupation: Government employee  NGO employee  Private employee   
Student

5. Income Level / Month / ETB: 500 – 5,000  5,001 – 10,000   
10,001 –15,000  15,001 – 20,000  Above 20,000

6. Marital Status: Single  Married  Divorced  Engaged   
Widowed

7. How long have you been drinking bottled water?

Last 2 years  2-4 years  5-8 years  9-10  more than 10 years

8. How often do you use bottled water per week?

Under 2 times  3-5 times  6-8 times  9-10 times  always

Part II: Questions on TV Advertisement and Consumer purchasing behavior.

|     | Statements   | Strongly dis agree | Dis agree | neutral | Agree | Strongly agree |
|-----|--|--------------------|-----------|---------|-------|----------------|
| 2.1 | I prefer to consume bottled water due to its familiarity of the product on TV AD |                    |           |         |       |                |

Part III. General Statements Instruction

Please put a “√” mark in the appropriate space to indicate your answer.

3.3.1. How much do you rate for attractiveness of Television Advertisement?

Very attracted     Attracted     Neutral     Less attracted   
 Not attracted

3.3.2. What other factors affect your purchase decision?

Social     Cultural     Personal     Psychological     Economical

**Part IV. Screening statements**

Please use the following rating scale to select appropriate reply for the statements below.

|                   |          |         |       |                |
|-------------------|----------|---------|-------|----------------|
| 1                 | 2        | 3       | 4     | 5              |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |

| 4.1. Credibility |  |   |   |   |   |   |
|------------------|--|---|---|---|---|---|
| No.              |  | 1 | 2 | 3 | 4 | 5 |
| 4.1.1            | I believe bottled water advertisers advertise the true nature and quality of their products, making me purchase the product. |   |   |   |   |   |
| 4.1.2            | The trustworthiness of TV Advertisement has impact on your purchasing decision.  |   |   |   |   |   |
| 4.1.3            | I believe TV advertisement creates appropriate image of the product in the real world which makes me purchase the product.   |   |   |   |   |   |

| 4.2. Attractiveness |   |   |   |   |   |   |
|---------------------|---|---|---|---|---|---|
| No.                 |   | 1 | 2 | 3 | 4 | 5 |
| 4.2.1               | I enjoy watching TV advertisements as a result it makes me purchase that particular product.    |   |   |   |   |   |
| 4.2.2               | Bottled water advertisements on TV always attract my attention making me purchase that product. |   |   |   |   |   |
| 4.2.3               | I rely on attractive TV Advertisement presentation to purchase a product.                       |   |   |   |   |   |
| 4.2.4               | TV advertisement done by celebrities increase your buying behavior to the product.              |   |   |   |   |   |

| 4.3. Memorability |   |   |   |   |   |   |
|-------------------|---|---|---|---|---|---|
| No.               |   | 1 | 2 | 3 | 4 | 5 |
| 4.3.1             | I remember the TV advertisement when I intend to buy bottled water.                   |   |   |   |   |   |
| 4.3.2             | The frequency of TV Advertisement is positively associated with your buying decision. |   |   |   |   |   |

|       |  |  |  |  |  |  |
|-------|--|--|--|--|--|--|
|       |  |  |  |  |  |  |
| 4.3.3 | I remember the TV advertisement of bottled waters to make rational decision when I purchase bottled water. |  |  |  |  |  |
| 4.3.4 | Remembering the unique advertisement of bottled waters on TV helps me to purchase the product.             |  |  |  |  |  |

| 4.4. Channel Preference |  |   |   |   |   |   |
|-------------------------|--|---|---|---|---|---|
|                         |  | 1 | 2 | 3 | 4 | 5 |
| 4.4.1                   | I give more attention to TV advertisement compared to the other AD channels being advertised about the same issue, which as a result makes me purchase that product. |   |   |   |   |   |
| 4.4.2                   | The audio-visual nature of TV advertisement makes me purchase the product than other types of Advertisements on the same product,.                                   |   |   |   |   |   |

**Thank you!**

