

**Addis Ababa University School of Commerce**

**Department of Marketing Management**



**The Effect of Advertising on Consumers' Buying  
Preference: The Case of TECNO Mobile in Addis Ababa**

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**June, 2018  
Addis Ababa**

**The Effect of Advertising on Consumers' Buying Preference: The Case of TECNO Mobile in Addis Ababa**

**Addis Ababa University School of Commerce  
Marketing Management Graduate Program Unit**

**A Thesis Submitted to the School of Graduate Studies of Addis Ababa University School of Commerce in Partial Fulfillment for the Award of Masters of Arts degree in Marketing Management**

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This is to certify that the thesis is prepared by Hiwot Workneh, entitled; The Effect of Advertising on Consumers' Buying Preference: The Case of TECNO Mobile in Addis Ababa: In partial fulfillment of the requirements for the award of the degree of Master of Arts in Marketing Management with the regulation of the university and the accepted standards with respect to originality.

**Approved by Board of Examiners**

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External Examiner	Signature	Date
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## **Declaration**

I, Hiwot Workneh, hereby declare that this research paper entitled “**The Effect of Advertising on Consumers’ Buying Preference: The Case of TECNO Mobile 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 have been appropriately acknowledged.

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**Student**

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**Signature**

**June, 2018**  
**Date**

## **Letter of Certification**

This is to certify that Hiwot Workneh has carried out her thesis on the topic entitled: **“The Effect of Advertising on Consumers’ Buying Preference: The Case of TECNO Mobile in Addis Ababa”**. This work is original in nature and suitable for the award of Masters of Arts (MA) in Marketing Management.

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**Mulugeta G/Medhin (PhD)**

**June, 2018**

# Acknowledgements

I would like to thank Almighty God for making everything possible, and for his abundant blessings throughout my life. “Praise the Lord, for the Lord is good,” Psalm 135:3.

I would like to express my gratitude for the guidance, mentoring, and intellectual support provided by my advisor, Dr. Mulugeta G/Medhin, and other lecturers at the College of Business and Economics in the School of Commerce of Addis Ababa University. As many of the other students have experienced, I have benefited from the conducive learning environment, which is highly engaging and motivating. I have been inspired by my lecturers to a higher extent that I feel like I would like to follow in their footsteps sometime in the future.

My heartfelt thank you goes to the customers of TECNO Mobile, who willingly provided responses to the survey questionnaire used in this research. I would like to extend my appreciation to the TECNO Mobile company workers and staff members for their cooperation.

I would also like to say thank you to my family and my friends, who have been supporting and encouraging me both during my studies and during the time when I worked on this research. A special thank you to my dearest younger brother, Dr. Brook Workneh, who has been very inspirational by giving me words of wisdom and encouragement. I consider myself fortunate to have a family and friends like you.

I would also want to use the opportunity to express my kind regards and blessings to everyone who has supported me during the completion of this thesis. I hope that this thesis contributes to show the successful marketing approach in competitive markets for locally manufactured technological products and help towards the economic development of the country.

Thank you!

Hiwot Workneh

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# Acronyms

<b>ANOVA</b>	Analysis of Variance
<b>CBP</b>	Consumer Buying Preference
<b>CF</b>	Channel Factor
<b>MF</b>	Message Factor
<b>SF</b>	Source Factor
<b>SPSS</b>	Statistical Packages for Social Science
<b>TV</b>	Television
<b>VIF</b>	Variance Inflation Factor

# Abstract

*The primary objective of this study was to analyze the effects of advertising on consumers' buying preference of TECNO Mobile in Addis Ababa, Ethiopia. A quantitative approach was used in this research. In order to collect primary data, a structured questionnaire was prepared and given to the customers of TECNO Mobile using a convenience sampling technique. Out of the distributed 403 questionnaires, 362 were valid and SPSS software was used to process the primary data. To measure the effect of advertising on consumers' buying preference, the source factor, the message factor and the channel factor of advertising were considered. From the findings of this study, it was found out that the source factor, the message factor and the channel factor of advertising have positive and significant effects of up to 57.7% on the consumers' buying preference. The result further indicated that the channel factor has the highest positive and significant effect on consumers' buying preference. This implies that marketing managers need to give more emphasis and due attention to all the three variables since they influence consumers' buying preference significantly, so that the company could increase its market share and stay in the market competitively.*

***Key words: Source factor, Message factor, Channel factor, Consumers' buying preference***

# Chapter 1

## Introduction

This chapter consists of background of the study, statement of the problem, research questions, objectives of the study, scope of the study, significance and organization of the study.

### 1.1 Background of the Study

Advertisements have become a part of our daily lives. There are several literature that could help define what advertising is. According to Dulin (2016), advertising is a form of communication that aims to inform the public, to make a product or a service known to the public or attempts to persuade a specific group of people or consumers to arrive at a decision to buy certain products or services. According to Trehan and Trejan (2009), advertising is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. Russel and Lane (2001) define advertising as a marketing communication tool that is used to convey information about products, services or ideas to a target audience. Kotler (2000) also defines advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. In other words, advertising is a means of informing and communicating essential information, which has become an inevitable tool for success in today's marketing world.

Traditionally, the objectives of advertising were stated in terms of direct sales. Nowadays, advertising is viewed as having communication objectives that seek to inform, persuade and remind potential customers of the worth of the product (Singh, 2012). The major aim of advertising is to create a positive attitude towards the product and the brand until a consumer purchases that product, and to create an emotional response in the mind of a consumer (Goldsmith and Lafferty, 2002). As a promotional approach, advertising helps in generating product awareness in the minds of the possible consumers for an eventual purchase decision

(Dulin, 2016). It seeks to condition the consumer so that they may have a favorable reaction to the promotional message (Singh, 2012). Generally, advertising helps to increase mass marketing while helping the consumer to choose from amongst the variety of products offered for their selection.

Any business can get on the road of success if it attracts and retains the consumers with profit, and this goal is achieved when company builds a strong consumer perception for the product or service. Consumer perception plays a crucial role in determining the behavior of customers. Based on their perception, consumers would feel good and become confident about the product (Malik et al., 2014). The goal of investigation of consumer behavior is to discover patterns of consumers' attitudes in their decision to buy a product or not (Matsatsinis and Samaras, 2000).

The issues concerning consumer buying preference are important and essential elements in the creation of the marketing strategy (Goldsmith and Lafferty, 2002). Consumer preferences can be defined as the subjective characteristics which a consumer wants in any product or service that can be measured by the utility of the product or service (Sethi and Chandel, 2015). Preference formation involves comparing brands on specific attributes or as per the levels of satisfaction that they provide to the consumers. Consumers have sets of preferences which depend upon their culture, education, and individual tastes (Rani and Maran, 2013). Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (Example, price, durability), while other factors are attributes of consumers themselves (Example, goals, attitudes, discretionary income) (Venkatraman et al., 2012).

One of the crucial factors that influence consumers' choices is the marketing mix, which comprises of the promotion. The key element of such promotional activities is advertising (Keller, 2013). Advertising serves as a major tool to increase product awareness in the mind of a potential consumer that could make an eventual purchase decision (Abideen and Saleem, 2011). The selection of advertisement strategy entirely depends on what kind of perception the company wants to build in the minds of consumers. When an affirmative perception is developed,

consumers are more inclined to the product. They make efforts to transform the perceived thoughts into action and actually buy and experience the product (Malik et al., 2014). Generally, a persuasive advertisement and positive consumer perception tempt the consumer, and all of these factors could significantly influence the buying preference of consumers.

In this information age, consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television. The challenge of the marketer is to find a hook that will hold the subject's attention (Singh, 2012). Hence effective communication with consumers through strong advertisement strategies and through open discussions, social platforms and feedback is the key to profit in this modern age (Malik et al., 2014). The communication effectiveness depends on variables that are the source factor, the message factor and the channel factor. In developing an effective advertising and promotional campaign, a company would need to select the right spokespeople that could deliver compelling messages through appropriate channels or media (Mulugeta and Abdulsukur, 2014). In addition, the advertising execution which is nature of the advertising appeal used to communicate the message to the target audience has an important influence (Yeshin, 1998).

Ethiopia has emerged as a country that is having a number of assembling plants in operation. The country is implementing an Industrial Park program and has implemented a tax structure that could potentially attract foreign direct investment in the export-led and labor-intensive manufacturing sector. TECNO Mobile is a Chinese mobile phone manufacturer engaged in assembling mobile phone apparatus in Ethiopia. According to a preliminary interview made with the head of promotions, the company began its operation in July 2006 in Hong Kong. In the early 2008, TECNO Mobile shifted its target market entirely to Africa, considering the lucrative market and untapped demand in the African continent. The company focuses on the localization and customization of mobile phone devices. In 2010, TECNO Mobile has ascended into the top three mobile phone brands in Africa.

Technology, specifically mobile phone industry is one of the fastest moving industries in the world. A day in the mobile phone industry is like a week or a month in other industries. This fast pace is driven by the launching new products and the continuous updates that improve the

quality and the service of mobile phone products. The fierce competition among different brands and the existence of counterfeit phones are becoming a challenge to the sector (Mulupi, 2013). To become competitive and successful in such a market, effective communication of the product to consumers is vital.

Although the issue of making the purchase decisions under the influence of the advertisements has been addressed in the literature, the issue of effective advertising communication in the mobile phone sector considering the *source factors*, the *message factors* and the *channel factors* needs further investigation. The relationship between the variables and the consumers' buying preference particularly in the mobile sector has not been fully addressed in literature. This research aims to fill this gap in identifying the relation of the *source factors*, the *message factors*, and the *channel factors* with the *consumers' buying preference* in the mobile phone sector particularly considering the case of TECNO Mobile.

### 1.1.1 Company Background

TECNO Mobile Company, established in July 2006 in Hong Kong, is a comprehensive mobile phone manufacturer specializing in manufacturing, sales and service. With years of development, it has now become one of the major mobile phone suppliers in the world and one of the largest mobile phone manufacturers in China.

In the year of 2008, TECNO decided to focus on Africa as its key market and accordingly launched TECNO brand strategy. Through three years of efforts, TECNO has achieved initial success with its outstanding and unique marketing strategy, and has now become one of the most popular mobile phone brands in many countries in Africa. Besides, it has been recognized as the number one dual SIM mobile phone brand in those countries with TECNO branches, including Nigeria, Kenya and Ghana, etc.

Ethiopia government has dedicated an investment area for the establishment of an ICT Park to support the development of information and communication technology services.

Following this, TECNO Telecom Company launched its operations in Ethiopia in September of 2011 with a capital investment of more than 1 million US dollars. The company plant is located at Alemgena which has a production capacity of one million devices a month. TECNO Mobile Ethiopia is a subsidiary of Hong Kong-based manufacturer TECNO Telecom Company. The investment launched in Ethiopia is part of the larger plan the company has to increase its presence on the African Market. TECNO Mobile Ethiopia has released its first smartphone completely domestically assembled in Ethiopia on July 2012 called TECNO T3 Android 2.3 based device. Android is a Linux-based operating system used in mobile devices including smart phones and tablet computers. Currently, TECNO already has several models on the market, all of which support Amharic, Oromiffa, and Tigrigna languages. The smart phones for the time being support only Amharic language.

## 1.2 Statement of the Problem

Companies may offer the greatest product in the world, but unless consumers are aware of it, it may not make a single sale. Business owner's major concern is to create brand awareness for the product and provide a unique selling proposition. To ensure that the product gets the best visibility possible, marketers consider numerous marketing strategies and options. Companies use advertisements as part of a marketing program and advertising strategies serve a variety of purposes. Shimp and Andrews (2013) explained that, for new companies, brand or product advertisements serve to inform consumers about the new product and stimulate their interest in the marketplace by building preference over other products. For existing players, advertisements remind customers of the product's value, suggest new uses for the product or encourage repeat purchases through promotions. Advertisements result a significant impact on the success of small and large businesses if it is successful in the aforementioned tasks. Consumers could choose the advertised product and they could make their purchase decisions based on the advertisements. As a result, the sales of products and services of the company would increase. Once sales have grown, companies need to ensure that the quality of the product does not drop, as word-of-mouth recommendations or indirect advertisements could promote the product or the brand at no cost.

However, ineffective advertisements could prevent the advertising from being both clear and engaging. For instance, some advertisements deliver information only or present decorative entertainment without persuasion. Predictable advertising may not open the door for conscious awareness. Such kinds of advertisements often fail to gain the attention of the prospective customer and lose the important purpose of advertising, which is getting the attention of consumers and compelling them to take purchasing decisions.

Another challenge is that the technology sector is an area where it is dynamic in nature and there are numerous products from competing companies. The pace of technological changes is very fast, which creates a challenge for marketers to stay in the market by being competitive. This, in turn, affects the promotional strategy of the company and could make the company very cautious in designing a communication strategy that will reach consumers and allure them to buy the product.

Considering the case of Ethiopia, people are gradually having easier access to mobile phones in recent times. Mobile phones manufactured abroad by worldwide companies and brands are getting accessible to consumers in the country. There are a few explanations on the consumers' observations and demeanor towards the brand of the mobile phone that they purchase. According to Cateora and Graham (1999), consumer perception could be seriously impacted by the country of origin factor that is based on where the product is manufactured or assembled. With increasing availability of foreign goods in most national markets, the country of origin factor has become more important as consumers often evaluate the quality of products based on where they were manufactured or assembled. The study conducted by Kine in 2016 also explained that country-of-origin factor of electronic products has a direct relation with the purchasing decision of consumers. Similar to consumers in other global markets, Ethiopian consumers are affected by the country-of-origin factor when purchasing electronic products. This implies that consumer buying preference is a primary deciding factor for organizations like TECNO Mobile that are engaged in assembling mobile phone apparatus locally. To be successful, the role of advertisement and its communication factors will play a huge role in making the product preferable by consumers.

In the Ethiopian context, many researches have been performed on the promotional mix in general. Specific to advertisements, studies were mainly focused on media advertising, on

consumers' attitude towards advertising and on combining advertisements with other promotional mix of elements or with brand loyalty. There is not much literature on the communication factors of advertisements particularly on the *sources*, the *message* and the *channel factors* and their impact on *consumers' buying preference*. Moreover, there is no literature on this research topic that specifically addresses the case of TECNO Mobile Company so far.

Companies that manufacture locally assembled products face a challenge in using advertisements that could successfully acquire the consumers' buying decision. Investigating how persuasion techniques are used in advertising to trigger consumers' buying decision is the underling motive of the researcher. Thus, the purpose of this research is to analyze the effect of advertising (*source factors*, *message factors* and *channel factors*) on the *consumers' buying preference* in the case of TECNO Mobile Company.

### 1.3 Research Questions

This research aimed to answer the following research questions.

**RQ1.** To what extent do the *source factors* influence *consumers' buying preference* of TECNO Mobile in Addis Ababa?

**RQ2.** How do the *message factors* influence *consumers' buying preference* of TECNO Mobile in Addis Ababa?

**RQ3.** To what extent do the *channel factors* influence *consumers' buying preference* of TECNO Mobile in Addis Ababa?

## 1.4 Objectives of the Study

### 1.4.1 General Objective

The general objective of this study is to analyze the effects of advertising on *consumers' buying preference* of TECNO Mobile in Addis Ababa.

### 1.4.2 Specific Objectives

The specific objectives of the study are:

- To determine the effect of *source factors* on *consumers' buying preference* in Addis Ababa.
- To investigate the effect of *message factors* on *consumers' buying preference* in Addis Ababa.
- To examine the effect of *channel factors* on *consumers' buying preference* in Addis Ababa.

## 1.5 Scope of the Study

This study focuses on the effect of advertising and specifically on the communication factors namely the *source factors*, the *message factors* and the *channel factors* on the *consumers' buying preference* particularly in the case of TECNO Mobile Company in Addis Ababa.

Geographically, this study focuses on surveying sales outlet shops that are owned by TECNO Mobile Company in Addis Ababa. There are six sales outlet shops that are located in Bole, Gurd-Shola, Lideta, Mebrat-Hayil, Megenagna and Merkato. The research targets consumers who have visited the aforementioned sales outlet shops at the time of the data collection.

## 1.6 Significance of the Study

The study of the effect of advertising on consumers' buying preference of TECNO Mobile is very significant. It could reveal any possible relations between the communication factors and the success of locally assembled electronic products in Ethiopia considering the case of TECNO Mobile Company. This could provide feedback regarding the effect of advertising and how to tailor their communication factors towards consumers' buying preferences not only to TECNO Mobile Company but also to many other locally rising companies. The research could also pinpoint areas that a local electronic company needs to build on in the future to be successful in the market. It could provide marketing analysis on the effect of advertising on consumers' buying preference, and thus fill the literature gap on advertising locally assembled technological products. It will also serve as a basis for future researches that are required in a country like Ethiopia, where local industries are expected to fulfill the national demand and be competitive in the global market.

## 1.7 Organization of the Research Report

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

# Chapter 2

## Literature Review

This chapter consists of three sections. The first part is theoretical review which focuses on related concepts and theories of the study. Review of related journals and articles about the research topic were presented in the second section. At the end, conceptual framework of the study as well as the hypothesis was presented.

### 2.1 Theoretical Review

#### 2.1.1 Marketing Communication

In recent days, marketing communication becomes a fundamental and complex part of a company's marketing efforts (David, and Amanda, 2005). There are many definitions about the subject marketing communications though the definitions focus on promotional outlook, where the purpose is to communicate and persuade people to buy products and services. According to Christ and Barbara (2014), marketing communications is a management process through which an organization engages with its various audiences. Tony in his book published in 1998, also mentioned that, the task of communication is to exchange information and convey meaning to others. It is important that communicators gain a detailed understanding of the way in which meaning is transmitted in order to be able to develop effective communications strategies. Effective communication is critically important to organizations, that is why they use a variety of promotional tools such as advertising, sales promotion, public relations, direct marketing, personal selling and added-value approaches like sponsorship in order to get customers attention (Christ and Barbara, 2014).

In the present era, marketers are focusing on customers as their first preference. The primary responsibility of the organization is to gain knowledge about customers, which will lead

them to be successful in fulfilling the demands and seek better opportunities in the market (Gupta, 2013, cited by: Fatima and Lodhi, 2015). By understanding consumers and their particular needs and wants, the company can determine the nature of the behavior which the communications program will seek to reinforce and the specific nature of the message which will affect that behavior, and the means by which the company can reach them (Tony, 1998). In general marketing communications provides the means by which brands and organizations are presented to their audiences. The goal is to stimulate a dialogue that will ideally lead to a succession of purchases and complete engagement.

### 2.1.2 Market Promotion

Marketing mix is the set of tactical marketing tool of product, price, place and promotion that the firm blends to produce the response it wants in the target market (Kotler and Keller, 2012). The four Ps are the major elements of the marketing mix of the organization and form the basis of any marketing strategy that will lead to the achievement of the organization's objectives (Niazi et al., 2012).

Promotion is one of the elements of the marketing mix, and is responsible for the communication of the marketing offer to the target market. According to Novak (2011), promotional activities as an element of marketing communication processes are continuous exchange of information messages and inform the company with immediate and wider environment. Belch and Belch (2007) defines promotion as a process of communication between companies and customers in order to create positive attitudes about products and services that lead to their favor in the process of buying. As stated by Novak (2011), the role of promotion is to communicate with individuals, groups or organizations and to facilitate the exchange of informing and reassuring one or more target groups to accept a product organization. Promotion mix is the specific combination of instruments to promote the company in order to convincingly communicate customer value and build customer relationships. The elements of promotional mix includes advertising, personal selling, sales promotion, public relations and direct marketing (Todorova, 2015).

### 2.1.3 Advertising

Advertising is a form of promotion and creative communication process in conformity with the interests and needs of consumers, producers and society as a whole (Novak, 2011). According to Khanam and Verma (2017), advertising is simply a creative form of communication. It is considered as a positive institution, creating awareness about products and services. While at the same time it is considered as a key practice in encouraging consumers to spend money on goods, they otherwise would not purchase, if they had not heard the persistent message conveyed in the advertisement. Another definition for advertising has been provided by Baheti (2012), as an attempt of creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertising, therefore, aims to communicate specific information to a particular target audience in order to persuade the audience to react in a particular manner.

Advertising was introduced by the Egyptians using Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. However, these were used for a limited area for promotion (Baligat, 2004, cited by: Dulin, 2016). Modern advertising was developed with the rise of mass production in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries (Sindhya, 2013). In this time, advertisement is seen in many parts of the world and has become important way to promote products and services and used for communication purpose (Niazi et al., 2012).

Advertising has positive as well as negative, social and economic impacts on the society. Lee and Johnson (1999), consider advertising as a public welfare which generate awareness among the public by way of educating people what is good and what is bad for them as major positive social impact whereas exposing women as a sex tool and pushing the public to buy things that they are not their real want under the negative side. On the other hand, Sindhya (2013) stated that, economically advertising provides revenue for commercial mediums and stimulating an active and competitive economy however it boosts the price of goods and services on the negative aspect.

There are different techniques used in advertisements. According to Oakley (2009) as cited by Fatima and Lodhi (2015), some are aspirational advertisement that involves slogans and tag lines which inspire consumers. Others use celebrity endorsement in order to enhance the trust of the people to buy products. Social responsibility advertisements are also a technique marketer's use the brand in association with the benefits of the society.

#### *2.1.3.1 Advertising Objectives*

Advertising is to inform about new products, suggests a new use of the product, inform on changing prices of products and explains how the functioning of the product (Novak, 2011). The primary objective of advertisers is to reach prospective customers by influencing their awareness, attitudes and buying behavior to elicit or keep their interest to the product (Dulin, 2016). According to Kotler and Keller (2012), advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. It serves as guidelines for the planning and implementation of the entire advertising program. Fatima and Lodhi (2015) stated that, people are highly affected by the advertisements and organizations are trying to target the masses of the people by focusing on techniques of the advertisement which fit best with their products. The specific objectives of an advertising campaign may adopt many forms as summarized below (Bendixen (1993); Kotler and Keller (2012).

- **Informative advertising** aims to create brand awareness and knowledge of new products, brand or new features of existing products.
- **Persuasive advertising** aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.
- **Reminder advertising** aims to stimulate repeat purchase of products and services.
- **Reinforcement advertising** aims to convince current purchasers that they made the right Choice.

### 2.1.3.2 *The Role of Advertising*

Effective communication is crucial to the organization and advertising is an important tool which is used to gain communication success. Advertising executes several important communication functions in order to attain the organization's promotional aims (Shimp, 2007). Role of advertisement is to carry message to the far distances. It is important to target the scatter mass audience as it proved to be very essential tool in enhancing the sales of the brand (Abiodun, 2011). The major aim of advertising is to create positive attitude towards the advertisement and the brand until a consumer purchases that product and through this positive attitude create emotional response in the mind of a consumer (Goldsmith and Lafferty, 2002).

To this end, the explicit role of advertising is to make the probable market aware of the reality or presence of the product in the market place. Making an advertising message believable is not easy; though often it is sufficient to make the consumer curious enough to try the product. Such curiosity is often referred to as interested disbelief (Mohan, 1989). Furthermore, advertising keeps reminding the consumer of the brand, thus increasing its salience and the possibility that it will be chosen when a purchase need arises (Shimp, 2007). This may also stimulate repeat purchases. Advertising can also serve as to communicate an idea to an audience (viewers, readers or listeners) in an attempt to persuade them to take a certain action upon products, ideals, or services (Sindhya, 2013). Through advertisements customer behavior shaped and they motivate to buy such products. Altkorn (1998) as cited by Furaji et al. (2013) concluded that advertising is the element that directly influences marketing processes and above all motifs, attitudes and behaviors of purchasers.

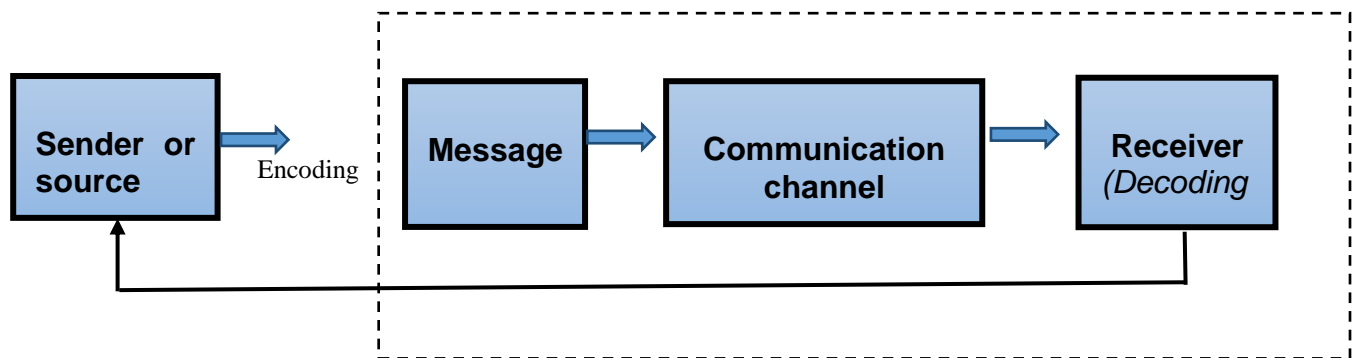
### 2.1.4 Advertising Effectiveness

As mentioned in the previous section, advertising main aim is to communicate to a target audience. Understanding the basic process of communications is fundamental to the development of effective advertising. Tony (1998) stated that, it is important to identify how people extract information from the environment in which they live and importantly how they interpret this information to assist them in their daily lives. According to Foxall and Goldsmith (1994), some

90 percent of the stimuli that individuals perceive comes as a result of sight. Much of the remaining 10 percent results from hearing. It should come as no surprise; therefore, advertising relies heavily on these stimuli. However, because of possible distortions in the perception of a given message, what the consumer receives may not be what the advertiser intended.

The marketing communication process entails the development of a specific message aimed at a specific target audience and sent through a specific channel, such as a magazine advertisement or a television commercial (Ouwensloot and Duncan, 2008). The three major components of the communication process are the source, message and channel factor (Belch and Belch (2007)).

FIGURE 1: The marketing communication



Source: Belch and Belch (2007)

Figure 1, shows that the communication process consists of various elements, namely the sender or the source which is the originator of the message, the message itself that is the actual information and impressions that the sender wishes to communicate, and the communication channel or medium is used to relay the message without which there can be no communication. Finally, the receiver are the people who receive the message. The sender encodes the message and the receiver decodes it. Feedback is then provided from the receiver back to the sender in response to the message. The communication process may be interrupted or hampered by noise, which may distort the intended meaning of the message.

#### 2.1.4.1 *The Source Factor*

The source or sender of the message is the organization that initiates the sharing of information about a brand (Ouwensloot & Duncan, 2008). The aim is that the receiver will ultimately interpret the information in the message as intended by the sender. It is essential to use symbols and verbal cues that are relevant and identifiable to the receiver (Belch and Belch, 2007). The source is the person involved in communicating a marketing message, either directly or indirectly. A direct source is a spokesperson who delivers a message and/or demonstrates a product or service. An indirect source is a model who does not actually deliver a message but draws attention to and/or enhances the appearance of the advertising (Ouwensloot & Duncan, 2008). According to Mulugeta and Abdulsukur (2014), many firms spend large amount of money to have certain individuals endorse their products or service as spokes people, or simply appear in their advertisement. This is because the characteristics of the source often have a significant impact on the effectiveness of their advertising message.

It is crucial that the sender of the message be deemed believable. Belch and Belch (2007) identified three attributes of source effectiveness, namely credibility, power and attractiveness.

##### 2.1.4.1.1 *Credibility*

Credibility is the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information (Shimp, 2007). Expertise and trustworthiness are two important dimensions to credibility. Expertise refers to the perceived knowledge, experience or skills possessed by a source as they relate to the communications topic whereas trustworthiness refers to the perceived honesty, integrity, and believability of a source (Shimp and Andrews, 2013). The use of expertise and trustworthiness helps in creating a positive attitude towards the message and hence leaves a positive influence on the receiver (Belch and Belch, 2007).

Credibility or believability is an important source factor in persuasion (Shimp and Andrews, 2013). Highly credible sources achieve greater attitudinal change among consumers

than those having less credibility. When receivers perceive a source as credible, the consumer would be expected to be persuaded by the message to a greater degree than if someone else that the consumer perceives as it less credible source had spoken the same words (Kotler and Keller, 2012). In other words, using celebrities, experts in the given domain or corporate leaders as the spokesperson generally helps in giving credibility to the message being delivered.

#### 2.1.4.1.2 Attractiveness

Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences, or behavior (Shimp and Andrews, 2013). The source of the message should be attractive enough to concentrate the viewer's attention towards the advertisement but not to an extent that it overshadows the brand itself (Belch and Belch, 2007). Source attractiveness encompasses similarity, familiarity, and likability. Similarity is a supposed resemblance between the source and the receiver of the message, while familiarity refers to knowledge of the source through exposure. Likability is affection for the source as a result of physical appearance, behavior, or other personal traits (Shimp, 2007).

It has also been suggested by Kotler and Keller (2012), the celebrity endorsers bring their meanings and image into the advertisement and transfer them to the product they endorse. Also, looking from the perspective of the celebrities, who appear in a number of commercials, it leads to an over exposure, which may give negative results in sending across the desired message. According to Pickton and Broderick (2005), the product match-up hypothesis states that the celebrity endorser's image should match as closely as possible with the product's characteristics if the advertisement is to be credible.

#### 2.1.4.1.3 Power

The ability of the source to provide rewards or punishments for the receiver is known as source power. As a result of this power, the source may be able to induce another person to respond to the request (Belch and Belch, 2007).

According to Mulugeta and Abdulsukur (2014), the power of the source depends on several factors. The source must be perceived as being able to administer positive or negative sanctions to the receiver (perceived control) and the receiver must think the source cares about whether or not the receiver conforms (perceived concern). The receiver's estimate of the source's ability to observe conformity is also important (perceived scrutiny).

#### 2.1.4.2 *The Message Factor*

The aim of the encoding process is to develop a message that relays the information that the sender wants to provide to the target audience. According to McLean (2005), message is the stimulus or meaning produced by the source for the receiver or audience. It is broadly categorized into message structure and message appeals as summarized below (Shimp and Andrews, 2013); (Mulugeta and Abdulsukur, 2014) and (Belch and Belch, 2007).

##### 2.1.4.2.1 Message Structure

Message structure is an important aspect of message strategy that knows the best way to communicate and overcome any opposing viewpoints audience members may hold.

- **Order of presentation** - Research on learning and memory generally indicates that items presented first and last are remembered better than those presented in the middle. Presenting the strongest arguments at the beginning assumes a primacy effect while, doing that at the end assumes a recency effect.
- **Conclusion drawing** - Messages with explicit conclusions are more easily understood and effective in influencing attitudes. The effectiveness of conclusion drawing may depend on the target audience, the type of issue or topic, and the nature of the situation.
- **Message sidedness** - Message can be either one sided (stating only the positive attributes) or two sided (presenting both good and bad points). Depending upon the market share and image associated, a particular message type can be chosen.

- **Refutation** - A special type of two-sided message is known as a refutation appeal which is used where by the communicator to present both sides of an issue and then offers arguments to refute the opposing viewpoint.
- **Verbal versus non-verbal messages** - The use of a visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented.

#### 2.1.4.2.2 Message Appeal

The appeal in the message serves to arouse the psychological buying motive of the consumer.

- **Rational appeals** – in this case the message mainly emphasize on the product benefits and the problems which it can solve.
- **Comparative advertising** - is the practice of either directly or indirectly naming competitors in an advertising and comparing one or more specific attributes.
- **Emotional appeal** - meet the consumer's psychological, emotional and social requirements. The major emotional appeals are fear appeal in which the advertising message use fear appeals to evoke emotional response and arouse individuals to take steps to remove the threat. On the contrary, humor appeal are best remembered messages that attract and hold consumers' attention.

#### 2.1.4.3 *The Channel Factor*

The method used to transport the message from the sender to the receiver is called the message channel, and is also referred to as the medium (McLean, 2005). Channel factors are categorized into two broad levels of message channels, namely personal and non-personal types. Personal channels include any channel that entails face-to-face communication, such as a selling situation, where the salesperson is face-to-face with the prospective customer. Communication channels that convey a message in the absence of interpersonal contact between the sender and receiver are non-personal channels (Belch and Belch, 2007).

Major non-personal communication channels are broadcast advertising (radio, television, and Internet advertising), Print Media Advertising (Newspaper, Magazine, Brochures, and Fliers) and outdoor advertising (billboards, kiosks, and tradeshows organized by the company) (Shimp and Andrews, 2013). Information received from personal influence channels is generally more persuasive than information received via the mass media (Mulugeta and Abdulsukur, 2014). The problem of clutter is very intriguing for the advertisers in today's world of information overload therefore it is important being as direct and effective in the minimum time possible (Shimp and Andrews, 2013).

### 2.1.5 Consumer Buying Preference

The process of decision making is one of the most complex mechanisms of the human thinking, as various factors and courses of action intervene in it (Furaji et al., 2013). Consumer buying behavior in general reflects the reason why consumers buy products with an interest, the factors influencing their choice, how they take purchase decisions, etc. (Deshwal, 2016). Marketers and companies are spending billions of dollars on consumer research in order to know the important factors involved in consumer decision making (Khanam and Verma, 2017). To achieve the goals of advertising and to become successful in the market as well as to face uncertainties, advertisers tend to study the buying behavior of the consumers before launching a product in order to meet their multiple needs (Dulin, 2016). According to Furaji et al., (2013), decision making means a group of logically connected mental operations or calculations, leading to the solution of a decision problem through the choice of one out of all possible variants of behavior.

People select and prefer brands on the basis of advertising and the major causes of their preference is the strong positive campaign of advertising (Ayanwale et al., 2005). Preference formation involves the unique attributes of focal subjects that are weighted heavily while the unique attributes of less focal subjects are neglected (Mantel and Kardes 1999). Consumers' preferences are influenced by whether they are going to make direct comparisons between the different brands or going to evaluate brands individually (Sethi and Chandel, 2015).

Underlines that the consumer's choice is mainly the result of a complex play of cultural, social, personal and psychological factors (Furaji et al., (2013). Sethi and Chandel (2015) also stated that, consumers set of preferences depends upon culture, education, and individual tastes. Though there are many factors influencing the buyer's decisions, the final result of purchase may be the result of a single factor or due to all factors of consumer's decision-making process. According to (Spark, 2016), buyers respond to the need arise and they differentiate the needs as immediate needs and future needs, then they start gathering information for the needs which are to be fulfilled. During this stage, buyers may be influenced by the reference groups, advertisements, social media and their own beliefs and perceptions. In the next stage, consumers develop various alternatives and evaluate properly and come to the purchase decision at the end.

## 2.2 Empirical Review

This section summarizes the different scholars' research findings in relation to the study topic. It is indicated that researchers have seen the effect of advertisement from different point of view however agreement have been shown on the significant effect of advertisement on consumers decision.

TABLE 1: Review of Related Journals

S.No	Researchers	Topic	Major findings
1	Genet Habtu (2014)	Assessing the Effectiveness of Communication Factors and Behavioral Changes of Audiences as a Result of Advertising Efforts the Case of Commercial Bank of Ethiopia	According to the research findings, the quality of the message and the source that carry the message has significant effect. Further, the advertising efforts is effective to create awareness and preference of the services, but not effective to create knowledge, liking, conviction and action. Also, the affective level of customers towards the services is more; however, the cognitive and conative level is less. The research findings also reveal that there is a positive and strong relationship between the two variables. However, the relationship between message quality is stronger than the message source.

2	Kalia, G. and Mishra, A. (2016)	Effects of online Advertising on Consumers in Punjab	<p>The study brings facts on how advertisers use social sites to make their products popular. It indicates that rectangular banner and skyscraper advertisements that are too designed in big picture and copy heavy layouts are preferred. Online advertisements of ecommerce sites and mobile phones are noticed as compared to any other products and those advertisements whose functions are displayed are chosen.</p> <p>The study suggests that, online advertisement placed above the mast head and on the right side of the homepage gains the maximum attention also vibrant colors and promotional offers attract people.</p>
3	Melkamu Daba (2014)	The Effect of Media Advertising on Consumers' Buying Behavior in the Banking Service (The case of Oromia International Bank)	<p>In Ethiopia context, the study results reveals that, TV has the most powerful influence on consumers' buying behavior due to the combinations of audio-visual presentations. The informative advertisement, perception about the bank, the color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media advertisement.</p> <p>The results suggested that, the company needs to design its advertising methods using the various media outlets extensively to reach large number of target audience and to attract as well as retain customers.</p>
4	Ahmed et al., (2017)	Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behavior?	<p>The aim of the study is to determine the influence of advertising on brand preference and consumer buying behavior in the general public at Gujranwala city. Result reveals that advertisement have strong, positive and significant relationship with consumers brand preference and consumer buying behavior.</p> <p>The results suggest that properly managing advertisement campaigns is important to have positive trend of consumer's buying behavior and brand preference.</p>

## 2.3 Research Hypothesis and Conceptual Framework

### 2.3.1 Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were formulated in order to understand the effect of advertisement on consumers' buying preference in the case of TECNO mobile.

**Source factor:** is a person or organization who has information to share. The source also known as sender encodes the message. Source factor is controllable aspects of communication process and encodes the message. The three basic categories of source attributes are credibility, attractiveness and power (Shimp and Andrews, 2013).

**Hypothesis 1: Source factors have a positive and significant effect on consumers' buying preference.**

**Message factor:** message contains the information or meaning the source is hoping to convey. The manner in which marketing communications are presented is very important. One must consider not only content, but also how the information will be structured for presentation and the type of appeal that will be used (Belch and Belch, 2007).

**Hypothesis 2: Message factors have a positive and significant effect on consumers' buying preference.**

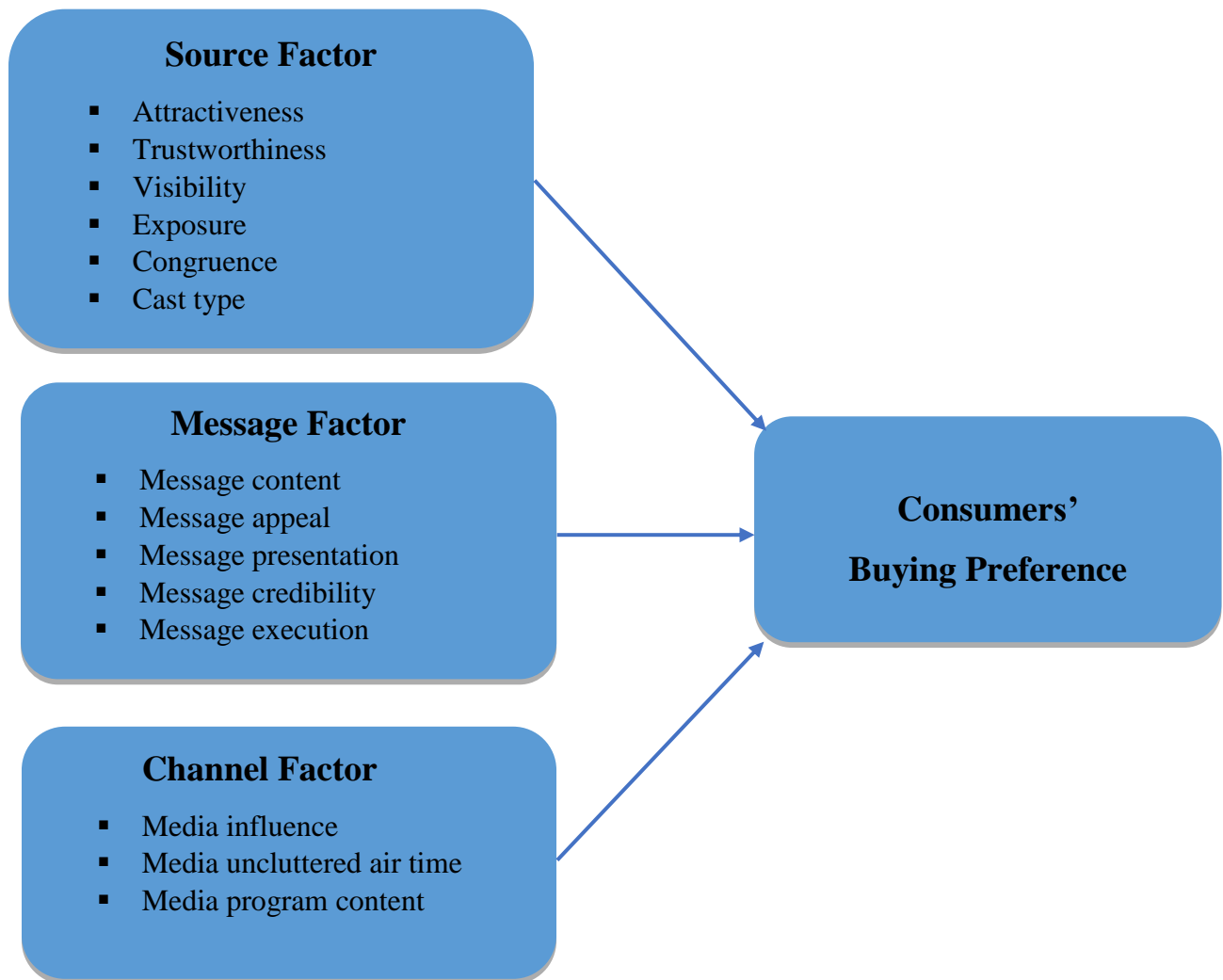
**Channel Factor:** Channel is the method or medium by which the communication travels from sender to receiver. According to Shimp and Andrews (2013), Channel is a method used to deliver the message to the target audience and it is the final controllable variable of the communication process.

**Hypothesis 3: Channel factors have a positive and significant effect on consumers' buying preference.**

### 2.3.2 Conceptual Framework

The research adopted the communication process model with a slight modification as a conceptual framework of the study to test the hypothesis. The three elements of communication process namely *source factor*, *message factor* and *channel factor* were used for measuring the effect of advertising on *consumers' buying preference*.

FIGURE 2: Conceptual Framework of the study



Source: Adopted from (Belch and Belch (2007)) with a slight modification

# Chapter 3

## Research Design and Methodology

This chapter covers the research approach, research design, population and sampling technique, data sources and types, data collection instruments and procedures in addition to method of data analysis. Finally, reliability and validity of the data collection instrument and ethical considerations are presented.

### 3.1 Research Approach

Research approach are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Carrie, 2007). The overall decision involves which approach should be used to study a topic, procedures of inquiry and specific research methods of data collection, analysis, and interpretation.

Research approach generally divided into deductive, inductive and abductive types. Deductive approach tests the validity of hypotheses and generally recommended for specific studies in which researcher work on particular concept by creating assumptions and then verifying those assumptions (Rahi, 2017). This research approach employed deductive approach. The effect of advertising was assessed by the developed hypothesis related to source factor, message factor and media factor with that of consumer buying preference and tested during the research process. Whereas inductive approach contributes to the emergence of new theories and generalizations. Abductive research, on the other hand, starts with surprising facts and the research process is devoted for explanation.

## 3.2 Research Design

Research design is the plan used to carry out the study within the guidelines of the research method, consistent with the research question and hypotheses (Bhattacharjee, 2012). According to Rahi (2017), research design approach classified as exploratory, descriptive and explanatory or causal research. Exploratory research undertaken to explore an issue or a topic and to look for new insights or to reach a greater understanding of an issue. On the other hand descriptive research describes some situation and are usually structured as well as specifically designed to measure the characteristics described in the research question. According to Vogt (1999), as cited by Carrie (2007) when the focus is on cause-effect relationships, the study will be causal or explanatory research that explains which causes produce which effects. This type of research helps to get fresh insight into a situation in order to build, elaborate, extend or test a theory.

Therefore, in this research both descriptive and explanatory research were used. It is descriptive as descriptive data was collected through detailed questionnaire and it is also explanatory as the research explained the relationship between the effect of advertising on consumers' buying preference.

Research methods are generalized and established ways of approaching research questions (Bhattacharjee, 2012). According to Creswell (2003), research methods are classified as qualitative, quantitative and mixed methods. Qualitative research is an approach for exploring and understanding the meaning individuals or groups assign to a social or human problem while quantitative research methods used for testing objective theories by examining the relationship among variables. On the other hand, mixed methods research involves collecting both quantitative and qualitative data and use distinct designs that may involve philosophical assumptions and theoretical frameworks.

In order to achieve the research objective, quantitative research method was used as it allows researcher to investigate the relationship between source factor, message factor and media factors with that of consumer buying preference.

### 3.3 Population and Sampling

#### 3.3.1 Population of the Study

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). The target population of this research is all consumers of TECNO Mobile located in Addis Ababa City Administration.

#### 3.3.2 Sampling Technique

To determine the sampling technique of this study, non-probability sampling techniques was used due to the lack of access to have a list of the population being studied. In this sampling technique the chances or probability of each unit to be selected is not known or confirmed. Also the technique does not allow the estimation of sampling errors, and may be subjected to a sampling bias (Rahi, 2017). From the types of non-probability sampling techniques, a convenience sampling was used in the research. This technique is also known as accidental or opportunity sampling where a sample is drawn from the part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). In this study, sample of respondents were gathered when consumers come across the TECNO Mobile sales outlet shops, which made it easy and convenient for the researcher to collect consumers' perspective.

#### 3.3.3 Sample Size

When the size of population is unknown and infinite, the representative sample size was determined by using estimation method. The sample size for this particular study was computed based on the formula suggested by (Corbetta, 2003). Sample size is directly proportional to the desired confidence level of the estimate ( $z$ ) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept.

Thus, the sample size is calculated for the list favorable case  $p = q = 0.5$  The sample size in this research was determined as follows:

$$n = z^2 pq / e^2$$

n = stands for the sample size which will be drawn

e = level of precision or sampling error

P = population proportion

z = level of confidence

$$n = ((1.96)^2 \times 0.5(0.5)) / (.05)^2$$

$$n = (3.8416 \times 0.25) / .0025$$

$$n = 0.9604 / 0.0025$$

$$n = 384.16$$

$$n = 384$$

To accommodate possibilities of non-response and inappropriate responses, 5% was added to the calculated sample size. That is  $384 \times 0.05$

$$n = 403$$

### 3.4 Data Sources and Types

Both secondary and primary data were used for this research. The primary data was collected through questionnaire and secondary data was collected from companies published articles and magazines, reference books, research journals etc. that are relevant to the study.

### 3.5 Data Collection Instruments

Structured close ended questionnaire was developed to collect data from respondents. The questions were designed to meet the objective of the research about the effect of advertising on consumers' buying preference of TECNO Mobile. The first section of the questionnaire contain the general information about the respondent and the remaining sections focus on each

independent variables which are *source factor*, *message factor* and *channel factor* and dependent variable which is on *consumers' buying preference*. A total of twenty six questions were developed and arranged by using a five point Likert response scale. Before conducting the actual survey, a pilot survey was conducted in order to check whether the questionnaire is clear and straightforward.

### 3.6 Procedures of Data Collection

Marketing managers and promotion heads of TECNO mobile were contacted to get permission for administering the questionnaire. One sales person was assigned for this purpose and training was given to distribute and collect the questionnaires in an ethical manner.

### 3.7 Method of Data Analysis

The primary information was collected through questionnaire then the data was analyzed with the help of Statistical Package for Social Sciences (SPSS) version 20 software. The data gathered from respondents were summarized using a descriptive statistic method through tables, frequency counts and percentages. In order to determine the overall trends of the data set, a mean score and standard deviations were also used to offer a condensed data. In addition, correlation analysis was used to examine the relationship of the variables whereas a multiple linear regression analysis was also used to find out the effect of independent variables that are *source*, *message* and *channel factor* on *consumers' buying preference* which is the dependent variable.

### 3.8 Reliability and Validity of the Data Collection Instrument

Test reliability and validity are two technical properties of a test that indicate the quality and usefulness of the test. According to Hair, et al., (2010), reliability and validity, jointly called the “psychometric properties” of measurement scales, are the yardsticks against which the adequacy and accuracy of the measurement procedures are evaluated in scientific research.

### 3.8.1 Reliability

Reliability is the degree to which the measure of a construct is consistent or dependable. In other words, using this scale to measure the same construct multiple times, the probability of getting pretty much the same result every time is high, assuming the underlying phenomenon is not changing (Bhattacharjee, 2012). Reliability states how trustworthy a score on that test will be but not accuracy.

With regards to consistency of the measures of the instrument, 30 copies of questionnaires were distributed for the pilot survey, 28 questionnaires were completed and returned in order to ensure reliability of the responses. The most common measure of internal consistency used by researchers is a statistic called Cronbach's coefficient Alpha (the Greek letter  $\alpha$ ), which is a reliability measure designed by Lee Cronbach in 1951. This is the most frequently used reliability test to measure internal consistency when using Likert scale (Bhattacharjee, 2012). According to Hair, et al., (2010), if  $\alpha$  is greater than 0.7, it means that it has a high reliability and if  $\alpha$  is smaller than 0.3, then it implies that there is low reliability.

The overall reliability of the instruments was measured and the Cronbach's  $\alpha$  was 0.879, which is above the acceptable value of 0.7. Based on the results presented in TABLE , it can be concluded that all the scales used in this research were reliable, and could thus be used to measure the variables under the study.

TABLE 2: Reliability analysis of variables (Survey result using SPSS 2018)

<b>Measurement</b>	<b>Number of Items</b>	<b>Cronbach's <math>\alpha</math></b>
<i>Source factor</i>	6	0.726
<i>Message factor</i>	7	0.730
<i>Channel factor</i>	9	0.726
<i>Consumers' buying preference</i>	4	0.738
<b>Reliability of all items</b>	26	0.879

### 3.8.2 Validity

Validity, often called construct validity, refers to the degree in which the test is truly measuring what it is supposed to measure. It states how good a test is for a particular situation (Bhattacharjee, 2012). If a test has poor validity then it does not measure the content and competencies it ought to.

An assessment of how well a set of scale items matches with the relevant content domain of the construct that is trying to measure defines the validity of the content. In order to ensure the content validity of this research, representative sample of respondents were taken. Moreover, the appropriateness of the questions were verified by the advisor of this research. On the other hand, important inputs were found from the pilot test response and adjustments were made accordingly in order to provide accurate and relevant questions.

## 3.9 Ethical Considerations

At the beginning, a clear and accurate information about the research was given to the participants of the study and their voluntary participation was respected. The participants' identity was protected and all information obtained from the respondents were confidential and no one will have access to the identity of the respondents. Moreover, no information was modified or changed. Information was presented as collected and all the secondary data sources were appreciated in the reference section.

# Chapter 4

## Data Presentation and Analysis

This chapter deals with the demographic analysis of the respondents, the reliability of the data, the descriptive statistics of the variables, the correlation analysis, the assumption and hypothesis testing, the regression analysis, as well as the interpretation of results. Finally, discussion of results is presented in order to address the research objective. The data collected from respondents were analyzed and interpreted using SPSS version 20.

### 4.1 Descriptive Statistics

After the data has been coded and double-checked, the next step was calculating descriptive statistics. The purpose of descriptive statistics is to organize, summarize, describe and present data through numerical calculations, graphs or tables. According to (Nicholas, 2006), descriptive statistics only makes statements about the sample. The three main types of descriptive statistics are frequencies, measures of central tendency (also called averages), and measures of variability.

The number of samples for which a questionnaire was distributed for customers was 403 as mentioned in chapter 3. Out of these, a total of 386 (95.8%) questionnaires were returned. However, 24 questionnaires were found to be incomplete and inappropriately filled. Therefore, the analysis was conducted on 362 (89.8%) of the questionnaires.

The questionnaire used in this research consisted of two sections. The first section is related to the demographic characteristics of customers and was used to capture the general information. The second section consisted of 26 indicator questions headed by five constructs that were aimed to address the effect of advertising. The *source factor*, the *message factor* and

the *channel factor* were the independent variables and the *consumers' buying preference* was the dependent variable.

#### 4.1.1 Demographic Analysis of Respondents

In this sub-section, descriptive statistics is presented to characterize the sample in a way that makes the analysis more meaningful for readers. Demographic analysis is about the background information of respondents such as gender, age, education level and occupation.

As shown in TABLE 3, female respondents constituted the largest share of the gender composition representing 57.5% of the total respondents while 42.5% were male. In terms of age range, the largest number of respondents was in the age range between 19 and 30 years, which accounted for 60.5% of the respondents. The second largest number of respondents were in the age range between 31 and 40 years of age. The remaining 11.1% of respondents were either under 18 years of age or above 40 years of age. Majority of the respondents that is, 79.6 % had a first degree or above. Concerning the occupation of respondents, the largest number of respondents were employees, which was 82.9% of the total number, while 10.5% were self-employed, and the remaining 6.6 % were students.

Regarding the question asking which TECNO Mobile advertisement did you see, 71.5 % of them responded that they saw a TECNO Mobile advertisement through both a broadcast media (television, radio, internet, etc.) and an outdoor media (billboards, shop banners, wall hanging signs, etc.). Those who replied that they saw a TECNO Mobile advertisement through a broadcast media, an outdoor media and a print media (newspapers, magazines, brochures, etc.) constituted 20.4% of the total respondents. Five percent of the respondents replied that they were informed about TECNO Mobile through both print media and outdoor media. The remaining 3% of the respondents gave their word that they came across a TECNO Mobile advertisement only through an outdoor media.

TABLE 3: Demographic characteristic of respondents (Survey result using SPSS 2018)

Demographics	Category	Number	Percentage
<b>Gender of Respondents</b>	Male	154	42.5
	Female	208	57.5
	Total	362	100
<b>Age of Respondents</b>	< 18	11	3.0
	18-30	219	60.5
	31-40	103	28.4
	41-50	23	6.4
	> 50	6	1.7
	Total	362	100
<b>Education Level of Respondents</b>	High school	19	5.2
	Diploma	55	15.2
	1 <sup>st</sup> Degree	257	71.0
	2 <sup>nd</sup> Degree & above	31	8.6
	Total	362	100
<b>Occupation of Respondents</b>	Student	38	10.5
	Employee	300	82.9
	Self-employed	24	6.6
	Total	362	100
<b>Media Exposure for TECNO Advertising</b>	Broadcast media	-	-
	Print media	-	-
	Outdoor media	11	3.0
	Broadcast media and Print media	-	-
	Broadcast media and Outdoor media	259	71.5
	Print media and Outdoor media	18	5.0
	Broadcast media, Print media and Outdoor media	74	20.4
	Total	362	100

#### 4.1.2 Descriptive Statistics of Variables

In this sub-section, descriptive statistics in the form of mean and standard deviation are presented to illustrate the level of agreement of the responses. Mean is the most common single number used to describe the average behavior of a data set. The variability of the observed response was shown by the standard deviation. In addition to finding the average value of a set of data, identifying how much the data is spread from the average value is computed by deviations from the mean (Nicholas, 2006). The higher the value of the mean, the more agreement there is between the responses and the statement.

In order to analyze the effects of advertising on *consumers' buying preference* of TECNO Mobile in Addis Ababa, a total of 26 questions were formulated and were grouped into four dimensions based on the independent variables: the *source factor*, the *message factor* and the *channel factor* and the dependent variable: the *consumers' buying preference*. For this purpose, customers were asked to rate the level of agreement on a five-points Likert's summative scaling method, which is a unidimensional scaling method developed by Gardner Murphy and Rensis Likert in 1938 (Bhattacharjee, 2012). The items were rated by judges on a 1 to 5 rating scale, where 1 stood for a strong disagreement, 2 stood for a disagreement, 3 for neutral (neither agreement nor disagreement), 4 for agreement and 5 stood for a strong agreement for each question under the four attributes.

As indicated in TABLE, the overall mean scores of both dependent and independent variables ranged from 3.54 to 4.13. The message factor had the highest mean score of 4.13, whereas the channel factor had the least mean score value of 3.54.

TABLE 4: Descriptive statistics of variables (Survey result using SPSS 2018)

	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<i>Source factor</i>	362	4.02	.535
<i>Message factor</i>	362	4.13	.492
<i>Channel factor</i>	362	3.54	.488
<i>Consumers' buying preference</i>	362	3.72	.733
<b>Valid N (list wise)</b>	362		

#### 4.1.2.1 Descriptive Statistics of the Source Factor

The mean and the standard deviation scores have been computed for all the six sub-constructs of the *source factor* dimension. These sub-constructs are stated as: 1) the TECNO Mobile advertisement source person is trustworthy, 2) the advertisement source person is attractive, 3) the advertisement is more visible than the source person, 4) the advertisement source person is less exposed, 5) the endorsement in the advertisement has congruence or fits with the brand, and 6) The advertisement was casted by foreigners that increased the acceptance of the brand. The result is presented in below.

As shown in TABLE , the mean scores of the *source factor* attribute for all the six items ranged from 3.60 to 4.35. The sub-construct of the endorsement of TECNO Mobile advertisement being congruent or fit with the brand received the highest mean score of 4.35, whereas the higher visibility of the TECNO Mobile advertisement than the source person received the least mean score value of 3.60. The overall mean score of the *source factor* attributes was calculated to be 4.02, which is above average.

TABLE 5: Source factor descriptive statistics (Survey result using SPSS 2018)

<b>Sub-constructs of the <i>source factor</i> dimension of the TECNO Mobile Advertisement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Advertisement source person is trustworthy</b>	362	3.99	0.832
<b>Advertisement source person is attractive</b>	362	4.27	0.544
<b>Advertisement is more visible than the source person</b>	362	3.60	0.885
<b>Advertisement source person is less exposed</b>	362	4.06	0.751
<b>Endorsement has congruence with the brand</b>	362	4.35	0.740
<b>Advertisement was casted by foreigners which increased the acceptance of the brand</b>	362	3.86	1.091
<b>Valid N (list wise)</b>	362		

#### 4.1.2.2 Descriptive Statistics of Message Factor

The mean and the standard deviation scores have been computed for all the seven sub-constructs of the *message factor* dimension. These sub-constructs are stated as: 1) the message in the TECNO Mobile advertisement is clear, 2) the message in the TECNO Mobile advertisement is rationally appealing, 3) the message in the TECNO Mobile advertisement is emotionally appealing, 4) the visual message of the TECNO Mobile advertisement is attractive, 5) the verbal message of the TECNO Mobile advertisement is attractive, 6) the message of the TECNO Mobile advertisement is credible, and 7) the message in the TECNO Mobile advertisement is executed nicely. The result is presented in TABLE .

TABLE 6: Message factor descriptive statistics (Survey result using SPSS 2018)

<b>Sub-constructs of the <i>message factor</i> dimension of the TECNO Mobile Advertisement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>The message in the advertisement is clear</b>	362	4.37	0.659
<b>The message in the advertisement is rationally appealing</b>	362	4.39	0.536
<b>The message in the advertisement is emotionally appealing</b>	362	3.88	0.949
<b>The visual message in the advertisement is attractive</b>	362	4.40	0.700
<b>The verbal message in the advertisement is attractive</b>	362	3.41	1.065
<b>The message in the advertisement is credible</b>	362	4.26	0.508
<b>The message in the advertisement is executed nicely</b>	362	4.22	0.963
<b>Valid N (list wise)</b>	362		

As shown in TABLE 6, the mean scores of the *message factor* attribute for all the seven sub-constructs ranged from 3.41 to 4.40, which indicates that the attractiveness of the visual message of the TECNO Mobile advertisement received the highest mean score of 4.40, whereas the attractiveness of the verbal message of the TECNO Mobile advertisement received the least mean score value of 3.41. The overall mean score value of the *message factor* attribute was calculated to be 4.13, which is above average.

#### 4.1.2.3 Descriptive Statistics of Channel Factor

The mean and the standard deviation scores have been computed for all the nine sub-constructs of *channel factor* dimension. These sub-constructs are stated as: 1) from the medium of advertising that TECNO Mobile is using, a broadcast media influenced me to consider the product, 2) a print media influenced me to consider the product, 3) an outdoor media influenced me to consider the product, 4) few advertising messages are transmitted in the broadcast medium where TECNO Mobile chose for advertising, 5) few advertising messages are transmitted in the print medium where TECNO Mobile chose for advertising, 6) few advertising messages are transmitted in the outdoor medium where TECNO Mobile chose for advertising, 7) the broadcast media program content in which TECNO Mobile is using for advertising is attractive, 8) the print media program content in which TECNO Mobile is using for advertising is attractive, and 9) the outdoor media environment in which TECNO Mobile is using for advertising is attractive. The result is presented in TABLE 7.

TABLE 7: Channel factor descriptive statistics (Survey result using SPSS 2018)

<b>Sub-constructs of the <i>channel factor</i> dimension of the TECNO Mobile Advertisement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>Influenced by a broadcast media to consider TECNO Mobile</b>	362	4.05	.666
<b>Influenced by a print media to consider TECNO Mobile</b>	362	3.13	.513
<b>Influenced by an outdoor media to consider TECNO Mobile</b>	362	3.60	.949
<b>Few advertisements are transmitted in the broadcast medium that TECNO Mobile chose for advertising</b>	362	3.27	1.139
<b>Few advertisements are transmitted in the print medium that TECNO Mobile chose for advertising</b>	362	3.17	.518
<b>Few advertisements are transmitted in the outdoor medium that TECNO Mobile chose for advertising</b>	362	3.54	1.114
<b>The program content in the broadcast media that TECNO Mobile chose for advertising is attractive</b>	362	4.11	.986
<b>The program content in the print media that TECNO Mobile chose for advertising is attractive</b>	362	3.23	.651
<b>The program content in the outdoor media that TECNO Mobile chose for advertising is attractive</b>	362	3.73	1.017
<b>Valid N (list wise)</b>	362		

As indicated in TABLE, the mean scores of channel factor attribute for all the nine items ranged from 3.13 to 4.11, which indicates that the attractiveness of the broadcast media program content in which TECNO Mobile is using for advertising received the highest mean score of 4.11, whereas the influence of print media that TECNO Mobile is using for advertising received the least mean score value of 3.13. The overall mean score of the *channel factor* attribute was calculated to be 3.53, which is above average.

#### 4.1.2.4 Descriptive Statistics of Consumers' Buying Preference

The mean and the standard deviation scores have been computed for all the four sub-constructs of *consumers' buying preference* dimension. These sub-constructs are stated as: 1) I prefer TECNO Mobile because I was influenced by the source person, 2) I prefer TECNO Mobile because I was influenced by the message in the advertisement, 3) I prefer TECNO Mobile because I was influenced by the medium that TECNO Mobile chose for advertising, and 4) the TECNO Mobile advertisement influenced me to choose the brand. The result is presented in TABLE below.

TABLE 8: Consumers' buying preference descriptive statistics (Survey result using SPSS 2018)

<b>Sub-constructs of the <i>consumers' buying preference</i> dimension of the TECNO Mobile Advertisement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>I prefer TECNO Mobile because I was influenced by the source person</b>	362	3.66	1.000
<b>I prefer TECNO Mobile because I was influenced by the message in the advertisement</b>	362	4.20	0.869
<b>I prefer TECNO Mobile because I was influenced by the medium that TECNO Mobile chose for advertising</b>	362	3.29	1.059
<b>The TECNO Mobile advertisement influenced me to choose the brand</b>	362	3.73	0.979
<b>Valid N (list wise)</b>	362		

As shown in TABLE 8, the mean scores of *consumers' buying preference* attributes for all the four items ranged from 3.29 to 4.20, which indicates that the *consumers' buying*

*preference* of TECNO Mobile being due to the influence from the message in the advertisement received the highest mean score 4.20, whereas the *consumers' buying preference* of TECNO Mobile being due to the medium that TECNO Mobile chose for advertising received the least mean score value of 3.29. The overall mean score of *consumers' buying preference* attribute was calculated to be 3.72, which is above average.

## 4.2 Inferential Statistics

Inferential statistics are produced by complex mathematical calculations, and allow researchers to infer trends and make assumptions and predictions about a population based on a study sample (Bhattacharjee, 2012). They differ from descriptive statistics as they are designed to test hypotheses explicitly.

### 4.2.1 Correlation Analysis

Correlation analysis examines how two variables are related to each other. The strength of the relationship between the two variables is denoted by a number between -1 and +1 (Robert, 2006). The sign of the correlation being either positive or negative provides information about the type of the relation. The strengths of relationships between variables could be interpreted by the guideline on the correlation coefficient ( $r$ ) suggested in (Bhattacharjee, 2012). The guideline interprets values of correlation coefficient ( $r$ ) between 0.1 and 0.29 as a weak relationship between variables; between 0.3 and 0.49 as a moderate relationship between variables, and above 0.5 as strong relationship between variables. Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was performed as shown in TABLE.

The results of correlation analysis in TABLE 9 show that all of the three independent variables were positively and significantly correlated with the dependent variable, which is *consumers' buying preference* at 99% confidence level ( $P < 0.01$ ). The strong correlation to the *consumers' buying preference* is shown by the *channel factor* at a value of  $r$  equal to 0.745,

while the *message factor*, and the *source factor* are positively but moderately correlated with the *consumers' buying preference* at values of  $r$  equal to 0.494 and 0.389 respectively.

TABLE 9: Correlation Matrix (Survey result using SPSS 2018)

		<i>Source factor</i>	<i>Message factor</i>	<i>Channel factor</i>	<i>Consumers' buying preference</i>
<i>Source factor</i>	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	362			
<i>Message factor</i>	Pearson Correlation	0.526**	1		
	Sig. (2-tailed)	0.000			
	N	362	362		
<i>Channel factor</i>	Pearson Correlation	0.367**	0.520**	1	
	Sig. (2-tailed)	0.000	0.000		
	N	362	362	362	
<i>Consumers' buying preference</i>	Pearson Correlation	0.389**	0.494**	0.745**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	362	362	362	362
<b>** Correlation is significant at the 0.01 level (2-tailed).</b>					

#### 4.2.2 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represents the sample in order to get the best results (Hair et al., 2006). Three assumptions namely *normality*, *linearity* and *multicollinearity* were used in this research as discussed below.

#### 4.2.2.1 Normality Assumption

Normality refers to the shape of a normal distribution variable. The normal distribution is one of the most important concepts in statistics since nearly all statistical tests require normally a distributed data. The data should be tested before running the regression analysis as multiple regressions require that the independent variables in the analysis to be normally distributed (Hair et al., 2006). It basically describes how large samples of data look like when they are plotted.

Histograms are graphical methods of testing residuals that are either normality distributed or not. If the residuals are normally distributed, the histogram will have bell-shaped, centered and unimodal (Robert, 2006). As it is shown in Appendix 2, the distribution of residuals is a normal curve which simply means that it is not heavily peaked. The distribution is also unimodal since there is only one peak, which confirms that the data is normally distributed.

Normal probability plots were also used to test the normality assumption. According to (Hair et al., 2006), residuals that are normally distributed around its mean and normal distribution would follow a straight line. If a distribution is normal, the residual line will follow the diagonal closely. As shown in Appendix 3, the residuals appeared to have a reasonably normal distribution, which confirms the normality of the data.

From the skewness and kurtosis values perspective, one can infer if the normality assumption has been met. According to Robert (2006), Skewness is a measure of the symmetry of a distribution. It describes how much a distribution differs from the normal, either to the left or to the right. The skewness value can be either positive, negative or zero, and a perfect normal distribution would have a skewness value of zero because the mean equals the median. Whereas, kurtosis measures the extent to which observations cluster around a central point. It measures whether the dataset is heavy-tailed or light-tailed compared to a normal distribution. The value of Skewness and Kurtosis and their respective standard errors were computed and are presented in TABLE 10. Since the skewness and kurtosis values fall in the range of +/- 1, the data is assumed to be normally distributed.

It can be seen from the above discussion that the figures and the table confirmed the normality assumption of the data, which implies that the conclusion made on the population parameters from the sample statistics is valid.

TABLE 10: Skewness and Kurtosis measures (Survey result using SPSS 2018)

	N	Skewness		Kurtosis	
		Statistic	Statistic	Standard Error	Statistic
<i>Source factor</i>	362	-0.920	0.128	0.995	0.256
<i>Message factor</i>	362	-0.899	0.128	1.021	0.256
<i>Channel factor</i>	362	-0.679	0.128	0.252	0.256
<i>Consumers' buying preference</i>	362	-0.755	0.128	-0.580	0.256
<b>Valid N (list wise)</b>	362				

#### 4.2.2.2 Linearity Assumption

Linear models predict values falling in a straight line by having a constant unit change of the dependent variable for a constant unit change of the independent variable (Hair et al., 2006). In other words, the linearity of the relationship between the dependent and independent variables represented the degree to which the change in the dependent variable is associated with the independent variable. The scatter plot of standardized residuals versus the fitted values for the regression models were visually inspected.

#### 4.2.2.3 Multicollinearity Assumption

Multicollinearity refers to the state of high correlation among the independent variables. When independent variables are multicollinear, there is an overlap of power which results in contradiction (Hair et al., 2006). In this research, multicollinearity was checked using the tolerance and variance inflation factor (VIF) values. The VIF calculates the influence of correlations among independent variables on the precision of regression estimates and the value should be less than 10. Tolerance is an indicator of how much of the variability of the specified

independent variable is not explained by the other independent variables in the model and for each variable it is calculated using the formula  $(1 - R^2)$  according to (Hair et al., 2006). If the tolerance value is less than 0.1, it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

TABLE 11: Multicollinearity test using *Consumers' Buying Preference* as a dependent variable  
(Survey result using SPSS 2018)

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Source Factor	0.712	1.404
Message Factor	0.6	1.667
Channel Factor	0.717	1.395

The results of multicollinearity test in the TABLE 11 shows that, the tolerance level of all independent variables is greater than 0.1 and the VIF value of all the independent variables is also less than 10. This result confirms the absence of multicollinearity.

## 4.3 Regression Analysis

### 4.3.1 Multiple Regressions

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Multiple regression, which is sometimes called multivariate regression, involves the use of more than one independent variables to predict the values of one dependent variable (Bhattacharjee, 2012). It is used to investigate the influence of independent variables on the dependent variable and to identify the relatively significant influencer.

In this research, multiple regression was conducted in order to identify by how much the independent variables namely the *source factor*, the *message factor*, and the *channel factor*

explains the dependent variable, which is the *consumers' buying preference*. R-squared was used to measure the percentage of variance in the dependent variable explained by the independent variables of the *source factor*, the *message factor*, and the *channel factor*.

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

Where Y = the predicted independent variable

A = constant

B = unstandardized regression coefficient

X = value of the predicted coefficient

Thus, in this research the following multiple equations were used to predict the level of preference for the three independent variables:

$$CBP = A + B_1SF + B_2MF + B_3CF$$

$$Y = -0.917 + 0.094SF + 0.102MF + 0.657CF$$

Where: CBP is *Consumers' Buying Preference*

SF is *Source Factor*

MF is *Message Factor*

CF is *Channel Factor*

The model summary in TABLE 12 shows an R-squared value of 0.577, which means that 57.7% of the *consumers' buying preference* variable was explained by the variation of the three independent variables. On the other hand, 42.3% of the dependent *consumers' buying preference* variable could not be explained by these three dimensions, and that there must be other variables that have an influence on the outcome.

To test the hypothesis of no linear relationship between the predictor and dependent variables, Analysis of Variance (ANOVA) is used. According to Robert (2006), if the f-statistics is high and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent and dependent variable is rejected. TABLE 13 (ANOVA) presents the

F statistics to test how well the regression model fits the data. Thus in this research F-statistics with 162.58 and significance value of 0.000, the regression model fits the data. In conclusion all the independent variables are linked to the dependent variable.

As shown in TABLE 14, the independent variables *source factor*, *message factor*, and *channel factor* that contribute to the variance of the dependent variable *consumers' buying preference* are explained by the standardized beta coefficient. The larger the beta coefficient an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable. In other words, keeping the other variables as constant, a one-unit increase in the *source factor* will bring a 0.094 increase in the *consumers' buying preference*, a one unit increase in the *message factor* will bring a 0.102 increase on the *consumers' buying preference* and a unit increase on the *channel factor* will bring a 0.657 increase on the *consumers' buying preference* of TECNO Mobile in Addis Ababa. Therefore, that channel factor is the most important factor to have positive and significant effect on consumer buying preference.

TABLE 12: Model Summary (Survey result using SPSS 2018)

Model	R	R-squared	Adjusted R-squared	Standard error of the estimate
1	0.759 <sup>a</sup>	0.577	0.573	0.47872

a. Predictors: (Constant): *Channel Factor*, *Source Factor*, *Message Factor*

b. Dependent Variable: *Consumer Buying Preference*

TABLE 13: ANOVA<sup>a</sup> (Survey result using SPSS 2018)

Model	Sum of Squares	df	Mean Square	F	Sig.
<i>Regression</i>	111.777	3	37.259	162.580	.000 <sup>b</sup>
<i>Residual</i>	82.044	358	.229		
<i>Total</i>	193.820	361			

a. Dependent Variable: *Consumer Buying Preference*

b. Predictors: (Constant), *Source Factor*, *Message Factor*, *Channel Factor*

TABLE 14: Coefficient Matrix (Survey result using SPSS 2018)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.917	0.244	-	-3.766	0.000
<i>Source factor</i>	0.128	0.056	0.094	2.301	0.022
<i>Message factor</i>	0.152	0.066	0.102	2.303	0.022
<i>Channel factor</i>	0.987	0.061	0.657	16.189	0.000

#### 4.4 Hypothesis Testing and Interpretation of Results

TABLE 15: Results of the hypothesis testing and their reasons (Survey result using SPSS 2018)

Hypotheses	Result	Reason
<b>H1: Source factors have a positive and a significant effect on the consumers' buying preference.</b>	H1: Supported	B = 0.094, P < 0.05
<b>H1: Message factors have a positive and a significant effect on the consumers' buying preference.</b>	H1: Supported	B = 0.102, P < 0.05
<b>H1: Channel factors have a positive and a significant effect on the consumers' buying preference.</b>	H1: Supported	B = 0.657, P < 0.05

**H1:** *Source factors* have a positive and significant effect on the *consumers' buying preference*.

The result of multiple regression analysis of the TABLE 14 indicates that *source factors* have a significant effect on the *consumers' buying preference* with a *p* value of 0.022. In addition, the value of beta ( $\beta$ ) being equal to 0.094 reveals that there is a positive influence of the *source factor* on the *consumers' buying preference*. This implies that a one percent increase in the *source factor* results in a 9.4% increase on the *consumers' buying preference*. Therefore, the proposed hypothesis is accepted.

**H2:** *Message factors* have a positive and significant effect on the *consumers' buying preference*.

The result of multiple regression analysis of the TABLE 14 indicates that the *message factor* has a significant effect on the *consumers' buying preference* with a *p* value of 0.022. Furthermore, the value of beta ( $\beta$ ) being equal to 0.102 shows the positive influence of *message factors* on the *consumers' buying preference*. This implies that a one percent increase in the *message factors* results in a 10.2% increase on the *consumers' buying preference*. Therefore, the above proposed hypothesis is accepted.

**H3:** *Channel factors* have a positive and a significant effect on the *consumers' buying preference*.

The result of multiple regression analysis of the TABLE 14 indicates that *channel factors* have a significant effect on the *consumers' buying preference* with a *p* value of 0.000. Moreover, the value of beta ( $\beta$ ) being equal to 0.657 indicates the positive influence of *channel factors* on the *consumers' buying preference*. This implies that a one percent increase in *channel factors* results in a 65.7% increase on *consumers' buying preference*. This makes channel factors the strongest predictors of *consumers' buying preference*. Therefore, the above proposed hypothesis is accepted.

## 4.5 Discussion of Results

Considering the data analysis on the survey, the demographic composition of the respondents was that 57.5% of the respondents were female and the remaining 42.5% were male. The higher percentage of female respondents could show that there are more female customers of TECNO Mobile than male customers. On the other hand, the majority of the respondents were between the age ranges of 18 to 30 years and 31 to 40 years, which accounted for 60.5% and 28.5% of the respondents respectively. Respondents who were under the age of 18, between the ages of 41 and 50 years, and above the age of 50 constituted a small proportion of 3%, 6.4% and 1.7% respectively. This indicates that the age group within 18 to 40 years are the main customers of the TECNO Mobile products focused in this research. The other variable was the education

level of respondents, where the highest percentage of respondents, around 71% were at first degree level. The second highest percentage of respondents were diploma holders that constituted of 15.2% of respondents. The remaining 8.6% respondents were at a second degree and above levels. While, the fewest 5.2% were at a high school level. As majority of respondents were above the diploma level, 82.9% of the respondents were employed in different sectors, 6.6% of the respondents were self-employed, while only 10.5% were students. This indicates that the majority of TECNO Mobile customers are within the age group of 18 to 40, in the employed category and having a diploma level or a first-degree level of education.

The final demographic variable was used to assess the type of media the respondents came across to see a TECNO mobile advertisement. The result revealed that the majority of the respondents, accounting for 71.6%, stated broadcast media and outdoor media as their means to know about TECNO Mobile, while those who replied all three media (broadcast media, print media and outdoor media) constituted of 20.4% of the respondents. The least number of respondents accounting for 5.0% stated both print media and outdoor media as their means to know about TECNO Mobile, while only 3% mentioned outdoor media as their means to know about TECNO Mobile. This implies that the majority of the respondents had an exposure for broadcast media and outdoor media as compared to print media. This could be due to the fact that most of the respondents have less reading culture, and this could have contributed for the small percentage of print media exposure.

Based on the analysis of the responses, it was found out that the *message factor* has the highest mean score with 4.13 followed by the *source factor* and the *channel factor* with mean values of 4.02 and 3.54 respectively. This indicated that most of the respondents mentioned the *message factor* was a major advertising aspect that influenced them to prefer TECNO Mobile and to choose the brand as their best preference followed by influences from the *source factor* and the *channel factor* respectively.

The correlation result revealed that there is a positive and a significant relationship between the *source factor* and the *consumers' buying preference*, between the *message factor* and the *consumers' buying preference* and between the *channel factor* and the *consumers'*

*buying preference*. Moreover, the result further indicated that the highest relationship was found between the *channel factor* and the *consumers' buying preference*.

As per the results of the regression analysis, all the independent variables, namely the *source factor*, the *message factor* and the *channel factor* have positive and significant effects on the *consumers' buying preference*. This finding is supported by other literature Ahmed et al., (2017), which indicated that advertisements have strong, positive and significant relationship with the consumers' brand preference and the consumers' buying behavior.

The result of this study indicates that the *source factor* has a positive and a significant effect on the *consumers' buying preference*. This finding is highlighted by Genet (2014), who performed a research on assessing the effectiveness of communication factors and behavioral changes of audiences as a result of advertising. As indicated, the source that carries the message has a significant effect on creating awareness, impacting preference of the services and increasing the effectiveness of the advertising efforts. Moreover, as discussed in the theoretical review of the literature part, companies spend large amount of money to have certain individuals endorse their products as the characteristics of the source often have a significant impact on the effectiveness of their advertising message (Mulugeta and Abdulsukur, 2014).

Moreover, the result of this research indicates that the *message factor* has a positive and significant effect on the *customers' buying preference*. It is known from other research works that the quality of the message has significant effect on the effectiveness of the advertisement Genet (2014). Furthermore, in this research, the how much the *message factor* influenced the customers' buying preference of TECNO Mobile is indicated. This could be used to shape the message in the advertisement to create awareness and to be preferred.

The findings in this research indicate that the *channel factor* has a positive and significant effect on the *consumers' buying preference*. This finding is supported by other literatures that have shown the effect of different means of media on the consumers' buying preference. Kalia and Mishra (2016) research indicates that banner and skyscraper advertisements that are designed in big pictures and copy heavy layouts have a significant influence of consumers.

Moreover, online advertisements that display the product in function could make the product more noticeable as compared to other products. Furthermore, a study in an Ethiopian context by Melkamu (2014), results reveals that the television broadcast media has the most powerful influence on consumers' buying behavior due to the combinations of both audio and visual presentations.

Overall, the results revealed that the independent variables used in this research accounted for 57.7% of the variance in the *consumers' buying preference* (R squared = 0.577). Thus, 57.7% of the variation in the *consumers' buying preference* could be attributed to the effect of advertising. Other variables could explain the variation in *consumers' buying preference* that accounts for about 42.3%. The result of this research further indicated that channel factor is the most important factor to have positive and significant effect on consumer buying preference.

# Chapter 5

## Summary, Conclusion and Recommendation

This chapter summarizes what has been discussed in the earlier chapters and gives a conclusion based on the results from the research. Based on the research findings, recommendations and directions for future researches are presented.

### 5.1 Summary of Major Findings and Conclusions

The main objective of this research is to analyze the effects of advertising on the buying preference of TECNO Mobile consumers in Addis Ababa. Although many studies have been done on advertising in general and on the relation of advertising with other marketing elements, comparatively fewer studies have explored the communication factors of advertising mainly the source factor, the message factor and the media factor, and analyzed their effect on the buying preference of consumers in the locally-manufactured, technology sector. This research aimed to determine and investigate the effect of *source factors*, *message factors* and *channel factors* on the *consumers' buying preference* of TECNO Mobile in Addis Ababa.

All the respondents in the conducted survey were consumers that come to buy TECNO Mobile in all sales outlet shops that are owned by the TECNO Mobile Company located in Addis Ababa City Administration during the time of data collection. The research was based on the major components of the marketing communication process that are the source, the message and the channel factor. According to Belch and Belch (2007), the communication process emphasized on the sender or the source element, which is the originator of the message, the message itself, which is the actual information that the sender wishes to communicate, and the communication channel, which is the medium that is used to convey the message. Finally, the receivers are the people who receive the message. This has been used to investigate the effect of

advertising on the consumers' buying preference in the technology sector, and specifically taking the TECNO Mobile Company in Addis Ababa into consideration.

Literature has underlined the vitality of effective communication for business organizations and the important role of advertising as a tool used to gain success in communication (Shimp, 2007).

In this research, the *source factor* is measured in terms of attractiveness, trustworthiness, visibility, exposure, congruence and cast type. *Message factor* is evaluated in terms of content, appeal, presentation, credibility and execution. Finally, the *channel factor* is measured in terms of influence, uncluttered air time and program content. Based on the 362 sample respondents, the inferential statistics result revealed that the effect of the *channel factor* is greater than both the *message factor* and the *source factor*. The effect of the *message factor* is greater than the *source factor* in explaining the variability of *consumers' buying preference*.

The relative importance of the independent variables in contributing to the variation on the consumers' buying preference was found to be significant for all the variables at p-values < 0.05. Therefore, this particular research confirms the three hypothesis on the *source factor*, the *message factor* and the *channel factor* having a positive and a significance effect on the *consumers' buying preference*, and the null hypothesis is not supported.

Finally, it is concluded in this research that 57.7 % of the *consumers' buying preference* could be attributed by the sum of the three independent variables. Further, it is indicated that channel factor is the most important factor to have positive and significant effect on consumer buying preference. Future research could address what factors and variables determine the remaining 42.3% of the *consumers' buying preference*.

## 5.2 Recommendations

On the basis of the findings, the following recommendations are made.

- Marketing managers of TECNO Mobile company need to consider all the variables since these variables are the main factors that influence consumers' buying decision and could determine the company's market share. The company needs to work more on identifying the right source person that fits the product and should be aware so that the source person does not overshadow the product.
- Significant relationship between the *channel factors* and the *consumer buying preference* has been observed in this research. Hence, managers should invest more on advertising the product on the channels that are most preferred by consumers. By identifying the media which contain attractive program contents that could reach target customers the most, the company could influence customers to prefer the brand.
- As seen in the results of this research, significant relationship between the message factors and the consumers' buying preference has been identified. Therefore, managers should continue their effort on the attractiveness of the visual message of the advertisement and aim to make the verbal message more attractive. This could be achieved by replacing the current on-air translated verbal message of TECNO mobile by more lively vocal message or by creating indigenous or relatable feeling on the verbal message of the advertisement.

## 5.3 Limitations and Future Directions

The following untapped areas were identified for future research. First, this research is limited to consumers of TECNO Mobile and geographically located in the company's sales outlets that are in Addis Ababa, Ethiopia. Careful attention should be made while generalizing from these findings to other cities in Ethiopia or to other countries. Second, the effect of advertising has been researched from the side of customers only. Analyzing the effect of advertising from the point of view of the company could be an area for future research. Third, the research only focused on the TECNO Mobile brand and did not consider the effect of advertising on other mobile brands that could be locally manufactured. Any interested

researchers could study the effect of advertising on other areas of business other than the one used in this study, which is the technology sector.

Despite of the above limitations, the researcher believes that this study is an important area for a transformational country like Ethiopia, where a number of industrial parks that mainly encourage the local manufacturing of technological products have started operating and target to become competitive in both the local and the global market.

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# Appendices

## APPENDIX 1: Questionnaire

Dear respondent,

My name is Hiwot Workneh. I am doing a research with the title “The Effect of Advertising on Consumers Buying Preference: The case of TECNO Mobile in Addis Ababa” for the partial fulfillment of Masters degree in Marketing Management at Addis Ababa University School of Commerce. I kindly request your cooperation in filling this questionnaire. Your willingness in giving genuine information is well appreciated. The information you provide will only be used for the study and it is highly confidential.

**Thank you for your cooperation!**

### Part I: Demographic profile

Please answer by putting a thick mark in the space provided.

1. Gender    Male       Female
2. Age      Below 18     19-30       31-40       41-50       51 & above
3. Education level    Below high school       High school       Diploma
- 1st Degree       2nd Degree & above
4. Occupation      Student     Employee     Self-employed     Other-----

Have you seen the TECNO Mobile advertising?    Yes       No

If yes, Which TECNO Mobile advertising did you see?

Broadcast media (TV, Radio, Internet)     Print media (Newspapers, Magazines, Brochures)

Outdoor media (Billboards, Shop banners, Interior design of the shop)

### II. Effect of Advertising

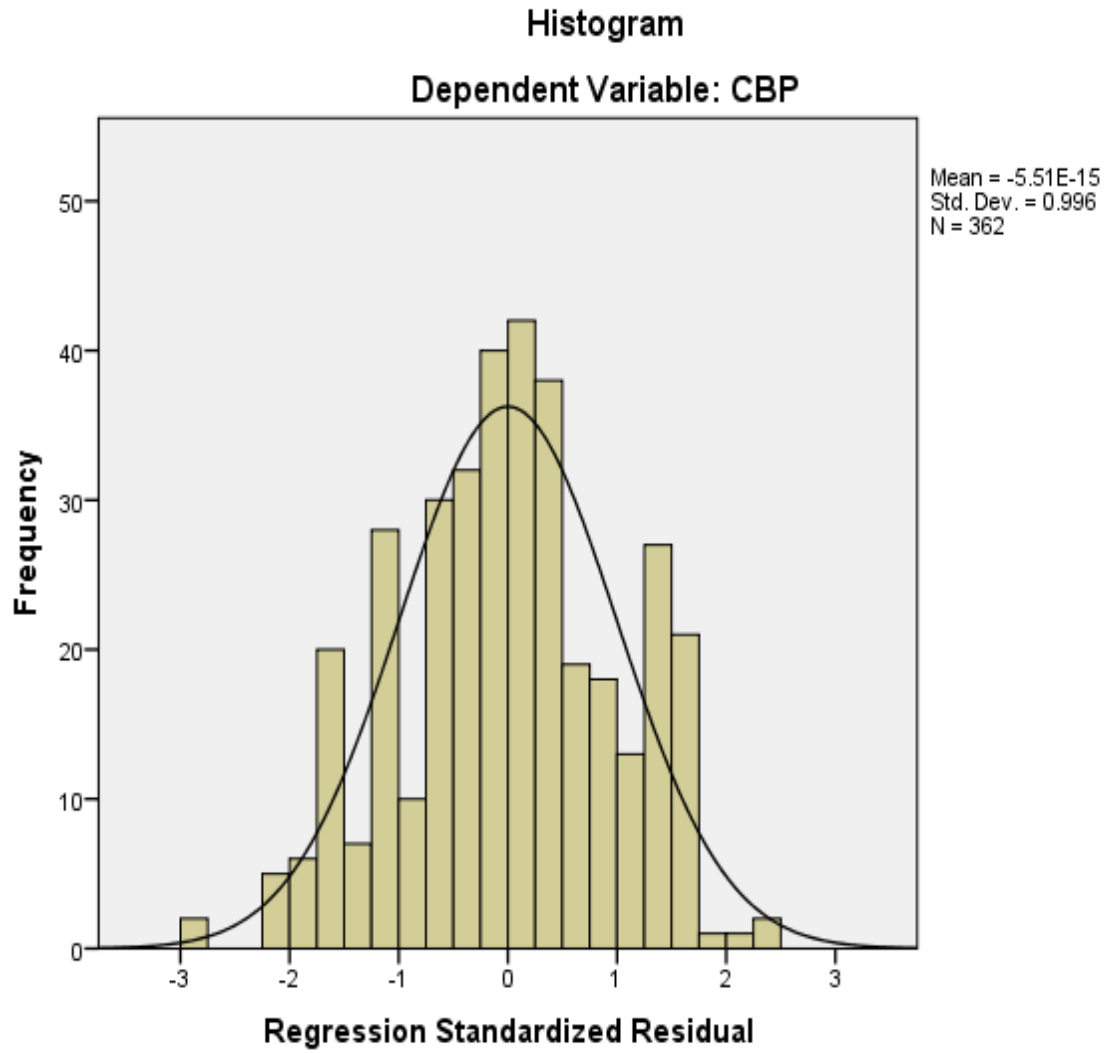
Please put a check mark “✓” among the five alternatives in the following table that best describe your attitude in the scale.

<b>A. SF</b>	<b>Source Factor (SF)</b>	<b>Strongly disagree</b> (1)	<b>Disagree</b> (2)	<b>Neither agree nor disagree</b> (3)	<b>Agree</b> (4)	<b>Strongly agree</b> (5)
SF1	TECNO Mobile advertising source person is trustworthy.					
SF2	TECNO Mobile advertising source person is attractive.					
SF3	TECNO Mobile advertising is more visible than the source person.					
SF4	TECNO Mobile advertising source person is less exposed.					
SF5	I believe the endorsement of TECNO Mobile have congruence (fit) with the brand.					
SF6	The fact that TECNO Mobile advertising is casted by foreigners increased the acceptance of the brand.					
<b>B. MF</b>	<b>Message Factor (MF)</b>	<b>Strongly disagree</b> (1)	<b>Disagree</b> (2)	<b>Neither agree nor disagree</b> (3)	<b>Agree</b> (4)	<b>Strongly agree</b> (5)
MF1	In my opinion, TECNO Mobile advertising message is clear.					
MF2	TECNO Mobile advertising message is rationally appealing by attempting to communicate information regarding the product features and/or the benefits of owning or using it.					
MF3	TECNO Mobile advertising message is emotionally appealing by highlighting emotional factors of the product.					
MF4	The visual message (TV, Internet, Print media, Outdoor media) of TECNO Mobile advertising is attractive.					
MF5	The verbal message of TECNO Mobile advertising is attractive.					
MF6	I can say that the message of TECNO mobile advertising is credible.					
MF7	I can conclude that TECNO Mobile advertising message is executed nicely.					

C. CF	Channel Factor (CF)	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
CF1	From the medium of advertising that TECNO Mobile is using, broadcast media (TV, Radio, Internet) influenced me to consider the product.					
CF2	From the medium of advertising that TECNO Mobile is using, print media (Newspapers, Magazines, Brochures) influenced me to consider the product.					
CF3	From the medium of advertising that TECNO Mobile is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the product.					
CF4	In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where TECNO Mobile chose for advertising.					
CF5	In my opinion, few advertising messages are transmitted (clutter) in the print medium where TECNO Mobile chose for advertising.					
CF6	In my opinion, few advertising messages are transmitted (clutter) in the outdoor medium where TECNO Mobile chose for advertising.					
CF7	The broadcast media program content in which TECNO Mobile using for advertising is attractive.					
CF8	The print media program content in which TECNO Mobile is using for advertising is attractive.					
CF9	The outdoor media environment in which TECNO Mobile is using for advertising is attractive.					

<b>D. CBP</b>	<b>Consumer Buying Preference (CBP)</b>	<b>Strongly disagree  (1)</b>	<b>Disagree  (2)</b>	<b>Neither agree nor disagree  (3)</b>	<b>Agree (4)</b>	<b>Strongly agree  (5)</b>
BP1	I prefer TECNO Mobile because I am influenced by the source person.					
BP2	I prefer TECNO Mobile because I am influenced by the advertising message.					
BP3	I prefer TECNO Mobile because I am influenced by the medium in which TECNO mobile chose for advertising.					
BP4	The advertising of TECNO Mobile influenced me to make the brand my best preference.					

## APPENDIX 2: Histogram for Normality Test of the Data



### APPENDIX 3: Normal P- P Plot to Test Normality of the Data

Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: CBP

