



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

**Effect of Media Advertising on Consumer Buying
Behavior: *A case of Heineken Breweries, specifically
Waliya Beer***

BY

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May, 2018
ADDIS ABABA, ETHIOPIA

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Behavior: *A case of Heineken Breweries, Waliya Beer***

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**A thesis proposal submitted to St. Mary's University school of graduate
studies in partial fulfilment of the requirement for the Masters of Business
Administration**

May, 2018

Addis Ababa, Ethiopia

**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM**

**Effect of Media Advertising on Consumer Buying
Behavior: *A Case of Heineken Breweries, Waliya Beer***

APPROVED BY BOARD OF EXAMINERS

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DECLARATION

I undersigned declare that this Research report is my original work and has not been presented for a degree in any other university, and all the materials used for this study have been duly acknowledged.

Name _____

Signature _____

Date _____

This research report has been submitted for examination with our approval as a university advisor.

Advisor

Name _____

Signature _____

Date _____

ABSTRACT

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising. This study is undertaken to investigate the Effect of Media Advertising on Consumer Buying Behavior. This study has used both descriptive and explanatory designs using quantitative data from primary sources that were collected through questionnaire. The target populations for the study are consumers of the HBSC products which are found in Addis Ababa City, sample size for this study was 384 individuals. The researcher has used non-probability sampling approach, specifically convenient sampling technique. After the data are collected both descriptive and inferential statistical techniques were employed to analyse the data. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The correlation analysis was computed by using Pearson correlation method and regression analysis was estimated by using the Ordinary Least Square (OLS) methods. From the finding it is concluded that there is positive relationship between media advertisement and customers product choice, there is also strong relationship between Advertisements on quality of products with customers' product choice, there is a statistically significant and moderate relationship between Customers' perception of media advertisement and Customers product choice. From the Econometric results, the finding shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behavior followed by Eye catching advertisement. One variable which is simple advertisement is found to be not statically significant to influence the dependent variable. From the finding it is recommended that, the marketing department of the company is recommended to establish a better way of advertisement that can grant the quality of the product the company is serving to establish a loyal and long-lasting customers

Keywords: *Advertisements, Media, Consumers' Buying Behavior.*

ACKNOWLEDGEMENTS

First and foremost I would like to praise the almighty God for all its unspeakable gifts throughout my life. The researcher would also like to express his deepest gratitude to advisor, Mesfin Workeneh (PhD), for his unreserved follow up, invaluable comments and constructive guidance throughout conducting this study.

This research would not have seen its completion had it not been for the support and encouragement of the researcher's family and friends who were available throughout the endeavour in their moral and material support.

In fact, I cannot fail to extend my gratitude to all participants who were willing to give me there time and provide much information to enhance the study.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their Goods and services required to meet multiple needs, which are the factors that are influencing their choice. The increasing complexity of economic life, has led to the necessity of knowledge of human economic behavior mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behavior as a producer of goods and services and the consumer's behavior (Dinu, G. and Dinu, L. 2012).

Adjuggler (2008) mentioned that advertising is one of the most popular kinds of marketing strategies. Companies can apply media advertising to promote product to their customers. Chamberlin (1933) argued that advertising affects demand because (i) it conveys information to consumers with regard to the existence of sellers and the prices and qualities of products in the marketplace and (ii) it alters consumers' wants or tastes. This led to the distinction between the "informative" and the "persuasive" effects of advertising in the economics literature (as surveyed. In this framework, advertising can affect each of these three stages: "awareness," "consideration," and, finally, "choice."

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller ,2006) advertisings mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth.

Organizations obtain their advertising in different ways. In small companies advertising Agencies are used. A large companies set up their own advertising department, who develop

advertising strategy, approved advertising agency, advert and campaign and handle direct mail advertising, dealer display and other forms of advertising not ordinarily performed by the agency most companies use an outside advertising and to select and purchase media. Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If, the desired results are to be achieved, the product must be good and acceptable to the consumer; advertising must be carefully planned in advanced; right appeals/claims must be adopted; the right type of media must be used; the cost must not be excessive; reasonable frequency must be provided; right distribution channel must be selected; and the price of the commodity must be right i.e. acceptable to the consumer (Aaker, & Biel 2013.).

This study will analyse the effect of media advertising on customers' buying behavior in the case of Heineken Breweries, Waliya Beer.

1.2 Statement of the Problem

Advertising had been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. According to (Roberts, J. 1987) The reason been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature.

In today's competitive and dynamic environment all marketers communicate with their target markets through advertising. The way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. When the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behaviour of their products or services (Mittal, & Pachauri, 2013).

One of the perspective tools increasing economic effectiveness of financial institutions is advertising. The advertising effectiveness is the quality of information reporting to potential and existent consumers during advertising campaign aiming at forming the image and awareness of the products as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, & Panasenko, 2012). But, it is difficult to assess

and to know the effect of media advertising on the financial outcome that is gained whether due to advertising or due to other promotional activities.

As far as the knowledge of researcher is concerned, there is no empirical study on the effect of media advertising from the perspective of customer's perception on the of media advertising and advertising of quality of product on customers buying behaviour on the on beverage industry in Ethiopia specifically on Heineken Breweries Addis Ababa.

This study has analysed the effect of the media advertising of Heineken Breweries on Waliya beer on its customers' buying behavior to fill the gaps. This study has also examined which media influence customers attitudes such as their beliefs, feelings and purchase intentions, towards choosing products of the company.

1.3 Research Questions

- i. What is the effect of media advertisement on customers buying behavior?
- ii. How does customers' perception of media advertisements influence their choice of the product?
- iii. How does advertisement on quality of products influence customers' buying decision?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of the study is to analyse the effect of media advertising on customers buying behavior for Waliya Beer.

1.4.2 Specific Objectives

Specifically, the study has the following specific objectives;

- To identify effect of media advertisements in choice of customers for the product.
- To explain the customers' perception of media advertisement influencing their choice of the product.
- To analyse how advertisement on quality of products influence customers buying decision.

1.5 Scope of the study

This study is delimited to Waliya beer. Geographical scope of this study is Addis Ababa. Theoretically, only effect of media advertising on consumers' buying behavior was covered in the study since all other components of advertising, consumers' attitude and consumers' buying behavior like information search, evaluation of alternatives and post purchase evaluations could not be researched.

1.6 Significance of the Study

The findings of the study will benefit the Beverage industries, specifically, HBSC products by helping the company to understand the influence of media advertising on consumer buying behavior, various types of media advertisements that can be used to advertise beverage products, ways in which media advertisements influence consumer buying behavior. In general, by identifying the effectiveness of media advertisement on customers' buying behavior, companies can see their relationship and fill the gaps accordingly. This study can also be used as source for further studies in this area.

1.7 Organization of the Paper

The paper is organized as follows: the first part includes; Introduction (background of the study, statement of the problem, research questions, objectives, scope and significance of the study). The second part is about related literature review that includes theoretical review of literatures, empirical review and conceptual framework. The third part includes Research methodology, the fourth part is Data Discussions and Analyses, and finally Conclusions and Recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

2.1.1 Advertising

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Bov'ee and Arens, 1989).

According to Kotler, & Armstrong (2003) advertising is any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is the best-known and most widely discuss form of promotion. Marketers use advertising for its cost-effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits. Marketing management makes 5 main decisions when developed an advertising program (the 5M): What are the advertising objectives? (Mission), How much can be spent (money), what message should be used (media) and How should the result be evaluated (measurement).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising.

Advertising has been shown to initiate consumer search for information about a product category. A consumer with little information about the category cannot search efficiently, whereas a consumer with extensive information has little need to search. Advertising can increase consumers' objective and subjective knowledge (Newman & Staelin, 1973) and stimulate information search in new categories with low prior knowledge (Bettman & Park, 1980; Swasy & Rethans, 1986). The effect of advertising on search can also vary across stages in the purchase funnel. For example, Punj and Staelin (1983) showed that consumers with more product-specific knowledge search less after seeing an advertisement, while those with general category knowledge are more likely to search. Klein and Ford (2003) distinguished between online and offline search, finding that consumers' mix of time spent on online vs. offline search activities depends on the relative importance of attributes that can be reliably verified through online search.

Advertising has also been shown to affect the means of consumers' search for information. Consumers may search using broad or focused means. Focused search strategies are more likely when the consumer has greater uncertainty about differences between brands (Moorthy, Ratchford, & Talukdar, 1997) and when the consumer overestimates her current level of knowledge (Moorman, Diehl, Brinberg, & Kidwell, 2004). Whereas this literature has relied primarily on experimental evidence, the current paper estimates similar effects using field data.

A number of recent papers have shown that online searches data can help predict market outcomes, and therefore constitute important information that marketing managers need to track. For example, Kulkarni, Kannan, and Moe (2011) presented convincing evidence that online search data can improve forecasts of new product sales in the motion picture industry. Kulkarni, Ratchford, and Kannan (2012) showed that automobile purchasers who used the internet to search for their cars placed greater emphasis on product attribute ratings, while those who did not use the internet placed greater emphasis on summary recommendations. Hu, Du, and Damangir (2014) estimated a marketing mix model incorporating Google Trends data along with standard data like market shares, prices and advertising expenditures, finding that information about

search volume enhanced model fit both in-sample and out of sample. Therefore, understanding the drivers of online search may help us to understand how search data can be used in forecasting new product sales and understanding purchaser characteristics.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, J. 1985)

2.1.2 Purpose of Advertising

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer, F.R. and Tanner, J.F. 2002). In addition, they define mass media advertising as “non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images” (Dwyer, F.R. and Tanner, J.F. 2002) .

Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used to create favorable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. (Belch G.E. and Belch, M. A. 2009).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors advertising, and

to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina Belay 2012).

In today's market the range of products and services is especially large, they are all impossible to remember or purchase. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is determined by a number of cognitive, emotional and behavioral aspects. All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai, 2013).

2.1.3 Classifications of Advertising

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period.

Marketers advertise to the consumer market with national and retail/local advertising, which may stimulate primary or selective demand. For business/professional markets, they use business-to-business, professional, and trade advertising (Belch & Belch, 1998).

National Advertising- is advertising done by large companies on a nationwide basis or in most regions of the country. Most of the ads for well-known companies and brands that are seen on prime-time TV or in other major national or regional media are examples of national advertising. The goals of national advertisers are to inform or remind consumers of the company or brand and its features, benefits, advantages, or uses and to create or reinforce its image so that consumers will be predisposed to purchase it (Belch G.E. and M. A. Belch. 1998).

Retail/Local Advertising- is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with

building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales (Belch G.E. and Belch, M. A. 2009).

Primary- versus Selective-Demand Advertising

Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand (Sighn, N. Project Report 2009).

Business-to-Business Advertising- is advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies. There are three basic categories of Business to Business advertising: Industrial advertising targeted at individuals in businesses who buy or influence the purchase of industrial goods or other services. Industrial goods are products that either become a physical part of another product (raw material or component parts), are used in manufacturing other goods (machinery), or are used to help a company conduct its business (e.g., office supplies, computers). Business services such as banks, insurance, travel services, and health care are also included in this category.

Professional Advertising-is advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It might also be used to encourage professionals to recommend or specify the use of a company's product by end-users. Trade Advertising- is advertising targeted to marketing channel members such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell the manufacturer's branded products to their customers (Belch G.E. and Belch. M. A., 1990).

2.1.4 Advertisings Models

The figure above describes the three stages through which a consumer passes through before making the decision to purchase a product namely cognitive, affective, and behavioral stage, in that order. The stages are described by using four models of advertising namely; AIDA model, Hierarchy of effects model, innovation-adoption model and Hierarchy of needs model. This study used the AIDA Model.

According to the AIDA (Attention-Interest-Desire-Action) Model developed by (Schramm, 1995), the decision by a consumer to purchase a particular product begins when the product catches his or her attention. This is followed by developing an interest for that product which is followed by the desire for that product to fulfil his or her needs. Thereafter, the consumer decided to take action, which is to purchase the product

Advertising means that, it is a potent vehicle which includes imagination, creativity, concepts, ideas and innovation to promote new products and remind about changes in the old one. Advertising simply means selling but for this one need a creativity of mind with the work of beauty and art. Advertising has been a subject discussed over centuries ago, mostly in the 20th and 21st centuries whether advertising increases prices or lower prices one of the most controversial issues.

The figure below describes various models of advertising;

Stage	AIDA Model	Hierarchy of effects Model	Innovation-Adoption Model	Hierarchy or needs Model
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
Affective stage	Interest ↓ Desire ↓	Liking ↓ ↓ Preference ↓ Conviction	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior stage	Action	Purchase ↓	Trial Adoption ↓	Behavior

Source: (Schramm, 1995)

Figure 2. 1: Advertisings Models

2.1.5. Types of Media Advertising

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. The functional goals for advertising include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000). There exist various media which can be effectively used for advertising.

Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000) accordingly the researcher hypothesized as follows

Outdoor advertising: It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely

associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcredy, 2010) and consequently the researcher hypothesized

Broadcast Advertising – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, N.M 2009).

Generally speaking, **broadcast advertising is radio, television, and Internet advertising**. The commercials aired on radio and televisions an essential part of broadcast advertising. The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot (Management Study Guide, 2013).

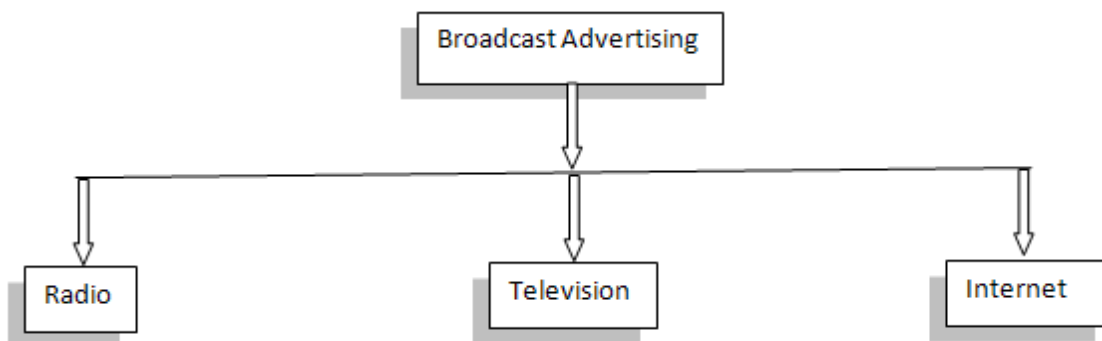


Figure 2.2: Broadcast Advertising (Management Study Guide, 2013)

A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013).

The television advertising is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa (Nartey, G. K. 2010).

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful. Whatever the mode of advertising broadcast advertising is an inherent part of any advertising campaign these days (Tailor, W. (2013).

Word-of-Mouth: Word of mouth is still a strong marketing tool among consumers. However, T.V ads remain the most influential tool in influencing the Y-Generation to buy a product and 50% of the generation cited internet ads as the most often avoided. Word-of-mouth marketing still reigns supreme, even among Generation-Y. A recent study by SITEL found that only 28.7% of Generation-Y makes purchasing decisions based on what friends "like" on their social networks. Some 44.3% of Generation-Y makes decisions based on word-of-mouth. Generation-Y consumers inform their friends, peers, colleagues, and family members about brands they care about.

One measure of the success of a viral marketing campaign is the amount of word-of-mouth generated by the campaign. 50% of word-of-mouth conversations referring to a brand include a reference to a traditional form of media advertising. Based on analysis of word-of-mouth conversations, the most influential media is television and the second most influential media is the Internet (Keller.2007). Therefore, traditional and online advertising cannot be ignored in companies' efforts to reach consumers. However, word-of-mouth is especially crucial when attempting to reach the more sceptical and connected college-aged consumers (Lamb *et.al.*2008). One of the most powerful tools that social networks offer is access to credible word-of-mouth information about company products and services.

Word of mouth is considered to be the most effective form of product-related consumer contact due to its credibility which stems from the fact that the consumer, not the marketer, is in control (Keller.2007). Research on the influence of word of mouth found that nearly 50% of those who are recipients of word-of-mouth information about a product or service plan to share that information with others and 50% also plan to make a purchase decision based on that information (Keller.2007). Online word of mouth is expected to play an even greater role in the purchasing behaviors of the 15-24 age groups. This generation is more engaged in online communication than are other age groups. For example, in selecting entertainment, 48% of the 13-24 year-old age groups is influenced by online word of mouth (Riegner, 2007). Accordingly the researcher hypothesized as follows;

Hypothesis 1: Media advertisements influences the customers buying behavior

Hypothesis 2: Advertisement on quality of products influences customers buying decision.

2.1.6. Customers Perception on Media Advertisements

“The process of marketing communication (promotion) takes consumers through three stages of responses: perception, attitude and behavior stages”. Perception is “the process by which people select, organize and interpret information to form a meaningful picture of the world” (Kolter&Armstrong, 1994). The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting (Kotler, 2003).

- 1.) Receiving information (Exposure): Marketing stimuli includes a diverse amount of variables that affect or expose to the consumer's perception for instance the nature of product, its physical attributes, the brand name, the package design and the advertisements. Therefore, marketers often use tremendous attention-getting devices to accomplish maximum contrast and thus attract consumer's attention.
- 2.) Selecting information (Attention): Individuals will perceive information differently in accordance with their needs, expectations and past experiences. These help people assign meanings to the stimuli and distinguish products that will offer particular benefit to them. This perceptual step is facilitated by schema which is the set of knowledge and beliefs held by human being. A schema provides a filtering procedure for an individual who concentrates to only a small amount of the original stimuli.
- 3.) Organizing information: This process is how the ones organize information in physical configuration; therefore, they can interpret into a coherent picture.
- 4.) Interpreting information (Interpretation): The consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer's expectation and previous experiences (Schiffman et.al.2000).

It is essential for marketers to understand the nature of perception in order to communicate their messages efficiently to consumers. Because the way people perceive and interpret may vary depending on their perspective. Accordingly the researcher hypothesized as follows;

Hypothesis 3: Customers' perception of media advertisement influences their choice of a product.

2.1.7. Consumers' Buying Behavior

Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within

the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, G. 2013).

According to (Proctor et al, 2002), the principle aim of consumer buying behavior analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers are able to determine better strategic marketing decisions.

They will be able to predict how consumers are likely to react to various informational and environment cues and to shape their marketing strategies accordingly once they have understood consumers behavior on purchasing. With no doubt, marketers who understand consumer behavior have great competitive advantages in the market place (Schiff man et al 2001).

The most challenging questions for marketers are why buyers do what they do (or do not do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer and also suggest the important influences on consumer decision-making. Factors affecting consumers' buying decisions are extremely complex. It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the consumer from groups such as family, friends and society in general.

Consumers' buying behavior result from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take. Consumers mainly face two types of purchase decisions: 'New Purchase' —these purchases are very difficult to be made by consumer due to lack of confidence in decision-making; and 'Repurchase'— consumer feels confident in making these decisions since they have previous experience in purchasing the product (Patwardhan, M., Flora, P. and Gupta, A. 2010) .

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

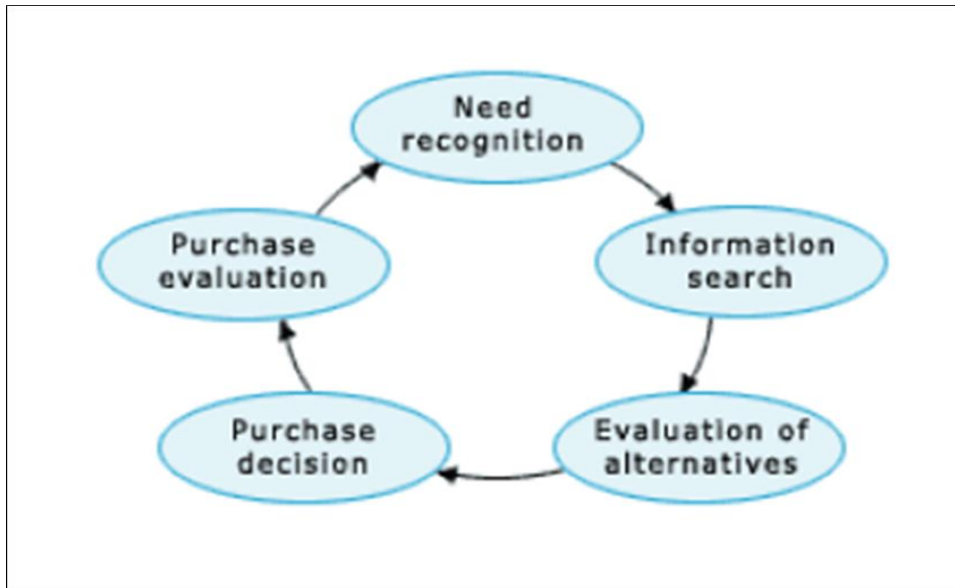


Figure 2.3: Stages of the Buying Process

Need recognition - The first stage of the buyer decision process, in which the consumer recognizes a problem or need. The need can be triggered by *internal stimuli* when one of the person's normal needs—for example, hunger or thirst—rises to a level high enough to become a drive. A need can also be triggered by *external stimuli* (Furaiji, F., Łatuszyńska, M. and Wawrzyniak A. (2012)).

Information search - The stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into an active information search. An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, he or she is likely to buy it then. If not, the consumer may store the need in memory or undertake an **information search** related to the need. Consumers can obtain information from any of several sources. These include *personal sources* (family, friends, neighbors, acquaintances), *commercial sources* (advertising, salespeople, dealer Web sites, packaging, displays), *public sources* (mass media, consumer rating organizations, Internet searches), and *experiential sources* (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer. Generally, the consumer receives the most information about a product from commercial sources—those controlled by the marketer (Yakon and Jablonsk 2012).

The most effective sources, however, tend to be personal. Commercial sources normally *inform* the buyer, but personal sources *legitimize* or *evaluate* products for the buyer. As more information is obtained, the consumer's awareness and knowledge of the available brands and features increase. In your car information search, you may learn about the several brands available. The information might also help you to drop certain brands from consideration. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers' sources of information and the importance of each source (Jakštien, S., Susnien, D. and Narbutas, V. (2008)).

Alternative evaluation - The stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice. Marketers need to know about **alternative evaluation**, that is, how the consumer processes information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work (Schiffman, L.G. and Kanuk, L.L. 2004).

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

2.1.8. Types of Consumer Behavior

There are five types of consumer behavior namely; dissonance reducing, habitual, variety seeking and complex buying behavior as described below;

Dissonance reducing buying behavior

Dissonance reducing buying behavior occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort).

This is the consumer behavior displayed mostly by uninformed consumers (Kotler and Keller, 2006).

Habitual Buying Behavior

Habitual buying behavior is a consumer purchase decision where by the consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit (Kotler and Keller, 2006).

Variety Seeking Buying Behavior

In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another (Kotler and Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

Complex Buying Behavior

Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products (Kotler and Keller, 2009).

2.1.9. Factors that Influence Consumers' Behavior

The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes. To make decisions that affect outcomes like buying new products, consumers must first engage in processes described in the psychological core. They need to be motivated, able, and have the opportunity to be exposed to, perceive, and attend to information. They need to think about this information, develop attitudes about it, and form

memories. The cultural environment also affects what motivates consumers, how they process information, and the kinds of decisions they make. Age, sex, social class, ethnicity, families, friends, and other factors affect consumer values and lifestyles and, in turn, influence the decisions that consumers make and how and why they make them (Hoyer and Macinnis, 2010).

Two broad factors influence the consumers' choice. The first is the individual consumer whose needs, perceptions of brand characteristics, and attitudes toward alternatives influence brand choice. In addition, the consumers' demographics, lifestyle, and personality characteristics influence brand choice. The second factor that influence on consumer buying decision is the environment. The consumers' purchasing environment is represented by culture (the norms and values of society), by subcultures (a part of society with distinct norms and values in certain respects), and by face – to - face groups (friends, family members, and reference groups). Marketing organizations are also part of the consumers' environment since these organizations provide the offerings that satisfy consumer needs (Assael, H. 2001).

Personal factors

A buyer's decisions also are influenced by personal characteristics such as the buyers' age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. People change the goods and services they buy over their lifetimes. A person's occupation affects the goods and services bought. Similarly, a person's economic situation affects product choice (Kotler and Armstrong, 2008).

Internal influences come from inside the consumer. They are the personal thoughts and feelings, including perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions. You could call these the *psychological influences*. These influences describe the ways consumers interact with the world around them, recognize their feelings, gather and analyze information, formulate thoughts and Opinions, and take action you can use consumer internal influences to better understand the why and how of specific behaviors. The following sections help you gain a better understanding of each of these influences (Laura A. Lake, (2009)).

Motivation and emotion

Motivation is the driving force within individuals that impels them to action. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world (Kotler and Armstrong, 2008). Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel (Schiffman, L.G. and Kanuk, L.L. 2004). Lindquist, J.D. and Sirgy, M. J. (2003) stated that emotions are the affective responses that reflect the activation of deep-seated and value laden beliefs within the consumer.

Perception- is representative of how a consumer processes and interprets information. You could describe perception as the way that consumers see the world around them — the world that includes your products and services (Schiffman, L.G. and Kanuk, L.L. 2004) cited in (Tamboli, S. M. 2008) Perceptions are unique and determine purchasing behavior in every consumer differently. According to the Webster's Revised Unabridged Dictionary (1913) cited in Durmaz & Diyarbakirlioglu (2011), perception is the quality, state, or capability, of being affected by something external; sensation; sensibility. Another definition is that is the process by which an organism attains awareness or understanding of its environment by organizing and interpreting sensory information. Perception means the adaption of reality.

Attitude-Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. Attitudes are of considerable importance in understanding the role of attitudes in consumer behavior is an appreciation of the structure and composition of an attitude. Just remember that consumers easily screen information that conflicts with their own attitudes (Laura A. Lake, 2009). Peter et al, (1999) Attitudes exert an influence on behavior aiming to satisfy motivation. Consumers attitude always have some kind of concept, consumers have attitudes towards various physical and social objects including products, brands, models, stores and people cited in (Tamboli, S. M. 2008).

Self-concept and lifestyle

Self-concepts explain why consumers wear certain fashions, purchase particular products, and drive specific cars. They determine a consumer's behavior, because they represent how a

consumer sees herself and how she thinks other people see her. When you understand the roles of self-concepts, you can use them to better target your marketing message and advertising to reach potential customers (Laura A. Lake, (2009). Lifestyle is reflected by the outward appearance of both internal and external influences of consumers. When you look at all the factors to gain a greater grasp of the lifestyles of your consumers, you can target promotional plans to those consumers. You also can identify market opportunities (Laura A. Lake, (2009).and (Yakup&Jablonsk, 2012).

External influences

Consumers are faced with many external influences, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these *external influences* because the source of the influence comes from outside the person rather than from inside. It can also be referred to them as *sociocultural influences*, because they evolve from the formal and informal relationships the individual has with other people (Laura A. Lake, 2009).

Culture- Cultural factors exert a broad and deep influence on consumer behavior which including the roles of buyers' culture, subculture and social class. Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions (Kotler and Armstrong 2008).

Subculture represents a group of individuals within a culture that have unifying characteristics. A subculture is often representative of a particular nationality, religion, racial group, or geographic group. You can use these unifying characteristics to market directly to a subculture. You can target consumers more directly with your marketing and create messages that are more appealing and enticing when you understand the subcultures of consumers (Lindquist & Sirgy et al., 2003).

According to Furaiji, F., Łatuszyńska, M. and Wawrzyniak A. (2012) groups represent two or more individuals who share a set of norms, values, or beliefs. Examples include peer groups, school groups, business groups, and clubs. Individuals identify with groups to the extent that they take on the values, attitudes, and behaviors of that group. You need to understand the groups that consumers belong to because groups carry significant weight when it comes to the influence they have on consumers. You can also benefit from identifying the opinion leaders

within groups and informing them of the products you offer. By gaining their support, you market to the mass of a group by using the leader's endorsement.

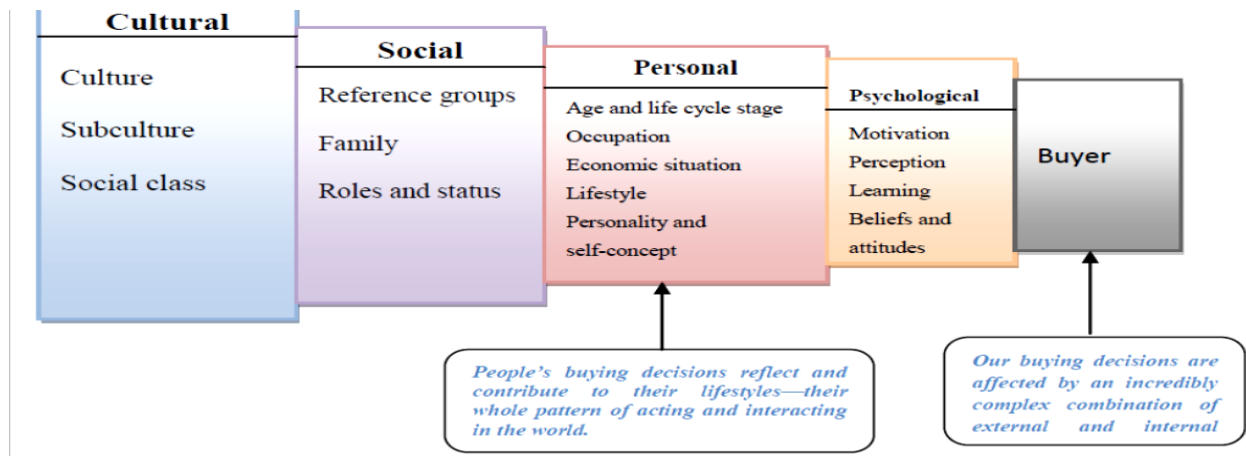


Figure 2.4: Factors Influencing Consumers' Buying Behavior (Tamboli 2008; Yakup & Jablonsk, 2012)

2.2 Empirical Literature

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product which is consumed by user but alter the attitude with which they look at the product.

This part of the study assess and summarize the different studies conducted by different researchers and scholars in different time and setting regarding the study under investigation which is The Effect of Advertisement Media on Consumer Buying Behavior.

A study by Ugonna, A. (2017), on the effects of media advertising on Hero beer on consumers' purchase intent in Awka, Anambra State. Consumers' purchase intent was tested in this study, using the AIDCA theory of advertising, an extension of AIDA. AIDCA is an acronym for the attention, interest, desire, conviction, and action which an advertisement is expected to induce in consumers. The study focused on the effects which the variables of media advertising (TV, radio, and billboard) had on beer consumers' purchase intent of Hero beer, using the AIDCA model, as well as the effect of a combination of these variables (media-mix) on purchase intent using 200 beer consumers in the study area selected using judgmental sampling technique. The findings of the study showed that media advertisements of TV and radio had a significant influence on consumers' purchase intent, while radio and billboard advertisements had significant influence on the attention, interest, desire, conviction, and action (AIDCA) of consumers of Hero beer. The media-mix of radio and billboard mostly influenced consumers' purchase intent of Hero beer.

A study in 2016 on Advertisement and Its Impact on Consumer Buying Behavior on Healthcare Products in Bangalore City on 100 respondents by Dr. K. Nirmala, and Suganthi Pais, with The objective of analyzing the impact of TV advertisements on healthcare products and the factors influencing the customers buying behavior on healthcare product and the results of the study shows that the advertisements has both positive and negative impact on the customers buying behavior and most of the time advertisements mislead the customers in choosing their products.

A study designed to answer the role of social media advertising on consumer buying behavior in retail industry Istanbul-Turkey by Adnan V. and Ahmed A in 2016, found out weak relation between social media advertising and consumer need recognition, no relation at all with search

for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behavior, as those steps represent the five steps need recognition model in consumer buying behavior. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level. However, there were changes between Females and males in the relation with consumer need recognition, and search for information.

A study by Samar Fatima and Samreen Lodhi (2015), regarding the Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. The results revealed that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Another study by Meweal N. (2015), undertaken to investigate the effect of advertisement on consumers buying behavior in the case of Ethio – Ceramics Private Limited Company based on a sample of 180 consumers. Two-tailed correlation analysis showed that there is a strong and positive relationship between understandable, attention grabbing & honest advertisement and consumers buying behavior. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behavior. The result of the multiple regressions shows, understandable advertisement has insignificant contribution on consumers buying behavior. On the other hand attention grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

A study on assessing the role of advertisement media on consumer buying behavior in the airline industry in Tanzania by Malembo Amir (2015). More specifically, the study intended to identify the relationship between print media, radio advertisement, television advertisement and online advertisement and the consumer buying behavior. The study was conducted in Dares Salaam at fast jet headquarters and Julius K Nyerere Airport by taking a sample size of 150 respondents from Fast jet staffs and customers found out that advertisement has direct influence on consumer buying behavior. Moreover, the study found out that television advertisement appears to be the

most influencing factor. Furthermore, the study found out that, an online advertisement has begun to gain trust to consumer in buying products online.

Similar study by Siiri Koskinen (2015) regarding Targeted Social Media Advertising and Consumer Decision Making in Online Buying Behavior with the aim of understanding how targeted social media advertising influences online buying behavior come up with the findings of, targeted social media advertisements affect the consumer online buying behavior throughout the whole buying decision process. The influence of targeted social media advertisements is greater depending on the stage of the process. Targeted advertisements can arouse different reactions and affect positively to the online buying intention, when the advertisements are correctly targeted. The research findings provide further information about the effects of targeted social media advertisements and increase the understanding of consumer online buying behavior. This research also emphasizes the importance of effective targeting of social media advertising and provides means for implementation of targeted advertisements.

Dr. S. K. Kaushal (2014) undertakes a study on Impact of Advertising on Customer Purchase Behavior in Pharmaceuticals using non probability systematic convenient sampling technique has been followed. The finding indicates that pharmaceutical advertisement makes an impact on doctor prescription behavior. Moreover the Results show that advertisement is effective in affecting the decision process and positive impression of the consumer towards particular medicines and there is significant association of medium of advertisement that gets the attention with educational qualification, Occupation and age of the respondent as the Chi-square value is significant. The Visual presentation of advertisement creates more attention and makes their impacts in selection of medicine.

A study by Naveen Rai (2013), regarding the Impact of Advertising on Consumer Behavior And Attitude With Reference To Consumer Durables in India having a specific objective of examining the influence of advertising on consumer buying behaviors and determining the influence of advertising on attitude formation of consumers. The finding shows that advertisement worldwide influence the behavior and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources

which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

Another study by M. Nick Hajli (2013) conducted on the impact of social media on consumers. The results show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor. The finding shows how social media and social factors influence trust and intention to buy through social networking sites.

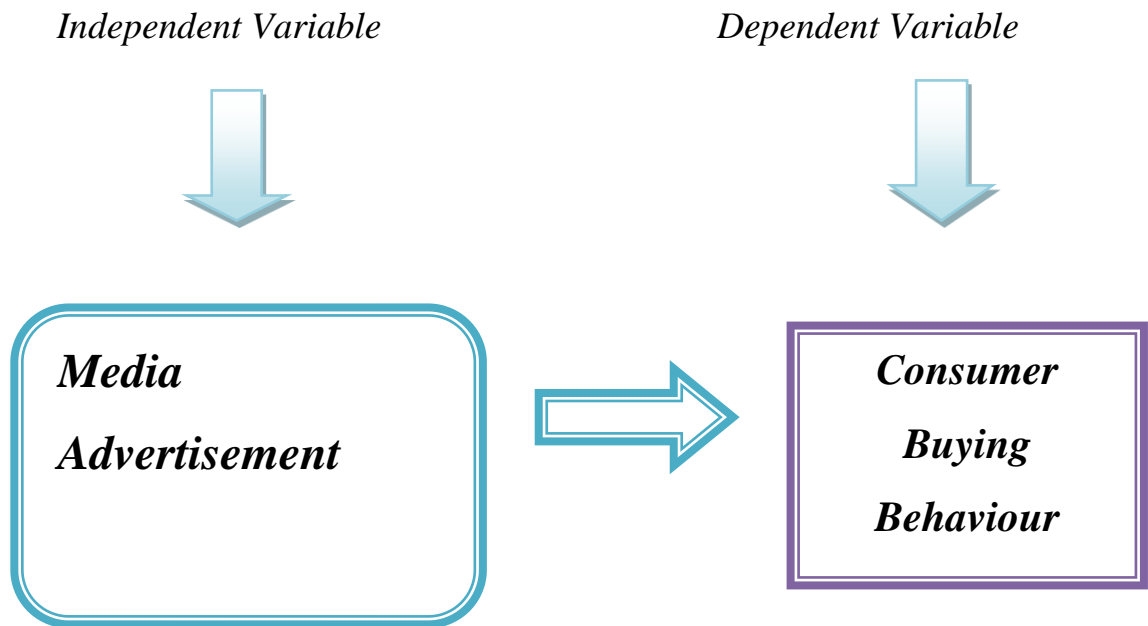
A study conducted by Ahmed and Ashfaq (2013), to explain the impact of media advertising on consumers' buying behavior on purchasing beverage products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement. It was found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends or families whereby these information tend to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

On another research by Abideen et al (2011), also found that advertising is the main factor which influences consumer buying behavior especially if the advertisements are created in such a way that they make the consumer excited, stimulated and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product.

A study conducted by Ergin et. al, (2010) on purchase decision of cosmetics found that the decision is strongly influenced by the consumer's reference groups, advertising and marketing. The study further found that consumers were most likely to purchase a particular brand of cosmetics after having been referred to by their peers who had already bought the cosmetics.

2.3 Conceptual Framework

Based on the above detailed literature reviews the conceptual framework was developed.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

Designing a study helps the researcher to plan and implement the study in a way that help the researcher to obtain intended results, thus increasing the chances of obtaining information that could be associated with the real situation (Burns & Grove, 2001). The researcher has used quantitative data from primary sources that were collected through questionnaire. The researcher has used the Cross-sectional field survey method. In the cross-sectional field survey, independent and dependent variables were measured at the same point in time. This study has used both descriptive and explanatory designs to reach at aforementioned objectives. Kothari (2004) explains descriptive research as a situation or condition at hand, it is one in which information is collected without changing operating environment. On the other hand, the researcher has explanatory design to analyse the effect of media advertising on choice of the product. Therefore, this study has used mixed approach.

3.2 Population and Sampling

3.2.1 Population

Hair, et al (2010) states target population as a specified group of people or object for which questions can be asked or observed to collect required data structures and information. To collect the data about advertising of the company, the researcher has targeted consumers of the products of the company. The target populations for the study are consumers of the HBSC products which are found in Addis Ababa City. The target population of the study can be considered as infinite population. This includes both the male and female (in terms of gender) and across all ages above 18 years.

3.2.2 Sampling Method

Alreck & Settle (2005), noted that the choice of sample size is made after considering statistical precision, practical issues and availability of resources. Samples that are selected on a random

basis are considered as a representative of the population. According to Malhotra & Peterson (2006), there is no a single and precise way to determine the size of sample; hence there are a number of inadequacy for deciding on sample size. The larger the sampling size of a research, the more accurate the data generated.

The researcher has used non-probability sampling approach, specifically convenient sampling technique by using those customers available in a certain specific time and place.

Convenience sampling was used because it is a type of sampling where the first available primary data source was used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient. In the case of this study, this method was applied in order to gain initial primary data regarding customers' choice of Waliya beer in relation to media advertising.

3.2.3 Sampling Size

To determine the sample for this study, the study has used the following statistically accepted formulae. (Kothari, 2004).

$$\text{Sample Size} = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

Where;

Z^2 = 95% of confidence level and equals 1.96

P = expected prevalence which equals 50%

d^2 = is the level of precision or sampling error and equals 5% (0.05)

$$\text{Sample Size} = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 384$$

Therefore, the sample size of this study is 384 individuals.

3.3 Data type and Collection Techniques

The study was analysed based on the data collected from primary sources through questionnaire. Although this study was supported by both theoretical and empirical literatures and secondary data from the organization, the researcher has used primary data to achieve aforementioned objectives and to answer research questions. Primary data were collected from selected consumers of the product and secondary data were collected from published journals, reports of the company and the websites.

The study has used questionnaire as a quantitative data collection instrument that helps to cover larger target groups than the interview, given the quality and chance of no response. The questionnaire was prepared using 5 Point Likert-Scale approaches (i.e., from “Strongly Disagree to Strongly Agree”). According to Creswell (2007), open-ended questionnaires are appropriate when the objective is to discover opinions and attitudes. Accordingly, respondents were asked to indicate their level of agreement on 5 point Likert scale with the following ratings; Strongly Disagree (1), Disagree (2), neutral (3), Agree (4) and Strongly Agree (5) for ordinal scale measurement and to generate data suitable for quantitative analysis.

3.4 Methods of Data Analysis

After the data are collected both descriptive and inferential statistical techniques were employed to analyse the data. The data was analysed using computer software, Statistical Package for Social Sciences (SPSS) version 20. The statistical tools were aligned with the objectives of the study. Descriptive analysis is presented by using statistical tools mainly frequencies, percentages, mean and standard deviation to summarize the responses. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The correlation analysis was computed by using Pearson correlation method and regression analysis was estimated by using the Ordinary Least Square (OLS) methods.

3.4.1. Equations and definitions for Customers Purchase Behavior determinant factors

$$Y_i = \alpha_0 + \sum \beta_i X_i + \varepsilon$$

Where

Y_i – Consumers buying behavior

α_0 - is the intercept term

β_i - is the coefficient of x_i

X_i - are the explanatory variables

ε - is the error term

Specifically, the estimated equation in the analysis of the determinants of Customers Purchase Behavior in this study is as follows.

$$CPB = \alpha_0 + \beta_1(TAD) + \beta_2(SAD) + \beta_3(ECAD) + \beta_4(ETRAD) + \beta_5(IMAD) + \beta_6(CAD) + \varepsilon$$

Customers Purchase Behavior for Waliya Bear = f (Trusted Advertisement, Simple Advertisement, Eye Catching Advertisement, Easy to Recall Advertisement, Impressive Advertisement, and, Creative Advertisement).

3.5 Reliability and Validity analysis

3.5.1 Validity

Bryman & Bell (2007) defined validity as how much any measuring instrument measures what it is intended to measure. They also suggest that the important issue of measurement validity relates to whether measures of concepts really measure the concept or not. There are several ways of establishing validity such as content validity; convergent validity concurrent; predictive validity; construct validity; and convergent validity. This study has address content validity through the review of literature and adapting instruments used in previous studies.

3.5.2 Reliability Test

Nunnaly (1978) stated that reliability is the consistency of a test, survey, observation, or another measuring device. The level of reliability of the instrument indicates the consistency of the variables. Cronbach's alpha is an index of reliability associated with the variation accounted for the true score of the underlying construct and it can only be measured for variables which have more than one measurement question. 0.5 is a sufficient value, while 0.7 is a more reasonable value. The researcher has analysed the reliability of the questionnaire by using Cronbach's alpha statistics.

3.6 Ethical Considerations

During the distribution of the questionnaire, respondents were informed about the purpose and the benefit of the study along with their full right to refuse or completely reject the participation. The respondents` were told their response would be kept confidential and their identity shall not be exposed. Every person involved in the study was entitled to the right of privacy and dignity of treatment, and no personal harm will be caused to subjects in the research. Information obtained was held in strict confidentiality by the researcher. All assistance, collaboration of others and sources from which information was drawn is acknowledged.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1. Introduction

This chapter deals with presentation and analysis of the data which have been obtained through questionnaire that involves the effect of media advertisements in customers choice of the product, customers' perception of media advertisement influencing their choice of the product and how advertisement on quality products influence customers buying decision. This chapter presents the main body of the paper. To achieve each specific objective of the study and test the established hypothesis, the data obtained from the survey are analyzed using different methods of analysis. Descriptive statistics is used mainly to demographic characteristics, to examine how advertisement on quality of products influences customers buying decision and Customers' perception of media advertisement influencing their choice of a product but, a combination of both descriptive and inferential statistics is used to identify the effect of Media advertisements influences on customers buying behavior.

4.2. The Data

As it was already mentioned in the research methodology part, questionnaire is used as primary data collection method. The data was collected from customers of Waliya Beer from April-May 2018.

Out of 384 questionnaires distributed to the respondents a total of 365 were collected which accounted 95.05% of response rate. Among the questionnaires distributed, 12 (3.13%) of the respondents fail to return the questionnaire whereas 7(1.82%) of them returned incomplete copies of the questionnaires. With the demand of increasing the representativeness of the sample for the total population, the uncollected and incomplete questionnaires were replaced from the questionnaires distributed as a contingency.

4.3. Test of Validity and Reliability

Before conducting the study the validity of the questionnaire was tested to know whether or not the questionnaire measures what it claims to measure. The content validity was estimated by reviewing the test items with my main and co-advisors. They were asked to indicate whether or not they agree that each item is appropriately matched to the content area indicated. Items that they identify as being inadequately used to conduct the study, or flawed in any other way, were revised. Apart from the content validity, the face validity was also measured by sending the questionnaires for two individuals who conduct a study around similar area with this study. They were requested to forward their opinion whether or not the questionnaire is measuring what it is supposed to measure. By considering their opinion certain modifications were made.

Before turning to the analysis, the reliability of questionnaire for Media advertisement is influencing customers' buying behavior, Advertisements on the quality of a product influence Customers' choice for the product and customers' perception of media advertisements influences their product choice behavior was also tested to see whether the questions chosen are consistent with one another. The reliability was checked by conducting a pilot study on customers of St. George Beer. 38 (10% of the total sample) questionnaires were distributed to these employees. Conducting the pilot study outside the customers of Waliya Breweries which is the case study area has enabled the researcher to overcome the response bias. The reliabilities of the variables (data) were checked against the Nunnally's recommended standards (Cronbach's $\alpha \geq 0.70$) mainly to ensure that they are reliable indicators of the constructs (Nunnally's, 1967). As table 4.1 shows, the Cronbach's alpha calculated for all items in the three categories was, 0.780 for influence of Media advertisement on customers' buying behavior, 0.752 for influence of Advertisements on the quality on customers' choice for the product and 0.701 for influence of customers' perception of media advertisements on their product choice behavior outcomes of conflict. This result confirms that the items identified in each category are cohesive enough to adequately represent a single concept.

Table 4.1. Cronbach alpha value of the three categories

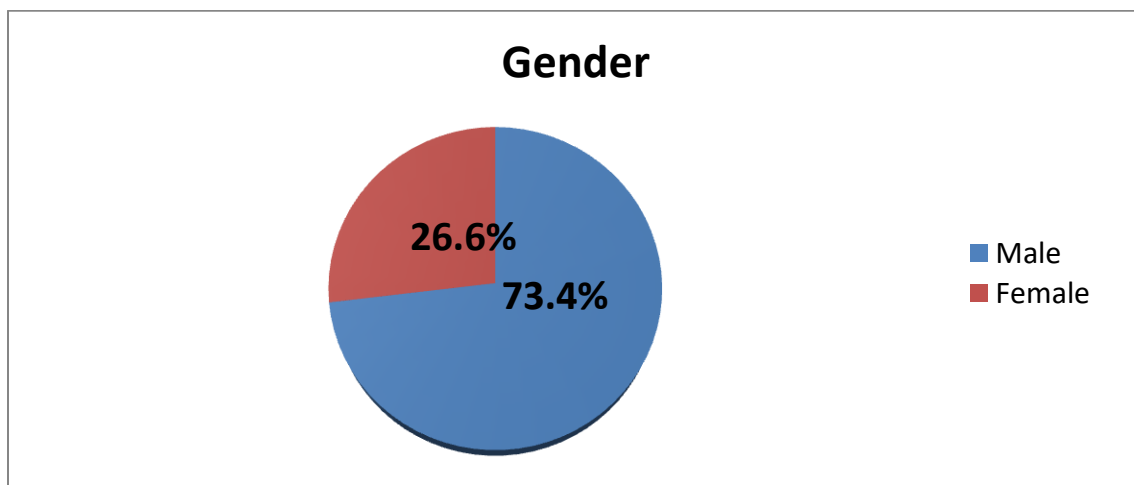
No	Categories	Number of items	Cronbach alpha value
1	Media advertisement is influencing customers' buying behavior	4	0.780
2	Advertisements on the quality of a product influence Customers' choice for the product	4	0.752
3	Customers' perception of media advertisements influences their product choice behavior	5	0.701

Source: SPSS Output

4.4. Analysis of Demographic Characteristics of Respondents

This section deals with the analysis of demographic characteristics of the sample respondents. The first part of the questionnaire solicited the respondents about their general demographic data (sex, age, marital status, academic qualification, monthly income of respondents and media channel respondents give attention to). Accordingly the response of the respondents is depicted on the table 4.1.

a. Gender of Respondents



Source: Questionnaire, 2018

Figure 4.1: Sex of the respondents

The above Figure 4.1 depicted that from the total of 384 respondents 282 (73.1 %) of them were male, and the rest 102 (26.6 %) were female. From this data, it can easily be inferred that most of the consumers of HBSC products in Addis Ababa city are males.

b. Age of Respondents

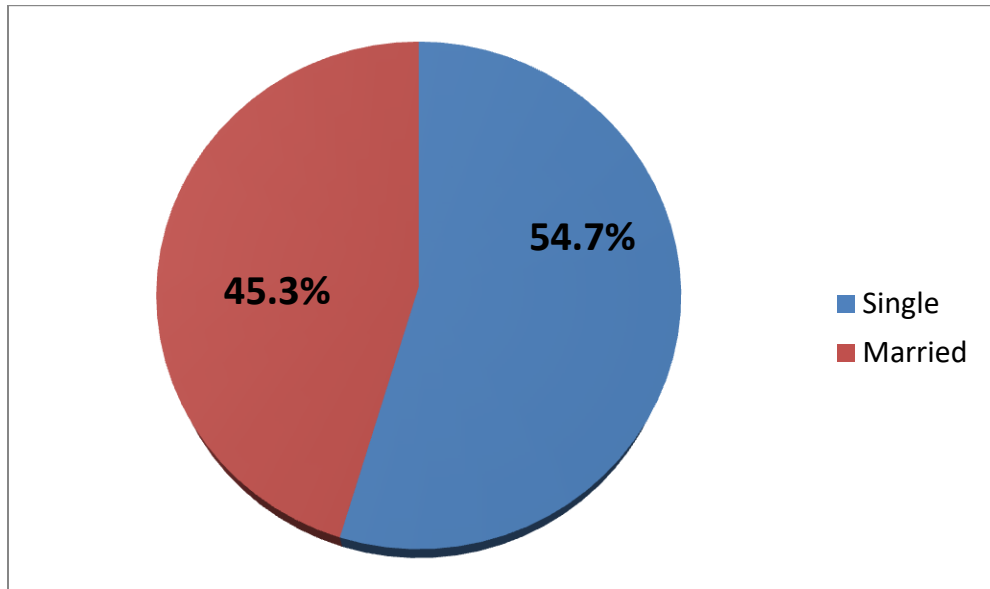
Table 4. 2: Age of Respondents

Age	18-25	107	27.8%
	25-35	184	47.9 %
	36-45	48	12.5%
	46-55	40	10.4%
	Above 55	5	1.4%
	Total	384	100%

Source: Questionnaire, 2018

As indicated on the above the table 4.2, the age group has been categorized into five classes. As it can be seen from the table above, majority of the respondents are within the age category of 25-35 years 184 (47.9%) followed by those respondents under the category of 18-25 years 107 (27.8 %) and 36-45 years 48(12.5%) respectively. The remaining 45 (11.7%) of the respondents are under the age category of 46 and above years. From this, one may deduce that HBSC products (Waliya) in Addis Ababa city have a majority of young consumers.

c. Marital Status



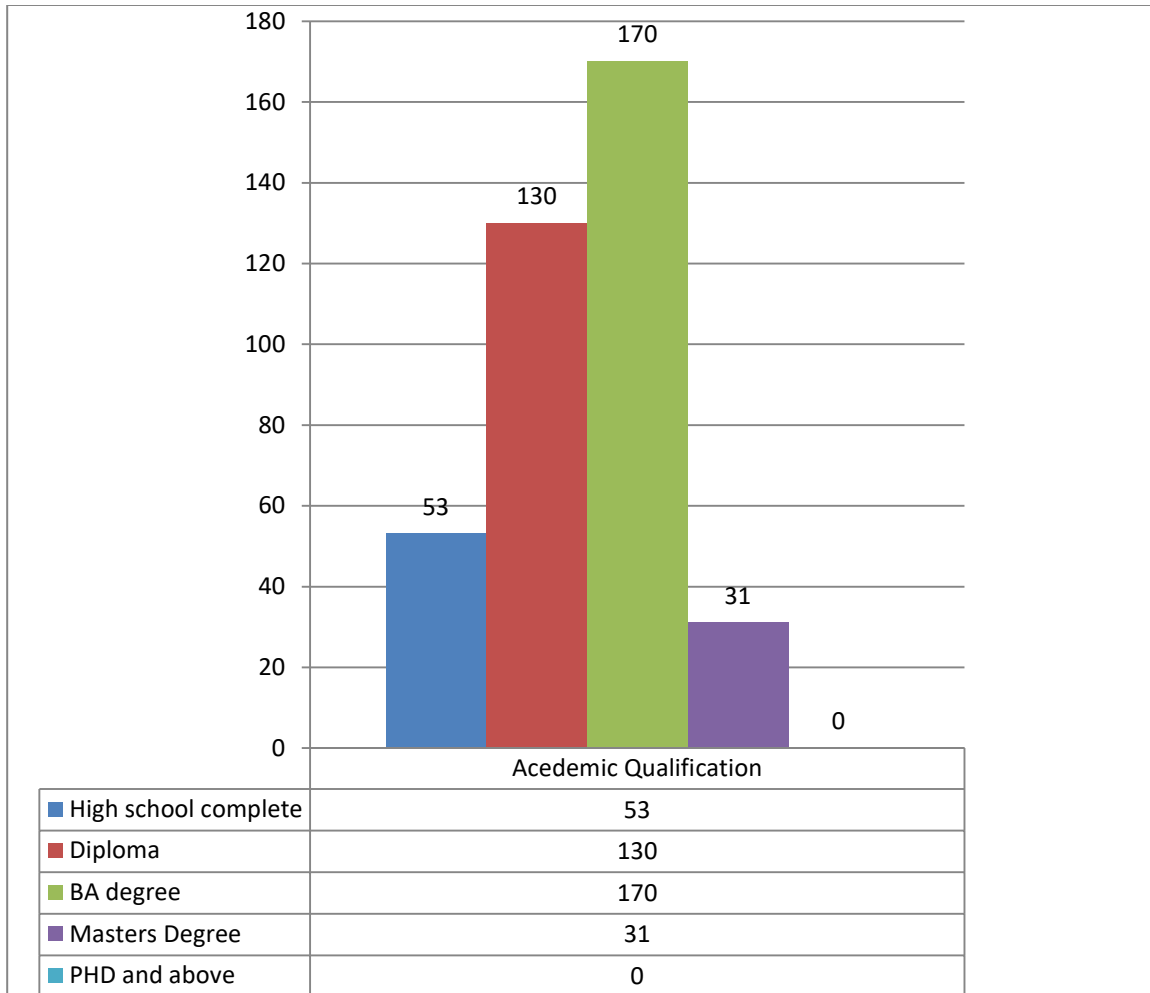
Source: Questionnaire, 2018

Figure 4. 2: Sex of the respondents

With regard to respondent's marital status, 210 (54.7%) of them are single, whereas the remaining 174 (45.3%) of them are married and neither widowed nor divorced respondent was recorded for the item on the questionnaire.

d. Academic qualification

As far as their educational status is concerned, the figure 4.3 below shows that, 53 (13.8%) of the respondents are high school complete, 130 (33.9%) are diploma holders, 31 (8%) of the respondents are Master's Degree holders, whereas the remaining and the majority of the respondents that weight 170 (44.3 %) have BA (BSC) degree.

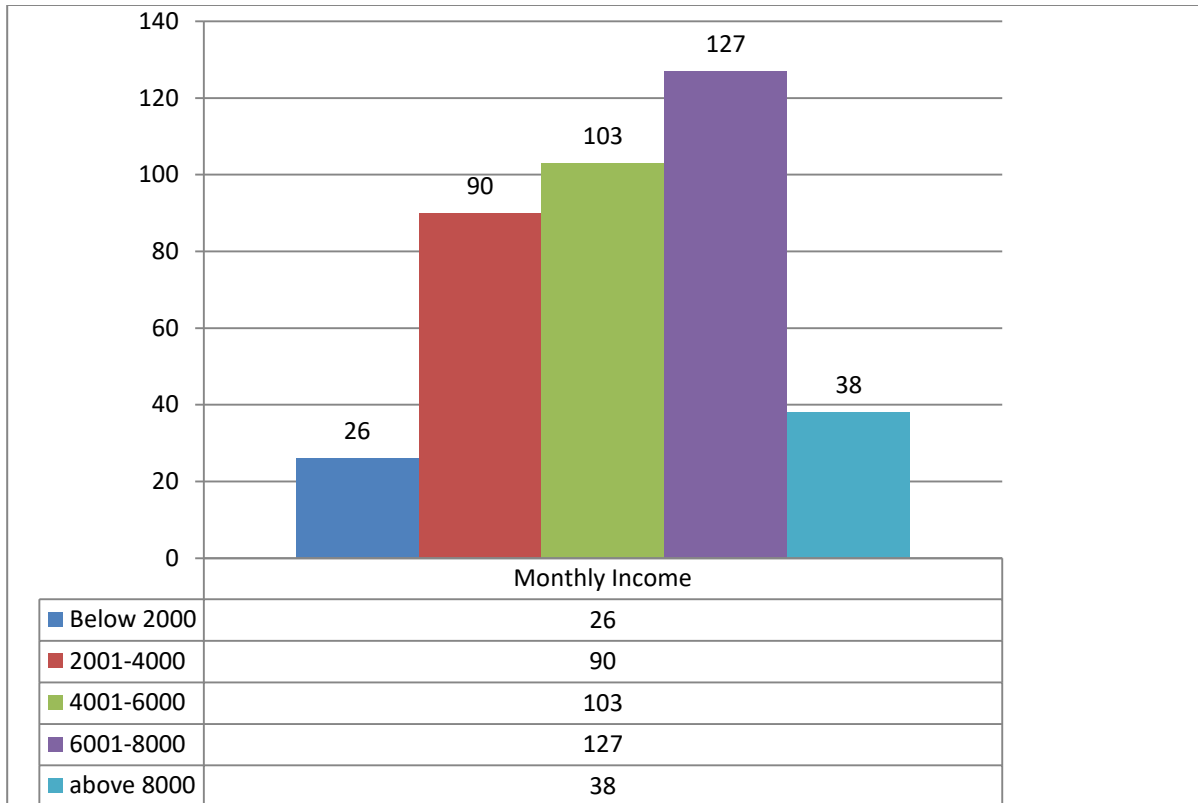


Source: Questionnaire, 2018

Figure 4. 3. Academic qualifications of respondents

e. Monthly Income of Respondents

As it is shown on figure 4.4 below, most of the consumers the beer 127 (33.1%) have a monthly income of birr 6001 up to 8000. It can also be seen that the next greater salary paid respondent's 103 (26.8%) had a basic salary of birr 4001- 6000. 90 (23.4%) of respondents hold a basic salary of birr 2001-4000. On the other hand, relatively less number respondents 26(6.8%) had a basic salary of below 2000 birr. Conversely, 38 (9.9%) generate above 8000 salary. This shows that most of the consumers of HBSC products do have the ability to purchase the products offered by the company.



Source: Questionnaire, 2018

Figure 4. 4: Monthly Income of Respondents

f. Media Channel

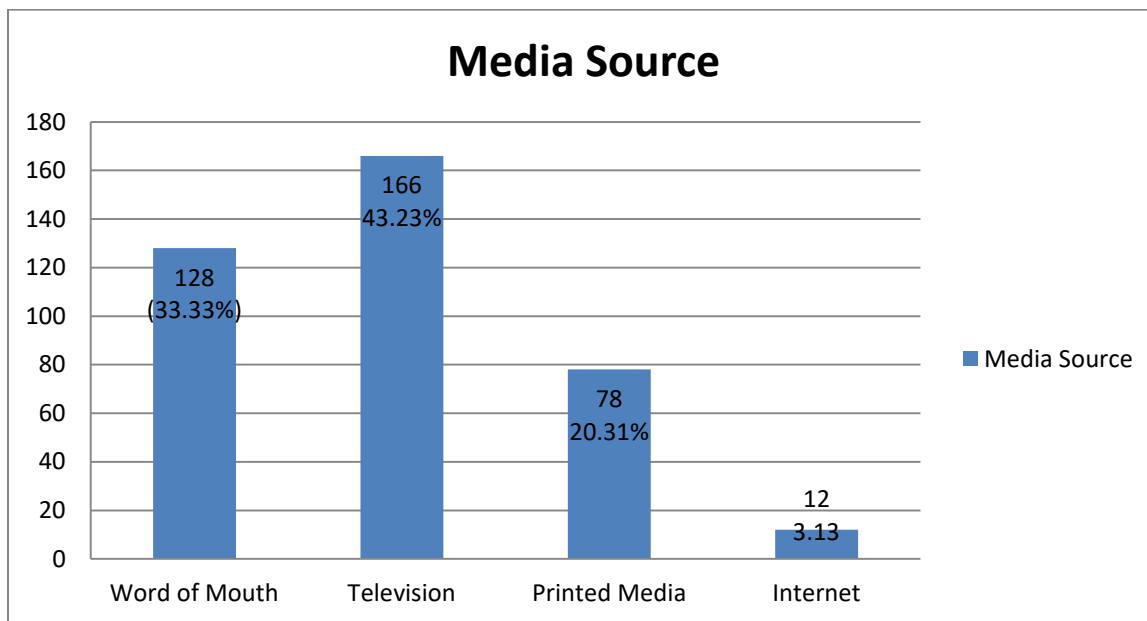
Table 4. 3. Media channel where customers give more attention

Media	TV channels	224	58.3%
	Radio	28	7.3%
	Newspaper, Magazines	128	33.33
	Outdoor	0	0%
	Online (Internet)	4	1 %
	Total	384	100%

With regard to respondents' choice of media, table 4.3, depict that, more than the lion's share of the respondents 224 (58.3 %) of the respondents prefer Television channels over other medias. Whereas 128 (33.33%) of them show their preference on printed medias such as newspaper and magazines. Only 28 (7.3 %) and 4 (1 %) of the sampled respondents choose radio and the Internet over Television channels and printed media respectively. This indicates that HBSC (Waliya) company should adopt television media so as to address or communicate consumers.

4.5. Analysis of the Media of Advertisement, which influence Consumers Buying Behavior

This section will try to analyze the data collected from the sample respondents regarding the media of advertisement which influence their buying behavior. In order to do so four major source of advertisements were identified these are; word of mouth (the passing of information from person to person by oral communication), Television (visual transmission), Printed medias (newspaper, magazine, banner, poster, bill board), and the electronic media (Internet).



Source: Questionnaire, 2018

Figure 4.5: Media of Advertisement, which influence HBSC (Waliya)'s Consumers Buying Behavior

The above figure shows the customers trust level on the different sources of media in which the Waliya beer is advertised. As it can be clearly seen in the above figure majority of the customers which accounts 166 (43.23%) believe or trust the advertisements that are transmitted through

television, 128 (33.33%) of the sample respondents replied that, there trust level increase when they hear about the beer through word of mouth or from family, friends and other relatives that have tasted the beer and witness about it. Whereas 78 (20.31%) of them trust printed advertisements such as newspaper, magazine, banner, poster, bill board and the like. The remaining 3.13% favour the electronic advertisement transmitted through the internet. From the finding it is clear that advertising the beer through television and other national transmitting media can have the potential to attract and build their level of trust about the product quality. This finding found to be in line with the finding of Ugonna, A. et.al, (2017), which concludes that media advertisements of TV and radio had a significant influence on consumers' purchase intent. Dr. S. K. Kaushal (2014) also found The Visual presentation of advertisement creates more attention and makes their impacts in selection of medicine.

4.6. Analysis on the influence of Advertisements on the quality of a product on customers' choice for the product

Nowadays in these highly complex and globalized business environment customers are more concerned regarding the quality of the product in which they are buying and using. This section deals with the analysis of how advertisement on quality of the product influences customers' choice for the product. In order to gain a better result four items were developed to measure the influence of advertisement in quality of the product on customers' choice of the product.

Table 4. 4. Influence of Advertisements on the quality of a product on customers'

S/n	Advertisements on the quality of a product influence customers' choice for the product.	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		N	%	N	%	N	%	N	%	N	%
1.	I choose only a product which is of high quality product no matter how expensive they are.	31	8.1	95	24.7	104	27.1	112	29.2	42	10.9
2.	I choose only a product that I can get good pleasure, while consuming the	26	6.8	57	14.8	62	16.1	185	48.1	54	14.1
3.	I choose only a beer which is having known brands, as advertised their	35	9.1	92	24	84	21.9	142	37	31	8.1
4.	I choose only a beer which require high standard, because high standard means good quality.	20	5.2	65	17	98	25.5	162	42.2	39	10.2

choice for the product

Source: Questionnaire, 2018

The first item which asks whether respondents choose high quality products regardless of its expensiveness, reveals that majority of the respondents 112 (29.3%) and 42 (10.9%) agree and strongly respectively that they favour quality of products than price of it. the need quality products.

The second item measures consumers' choice of the product based on good pleasure they gain. The finding reveals that from the total participants majority of them 185 (48.1%) and 54 (14.1%) purchase the beer due to the pleasure they gain from the satisfaction from consuming the beer. 62 (16.1%) are neutral about the pleasure they get and their choice of the beer. Whereas the remaining 57 (14.8%) and 26 (6.8%) disagree and strongly disagree regarding their choice and the pleasure they gain. From the interpretation it is clear that there is association between consumers' choice of a product with the satisfaction and pleasure they gain out of it. So, the company needs to consider the pleasure consumers can get from its products.

The third item focuses on the relationship between consumers' choice of a beer with its brand. As it can be seen in the above table item three, majority of the sample respondents 142 (37%) prefer a beer produced from well-known brewery companies. 84 (21.9%) of the respondents were found to be neutral. Whereas 92 (24%) and 35 (9.1%) show their disagreement and strong disagreement regarding the association between consumers' choice of a beer with its brand. The finding can be a good proof regarding the matter of product brand to be preferred by consumers. With regard to the selection of product having known brand is consistent with finding of Naveen Rai (2013), who concludes, purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

The last item of this section deals with choose of a beer based on the fulfilment of high standard. The finding shows that 162 (42.2%) and 39 (10.2%) agree and strongly agree respectively regarding their choice of the beer along with its standard. 98 (25.5%) are indifferent regarding their choice and its association with the beer standard. The remaining respondents replied they choose the beer regardless of the accompanied standard that come with the beer. From the finding it can be interpreted that customers prefer beer which holds higher level standard expected.

4.7. Analysis on the influence of customers' perception of media advertisements on customers' choice for the product

This section deals with on examining customers' perception of media advertisements influences their product choice behavior. As it can be seen in the questionnaire and the table below this assessment incorporates five items which are believed to build a good finding regarding the enquiry.

Table 4. 5. Influence of customers' perception of media advertisements on customers product choice behavior

s/n	customers' perception of media advertisements influences their product choice behavior	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		N	%	N	%	N	%	N	%	N	%
1.	I choose only a beer product which comes with discounted fees, as advertised.	15	4	63	16.4	48	12.5	184	48	74	19.3
2.	I choose only a beer which comes with a new product in a limited time, as advertised	55	14.3	81	21.1	131	34.1	96	25	21	5.5
3.	I choose only a product which improves my social status.	33	8.6	58	15.1	158	41.1	104	27.1	31	8.1
4.	I choose only a products which are technologically advanced and innovative, as advertised	45	11.7	64	16.7	132	34.4	97	25.3	46	12
5.	I choose only a product which is attractive in style and fashion.	39	10.2	59	15.4	87	22.7	128	33.3	71	18.5

Source: Questionnaire, 2018

The first item deals with the relationship between consumers choose of beer with discounted fees. The finding shows that from the total participants more than half of them 184 (48%) and 74 (19.3%) they choose a beer if it comes with the advertised or promised discounted fee. 48 (12.5%) are impartial regarding their choice and the promised discounted fee. Whereas the remaining 63 (16.4%) and 15 (4%) doesn't consider the availability of the advertised discount fee when choosing a beer. The finding shows that most of the sample respondents are sensitive regarding the availability of the advertised discount fee when they are selecting the beer. So the company needs to maintain and provide when advertising discount in the price of its beer.

The second item focuses on assessing on consumers choose of a beer which comes with a new product in a limited time, as advertised. From the finding in the above table 131 (34.1%) are impartial regarding the introduction of new product and its timing. Whereas 96 (25%) consider the addition of new product in its product line when selecting a beer. And 81 (21.1%) doesn't care whether the company introduce new product or not in selecting a product.

The third item deals with consumers' choice and how it improves their social status. The finding shows that majority of the respondents 158 (41.1%) are neutral regarding their choice of a beer and the social status that is accompanied. This shows that respondents selection of the beer is not determined by the improvement of social status that come with the product, rather other factors ignite their preference of the beer.

The fourth item tries to examine the relation between consumers choose of a products with how it is technologically advanced and innovative, as advertised. The finding of this item reveals somehow similar result with the third item which finds the majority of respondents being impartial with how technologically advanced and innovative its advertisement is. From this it can be concluded that consumers are influenced to select the beer with other factors rather than advertisement being technologically advanced and innovative.

Finally, the last item of this section deals with on assessing how consumers are attracted with attractiveness and style of the beer when making a choice. The finding shows that majority of the respondents 128 (33.33%) and 71 (18.5%) are concerned with the attractiveness and style of the advertisement and the product in making a selection. Whereas 98 (25.52%) doesn't consider how attractive and stylish it is in choosing a beer.

4.8.Result of Correlation Analysis to Test the Hypothesis

The hypotheses of the study were concerned with establishing a relationship between the influence of advertisement and consumers buying behavior; the influence of advertisement on quality of products on customers buying decision and; influence of customers' perception of media advertisement on their choice of a product. The relationship between these variables was investigated using two-tailed Pearson analysis. This provided correlation coefficients which indicated the strength and direction of linear relationship. The p-value indicated the probability of this relationship's significance. According to MacEachron (1982), a correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. Dancey and Reidy (2004), state that a correlation result which is 0 indicates zero correlation or no relationship exists between the variables, a result which is between 0.1 and 0.3 indicates a weak correlation among variables, a result which is between 0.4 and 0.7 shows a moderate correlation, a result between 0.7 and 0.9 indicates a strong correlation among variables, while a result which is equal to 1 indicates perfect correlation. Therefore this analysis helps to see the nature, direction and significance of the bivariate relationships of the variables used in the study. The following table shows the magnitude and direction of the correlation coefficient.

Hypothesis One

H₀: Media advertisements influences the customers buying behavior

H₁: Media advertisements doesn't influence the customers buying behavior

Table 4.6 Correlation analysis for the first hypothesis

		Customers product choice	Existence of media advertisement
Customers product choice	Pearson correlation	1	0.621**
	Sig. (2-tailed)		0.000
	N	384	384
Existence of media advertisement	Pearson correlation	0.621**	1
	Sig. (2-tailed)	0.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed)			

Source: SPSS Output, 2018

In the above two tail correlation analysis conducted regarding the relationship between the existences of media advertisement with customers' product choice, it is clearly shown that there is positive relationship between media advertisement and customers product choice which is 0.621 with less than 0.01 *p* value. According Dancey and Reidy (2004), since it is between 0.4-0.7 the relationship is considered as significant and moderate. Therefore the first hypothesis is not rejected. This finding is consistent with Siiri Koskinen (2017), which concludes the effects of targeted advertisements increase the understanding of consumer buying behavior

Hypothesis Two

H₀: Advertisement on quality of products influences customers buying decision.

H₁: Advertisement on quality of products doesn't influence customers buying decision

Table 4. 7. Correlation analysis for the second hypothesis

		Customers product choice	Advertisement on quality of products
Customers product choice	Pearson correlation	1	0.714**
	Sig. (2-tailed)		0.000
	N	384	384
Advertisement on quality of products	Pearson correlation	0.714**	1
	Sig. (2-tailed)	0.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed)			

Source: SPSS Output, 2018

The second hypothesis which states Advertisement on quality of products influences customers buying decision shows 0.714 with a significance level less than 0.01. From the result it can be concluded that there is strong relationship between Advertisement on quality of products with customers product choice because 0.7-0.9. In this regard the hypothesis is supported, and the relation between the two variables is strong ($r = 0.714^{**}$). This finding is found to be in line with the study of Naveen Rai (2013), who come up with a finding stating, consumers purchase attitude and behavior are induced significantly by advertisements when the target is on quality and price.

Hypothesis Three

H₀: Customers' perception of media advertisement influences their choice of a product.

H₁: Customers' perception of media advertisement doesn't influence their choice of a product.

Table 4. 8 Correlation analysis for the third hypothesis

		Customers product choice	Customers' perception of media advertisement
Customers product choice	Pearson correlation	1	0.521**
	Sig. (2-tailed)		0.000
	N	384	384
Customers' perception of media advertisement	Pearson correlation	0.521**	1
	Sig. (2-tailed)	0.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed)			

Source: SPSS Output, 2018

It was found that there is a statistically significant and moderate relationship between Customers' perception of media advertisement and Customers product choice with a rate of 0.521** which is found in a moderate relationship between the variables. Hence, as per the finding, the hypothesis will be accepted at a significance level of above 0.01.

4.9. Economic results of customers buying behavior determinant factors

This part deals with identification of the media determinant factors for customers' buying behavior.

4.9.1. Determinant factors of customers buying behavior

The multiple linear regression analysis was used to examine the relationship between the customers buying behavior with several explanatory variables such as trusted advertisement, simple advertisement, eye catching advertisement, easy to recall advertisement, impressiveness advertisement and creative advertisement. The outcome of the analysis described in table 4.9. The dependent variable in the analysis is customers buying behavior.

As stated on the literature, there are many factors that can affect the customers' customers buying behavior. But, in case of HBSC, Waliya Beer, not all influential factors are found to be statistically significant. The factors like, easy to recall advertisement, eye catching advertisement, impressive advertisement, creative advertisement, trusted advertisement were significant and detailed as follows.

Table 4. 9 Econometric results of Customers Purchase Behavior determinant factors

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.44	0.241		3.074	.006
IMAD	0.28	0.080	0.206	3.353	.008
ETRAD	0.36	0.069	0.292	4.965	.000
TAD	0.17	0.034	0.149	2.23	.004
SAD	0.11	0.018	0.118	1.8103	.069
ECAD	0.35	.0071	0.256	4.464	.000
CAD	0.26	0.063	0.185	3.501	.002
	Multiple R		=0.793	Durbin-Watson	=1.821
	Adjusted R²		=0.630	Tolerance	>0.2
	Std.error		=3.226	VIF	<10
	F-statistic		=19.162		
	N		=384		

Source: SPSS Output, 2018

- a. **Dependent variable:** Customers Buying Behavior
- b. Significance at 5% significance level

The model developed using the multiple regression output is summarized as follow;

$$\text{CPB} = 0.44 + 0.36(\text{ETRAD}) + 0.35(\text{ECAD}) + 0.28(\text{IMAD}) + 0.26(\text{CAD}) + 0.17(\text{TAD}) + 0.11(\text{SAD})$$

Where:

CPB: Customers Purchase Behavior

ETRAD: Easy to Recall Advertisement

ECAD: Eye Catching Advertisement

IMAD: Impressive Advertisement

CAD: Creative Advertisement

TAD: Trusted Advertisement

SAD: Simple Advertisement

The Adjusted R² value of 0.63 shows that about 63% of the variation in customers buying behavior is explained by the explanatory variables.

The intercept value 0.44 means that if the values of trusted advertisement, simple advertisement, eye catching advertisement, easy to recall advertisement, impressive advertisement and creative advertisement's value were zero, the mean buying behavior of customers would be about 2.5.

From the above Econometric results table, the Beta under Standardized Coefficients shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behavior with a beta value of 0.292 which is greater than the other independent variables. The increment of advertisements being remember able, accounts for 2.9 times increase in the consumers buying behavior assuming other variables keep constant. The finding is supported by the finding of Prabakaran (2012); Halkias *et al.* (2013) who reported advertisement being understandable have positive relationship with consumers buying behavior

Eye catching is also found to be important in explaining customers' buying behavior. The variable is statistically significant at 5% level and positive, revealing strong direct relationship between Eye catching advertisement and customers' buying behavior. Long – Yi Lin (2011)

reported attention grabbing advertising has a significantly positive correlation with consumers buying intentions.

In addition, making the advertisement Impressive has also a significant positive relationship with customers buying behavior with a significance level of less than 5% by 0.206.

The other explanatory variables which are creative advertisement and trusted advertisement hold the statistically significant and positive relationship with customers buying behavior with a beta of value of 0.185 and 0.17 respectively. The finding can be supported by the finding of M. Nick (2013) who states easy to remember and trust has a significant direct effect on intention to buy. V. Prabakaran (2012) also found positive relationship between advertisement being creative and consumers buying behavior.

The remaining one variable which is simple advertisement is found to be not statically significant to influence the dependent variable, since Sig. (0.069 > 0.05). The finding goes against expectations. According to Andy Field (2006), when a variable have relationship but not statistically significant, it means the relationship or difference happened by chance and p is greater than the critical alpha level. The level of significance is kept 0.05 because of the primary nature of data that has the probable chances of being uncertain.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

The main reason that initiates the idea of this study was the highly growing advertisement campaign undertaken by brewery companies to grab and increase a highest share in the ever growing and competitive market.

This research was conducted in Addis Ababa city with the prime intent of investigating the Effect of Media Advertising on Consumer Buying Behavior: A case of Heineken Breweries Share Company, Specifically on Waliya Beer. More specifically, the researcher tried to identify effect of media advertisements in choice of customers for the product, explain the customers' perception of media advertisement influencing their choice of the product, analyse how advertisement on quality of products influence customers buying decisions.

From the descriptive part, it was found that from the different mode or source of media in which companies can use to advertise their products, advertising the beer through television media is found to capable of attracting and bringing high trust level about the product quality among consumers of the beer.

Findings of this study also showed that regarding the influence of advertisement on quality on customers' choice of the beer, customers of the beer favour quality of products than price of it, this reveals how customers are in need quality products and their willingness to pay a price to quality products that can give them the necessary pleasure that can be grabbed from consuming a beer.

The finding also revealed consumers' consider brand of the beer as a selection criteria to be considered as their choice of selection. It is also found that standard of the beer is also considered when choosing a beer among available beers

Consumers are found to be serious regarding expecting a discounted fee on beers when advertised. But less concerned regarding advertisements about the introduction of new product in their product line, the social status that can come from it and how the advertisement is

technologically advanced and innovative. This can be due to their loyalty for the already accepted beer giving more concern for the quality of the beer rather than the upper mentioned factors.

It is also found that a positive and significant influence between Media advertisements, Advertisement on quality of products and Customers' perception of media advertisement with customers buying behavior which leads to accept the three hypothesis.

From the many advertisement factors that can affect the customers' customers buying behavior, easy to remember or memorable advertisement are found to have highest effect on customers buying behavior followed by Eye catching or attractive advertisement. But one factor which is simple advertisement or simplifying an advertisement is found to be not statically significant to influence customers buying behavior.

5.2.Recommendations

5.2.1. Recommendations from the Study

Advertising is a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner. So companies need to carefully select the source media, type information and nature of their audience while advertising their product or service.

Since customers of HBSC (Waliya Beer) are convinced about the quality of the beer when it is advertised using the television media, the company need to consider the frequency, type and timing of advertisement while advertising through television because it is a very powerful and trusted media to grab a higher market share and win the intense competition in the brewery industry.

Since customers of the beer are found to be highly concerned on the quality of the beer they are consuming, the marketing department of the company is recommended to establish a better way of advertisement that can grant the quality of the product the company is serving to establish a loyal and long-lasting customers.

While advertising since majority of the customers are less sensitive regarding the introduction of new product in their product line, the social status that can come from consuming the beer and how the advertisement is technologically advanced and innovative. The company is recommended to shift to other form of advertisement like price discounts on special occasions and ceremonies.

Making an advertisement easy to remember and recall is found to be an important factor to influence buying behavior of customers, the company's marketing department is advised to come up with an idea to position the beer in the mind of the customers. By doing so it can be possible to gain a significant share in the market because psychologically peoples tend to buy/use products in which the can easy remember whenever they get the chance.

5.2.2. Recommendations for Further Study

As it can be seen in the regression analysis, the six explanatory variables identified as factors that can influence customers buying behavior, the Adjusted R^2 value of 0.63 shows that this factors represent about 63% of the variation in customers buying behavior. Therefore other willing investigators are recommended to conduct a further in-depth investigation to found and identify the unidentified advertisement variables that can influence consumers buying behavior.

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Appendixes

ST MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES

Questionnaire

Dear Sir/Madam;

Request for Participation in a Research Study

I am a Postgraduate student at St. Mary's university. As partial fulfillment for the Masters of Business Administration in marketing, I am conducting a research study on "The effects of media advertising on consumer buying behavior in the case of Heineken Breweries specifically Waliya Beer"

Therefore, I would appreciate if you could spare a few minutes of your time to answer the following questions on your experience regarding the organization. All the information provided will be purely used for academic purposes and your identity will be treated with utmost confidentiality.

Your assistance will be highly appreciated and thank you in advance.

Yours faithfully,

Part I Demographic Information

1. Gender

Male Female

2. Age

18 - 25 25-35 36 - 45

46 – 55 Above 55

3. Marital Status

Single Married

4. Academic qualification

High school complete

Diploma

BA Degree

Post graduate Degrees

5. Monthly Income

Between 500-1000 birr

Between 4001-6000 birr

Between 1001-2500 birr

>8000 birr

Between 2001-4000 birr

6. Which media channel for advertisements of the Waliya beer do you pay more attention to?

A. TV

B. Radio

C. Newspaper

D. Outdoor

E. Online

F. Part II- Please rate these questions based on your opinion

G. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Questions	Rating				
	1	2	3	4	5
I. Media advertisement is influencing customers' buying behavior. <i>(Which media source do you trust the most)</i>					
1. I trust Word-of-mouth information mostly to choose a beer that influence my decisions <i>(Word-of-Mouth is the passing of information from person to person by oral communication)</i>					
2. I trust television information mostly to choose the product					
3. I trust printed media such as newspapers and magazines mostly to choose the product					
4. I trust internet social networks or online advertisement mostly to choose and get a product					

II. Advertisements on the quality of a product influence Customers' choice for the product. (Advertisements develop self-concepts in order to induce purchase decisions.				
7. I choose only a product which is of high quality product no matter how expensive they are.				
7. I choose only a product that I can get good pleasure, while consuming the product.				
8. I choose only a beer which is having known brands, as advertised their products				
9. I choose only a beer which require high standard, because high standard means good quality.				
10. I choose only a beer which is having well-known brands(as advertised)				
III customers' perception of media advertisements influences their product choice behavior.				
11. I choose only a beer product which comes with discounted fees, as advertised.				
12. I choose only a beer which comes with a new product in a limited time ,as advertised				
13. I choose only a product which improves my social status.				
14. I choose only a product which is technologically advanced and innovative, as advertised.				
15. I choose only a product which is attractive in style and fashion.				

Thank you for your time!

