



ST MARYS UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

RESEARCH ON THE EFFECT OF ADVERTISEMENT ON CONSUMER BRAND
PREFERENCE ON AMBO MINERAL WATER S.C IN ADDISABABA
(BOLE SUBCITY)

By: BlenBekele

JUNE, 2012

ADDIS ABABA, ETHIOPIA

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THIS THESIS SUBMITTED TO ST MARYS UNIVERSITY SCHOOL OF
GRADUATE

STUDIES DEPARTMENT OF MARKETING MANAGEMENT PARTIAL
FULFILLMENT THE REQUIREMENT FOR MASTERS DEGREE

AGUST, 2020

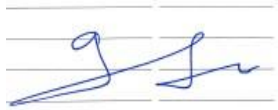
ADDIS ABABA, ETHIOPIA

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THE EFFECT OF ADVERTISEMENT ON CONSUMER BRAND
PREFERENCE ON AMBO MINERAL WATER S.C IN ADDISABABA
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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of (D/r gashawTibebe). All sources of materials used for the thesis has been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for earning any degree.

AddisAbaba,Ethiopia June2012

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AKNOWLEDGEMENT

My first acknowledgment is to God almighty, which gave me the courage and time to do everything. My family, has made everything possible to me next to God so my thankfulness is endless. Without my family nothing could be possible. My best gratitude goes all to my family, my little baby girl. Happy much love and respect to all.

Thank you

BlenBekele

ABSTRACT

It is very important to be aware of the effect of advertisement in consumers' brand preference in the market. This study mainly focused on exploring the effect of advertisement on consumers' AMW brand preference in Addis Ababa (bole sub city). Structured questionnaires were used to collect data from 400 respondents of which 373 were valid questionnaires collected and analysed.

There has been constant and intense competition by organizations through the use of advertisement as a tool. Nowadays we as consumers have been encircled or rather sieged by advertisements of different organizations. Market researchers argue that these advertisements are still important in attracting consumers to a certain brand, however critics believe it's becoming less effective. The beverage industries industry in Ethiopia has been a field was we have witnessed lots of advertisement in the country. Therefore knowing what happens behind the scenes seems very crucial for major players'. The purpose of this research is to investigate the effects of advertisements on consumer brand preference in the addisabeba city bole sub city. Accordingly we first tried to understand advertisement and how it works and how each brand uses it to achieve its objectives and afterwards past literature on how advertisement has affected brand preference in different fields are presented.

Keywords: Advertisement, Consumer, Brand and Preference

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

For us living in the 21st century viewing and being in contact with daily advertisement has become habitual for us that we forget to realize the effects it has on our subconscious as consumers. Marketers are frequently trying to come up with not only new advertisement strategy that appeals to the consumer but also new modes of advertisements to pass the message about their brand to the final consumer. For marketers of different products nowadays this has become a battlefield in which advertisement is used as a weapon to earn consumer's love for their products. This intense use of advertisement has led to many scholarly writings and research about the effects of advertisement on consumer brand preference, how much of an organizational budget should be spent on advertising? , What be the preferred mode of passing our information to our target customers? These sorts of questions arise. To understand the basics of what we are investigating in this project it is necessary to see what makes organizations get involved in this battle.

The survival of any organization is based on two things, Firstly sales of its product. For an organization to sell its product, Programs and methods have to be formed that can draw people to their product, this is where Advertisement and its method and tricks come to play. Advertisement becomes the major avenue which the Organization can create awareness of its product and service and influence the mind of its potential customers. Secondly maintaining/ growing market share and developing customer loyalty. For the continual survival of such organization it has to continue advertising in a way that appeals to the consumers hence giving them a good perception about the product, Making it their preferred brand and sticking to it as loyal customers. This two outlined survival reasons has led to much innovation in advertisement than any other field of marketing. This started from the use of radios, posters, billboards, magazines, televisions and enhancing itself into internet advertisements. More innovative methods in contents and modes of advertising continue to spring up in our world. advertising is the key for building, creating and sustaining brands, as it also

plays a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision (Ingavale, 2013)

The importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programmes that can influence consumers' decision to purchase its products. This is where advertising and brand management are relevant. Advertising is a subset of promotion mix which is one of the Four 'P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

Marketers' survival depends on consumer satisfaction. Consumer satisfaction depends on their perception and brand preference of the particular brand. In brand preference, advertising plays a major role. Nearly everyone in the modern world is influenced to some degree by advertising. Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success.

In today's world, there are a countless of media outlets-print, radio, and television are competing for consumers' attention. There are number of creative and attractive advertisements we can see and hear in television, Radio, newspapers and in magazines. Within these media, television advertisements are more attractive and interestingly watched by mass audience. It has often been said that television is the ideal advertising medium where the consumer spends the most "attentive" time. However, the main thing here is, the marketer want to identify the influence of advertising in consumers brand preference.

Many authors have researched about the relationship between advertising and consumer brand preference, similarly it's a question for the researcher were study to know how advertising affect consumers in brand preference? There are different definitions about advertising, different points of view about its relationship with consumer and with the point of view of different scholars about consumer choice, consequently this study analysis the effect of media advertising on customers' preference behaviour in the case of Ambo mineral water s.c. The papers were also examining the factors that motivate customers' to respond to advertising. In the meantime, the factors which influence their decision are investigated as well.

In this research, effect of advertising on consumer brand preference is the main topic in the ambo mineral water s.c. Ambo mineral water s.c is the first carbonated bottler company in Ethiopia. It established since 1930 E.C, Ambo mineral water is a sparkling goodness from the Ethiopian highlands that is recognized as one of the leading beverage of Ethiopia. Rich in natural minerals, to compliment all meals. According to personal experience and observation, Ambo mineral water s.c.organized with qualified & experienced professionals. The company got 470 employees on the present time. To develop the employee’s knowledge, the company gives inside training & outside development training at different centres.

The company has using different promotionalmixes, especially in printed and digital advertisements .The company also advertising on television to remind the brand to a customer, to keep the loyal customers and to communicate the benefit of the product and to push the sales . In this research an attempt were made to study the effect of advertising on band preference the case of Ambo mineral water s.c.Everyone in the society prefers a particular brand. We can see frequent advertisements in Television. Companies spend much on their advertisements to attract more customers. So it is very important to study its’ effects of advertisement on consumer brand preference.

1.2

S

tatements of the problem,

The research has been undertaken with the major aim to understand the effect of advertisement on consumer brand preference in the ambo mineral water s.c. Due to large competition amongst organizations, there is a rising need to spend on factors that benefit the profitability of the organization. However without saying much we can see that organizations especially in the beverage industry are pumping billions of birr into advertising. Critics and a lot of marketers are therefore having doubts if this spending on advertisement has an effect on consumer brand preference in the beverage industry. Therefore answering this problem also further help to identify the effect of advertising methods on consumer brand preference in the industry.

There are numerous advertisements in Medias; television, radio, newspapers and magazine Advertising must be consistent enough so that it will be accepted and bring an effect on consumers“

brand when judged against information previously processed and held in long – term storage (Schultz &Tannenbaum, 1988).

According to Geisler (1987), the consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. This is so because, positive emotional appeals provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the effect and beliefs associated with this category in memory are transferred to the object itself (Stone, 1982).

According to Beccera and Gupta (1999), advertising is also part of the total cost of a firm, although it is different compare to production cost and selling cost. Nonetheless, advertising cost is taken as part of the selling and distribution expenses, which implies that it increases the cost of production of the firm in modern business. In addition, if advertising escalates production cost why and how are firms still engaging in this practice? These issues werebeinganalysed and investigated in this research.

1.3 Main Research questions

1. Does advertisement havesignificant effecton consumers’ brandpreference of AMW?

How significant is the advertisement on consumers’ brandpreference of AMW?

2. Which media is more influential among the types of advertisement on consumers’ AMWpreference?

3. Do celebrities have impact on consumers’ brandpreference?

4. Does the impact of advertisement differ for different agegroups?

1.3.1 General Objective of the study

The general objective of the study is to analyses the effect of advertisement on consumer brand preference on Ambo mineral water s.c in Addis Ababa, Ethiopia.

1.3.2 Specific Objectives

Specifically, the study has the following specific objectives;

- To examine the relationships between advertising and consumers’ brand preference

of AMW.

- To figure out the consumer perception regarding the most effective media for advertisements. (sources of advertising, advertising media and characteristics of advertising message)
- To examine the impact of celebrities on consumers' brand preference.
- To examine the age difference of consumers in brand preference of AMW through advertising.

1.3.4 Hypothesis of the study

H1- Components of advertisement and Characteristics of advertising messages have no positive impact on consumers' brand preference.

H2- There is no relationship between advertisement and consumers' brand preference.

H3- Each advertising media has no positive impact on consumers' brand preference.

H4- Celebrities have no positive impact on consumers' brand preference.

H5- The impact of advertising on brand preference of AMW is not varied by age

1.5 Scope of the study

The scope of study for this research covers the effect of advertisement on consumer brand preference on Ambo mineral water s.c in Addis Ababa bolecity only because of limited financial resource. It also was focus on the factors of advertisement such as advertisement content, celebrity endorsement and brand loyalty.

1.6 Significance of the Study

The research will help the company's to know the effect of Advertisement on consumer brand preference and also provide information to other companies about the media which most preferably used to effectively promote their brand and the research can help other future researchers who are interested to conduct research in this area.

1.7 Limitation of the study

The primary limitation for this study was being lack of published data or study that is conducted on brand preference on bottling company in Ethiopia.

CHAPTER TWO

RELATED LITERATURE REVIEW

2.1 .1 Introduction

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

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

Advertising also defined as, it is the non-personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through the various media (Bov'ee and Arens 1989). Informing the public that their organization provides better products/ services than that of its competitors play a vital role in market oriented economy. Advertisement is the most common way of informing and persuading the public at large through electronic and print media.

2.1.2 Importance of Advertising

Advertisement is an important part to the marketers for promotional mix. Its helps in creating brand image and product awareness. Advertising is one of the most popular tools that are used by companies for convince and communicate with the largest buyer and customer (Izianet a1. 2009). The contribution of advertising to achieve organizational objectives in A general and marketing objective in particular by initiating purchase behavior and brand choice is very important

(Atkilt2004). Generally, advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middle men to stock the product by building consumer interest. It can help train dealers sales main in product uses and applications. It can build dealers and consumers' confidence in the company and its products by building familiarity. Advertising is to stimulate market demand while sometimes advertising alone may succeed In achieving buyer acceptance/ preference or even demand for the product; it is seldom solely relied up on (Brajidep et al. 2010) . The health organizations also, create awareness about family planning, express the overall impact of HIV AIDS on the world society and change the attendee of people about it through advertising, labour organizations have also used advertising to make their viewpoints known to the public at large.

Advertising assumes real economic importance too. Jaishri and Shruti (2006, as cited in Izian et al. 2009) stated that advertising one of the largest generators of revenue in the world economy. It moves markets and minds. It generates employment both directly and indirectly and influences a large section of people. Brajidep et al. (2010) argued that advertising strategies that increase the number of unit sold stimulate economies in the production process: The production cost per unit of output is lowered. It in turn leads to lower price. Lower consumer prices then allow these products to become available to more people similarly, the price of newspapers, professional sports, radio and TV programs, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. They also states that advertising has become an important factor in the campaigns to achieve such social - oriented objectives such as the discontinues of smoking, family planning, physical fitness, and the elimination of drug abuse. Advertising helps to increase mass marketing while helping the consumers to choose from among the variety of product offered for his/ her selection.

2.1.3 Advertising objectives

The overall advertising objective is to help build customer relationship by communicating customer value to a specific target audience during a specific period.

Identifying advertising objectives is the first step taken in developing an advertising program. These objectives should be based on past decisions about the target market, positioning, and marketing mix which define the job that advertising must do in the total marketing position.

2.1.4 Purpose of advertising

Advertising plays a vital role in marketing consumers' purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa. The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are; to introduce new product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness. Persuade customers to buy: Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product (Adekoya, 2011). As described by Adekoya (2011), creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market. To change consumer belief: Advertisement is a very good instrument that can be used to change consumer mindset about a product or service. Hence, help to tap into their buying power and influence their thoughts. To create brand loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this was ultimately creating brand loyalty. Develop large market: Advertising create large market segment which leads to the development of larger market. To promote the image of the firm: Advertising builds a corporate image for a company.

2.1.5 Advertising Media

There are many advertising medias such as newspapers (local, national, and free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides) (Armstrong and Kotler, 2003)

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.

2.1.6 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 (Omcreddy, 2010).

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 (Omcreddy, 2010).

2.1.7 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, 2009).

2.1.8 Television Advertising:

According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, Sound and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure.

2.1.9 Radio Advertising:

Radio advertising is available on national network and on local markets. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jefkins and Yadin 2000). Thus radio advertising is cost effective as it appeals to the mass market which results in cost economics. The ability to reach multitudes of targeted audience makes this broad cast method economic and above all its application of the human voice has given it leverage over other passive and static media for advertising which include print, outdoor and other form of direct mail advertising.

O'Guinn, Allen and Semenik (2000) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond its being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socio-economic classification parameters. So as one type of advertising radio advertising has also impact on brand preference.

2.1.1 Internet Advertising

The Internet is used by online and offline companies to promote products or services. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo. Benefits of internet advertising are; relatively cost effective; advertising can target specific types of viewers by positioning an ad banner on related web sites. Messages can be timely because editing the content is often easy and instantaneous (Bergh et al., 1999).

2.1.2 Lottery Advertising

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics that are observed and celebrities generally differ from the social norm and enjoy a high degree of public awareness. As companies invest large sums of money in celebrity endorsement contracts, any celebrity endorsement relationship must contribute to larger marketing strategies (Erdogan and Kitchen, 2008). Accordingly, campaigns involving celebrities are believed to bring more positive results if they are properly integrated than traditional non-integrated campaigns (Bertrand and Todd, 2002; Rogers, 1997).

According to a celebrity endorser is “any individual who uses his or her public recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 2001). Accordingly, it has been confirmed by scholars and marketers that celebrity endorsement is a very effective marketing tool, as celebrities have considerable influence on consumers’ attitudes and purchase intentions (Hsu et al., 2002)

2.1.3 Brand and the Branding concept

Brand definitions are numerous; different authors provide their own explanations towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives. A traditional definition of a typical brand was one provided by Kotler (2000) “the name associated with one or more items in the product line, which is used to identify the source of character of the item(s)”. The American Marketing Association’s (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Maurya and Mishra, 2012). Within this view Keller (2003) stated, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Kapferer (2008), supported the above definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). Branding is a universe of activities used to build awareness and extend customer loyalty. It requires a mandate

from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers is the reasons why companies leverage branding (Wheeler, 2012).

2.1.4 Customers' Brand Perception

According to Sylvia and Wallpach (2009) what consumers know about a brand will influence their reaction when confronted with brand-related stimuli (e.g. a branded product, a brand user, a category). Although brand knowledge is an important topic in the branding literature, there is little evidence how brand knowledge and consumer response are related (Del Rio et al., 2001). One of the major problems companies face in the marketplace is a gap between corporate brand values as perceived by the customers and the corporate brand values declared as such by the management. One possible cause for that gap is the situation in which companies transfer to their customers corporate brand values that are different from their actual corporate values and culture. Such a difference is perceived by their employees as a lie that causes them to feel a lack of identification with the corporate brand and an unwillingness to support it adequately. As a consequence the customers feel mistrust towards the corporate brand, which results in a weakened brand (Yaniv&Farkas, 2005) A growing body of research suggests that consumers have relationships with brands that resemble relations between people (Kervyn, Fiske, & Malone, 2012). In markets where product quality is not easily observable, consumers rely on available product cues to infer product quality and cope with uncertainty in their decision making. Consumers are generally exposed to multiple-quality cues, which seldom operate in isolation (Akdeniz, Calantone, & Voorhees, 2013). Consumer behaviour analysis is based on consumer's buying behaviour. It aims at improving business performance through an understanding of the customer's preferences and desires. In today's world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behaviour (Kumar & Babu, 2014)

2.1.5 Models of Advertisement

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study. According to (Colley et al). (1984) one of the earliest models was AIDA:

(Attention, Interest, Desire and Action). This is a historical model of how advertising works, by first getting the consumer's attention. This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model was designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley et al. said that this model describes a learning process by which consumers progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the steps have been completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. However, this model is not immune to criticism. Hansen and Flemming (1972) argue "a major problem with this model is to identify all the single steps in the process, and it is questionable whether the assumption is valid that all consumers pass through all steps

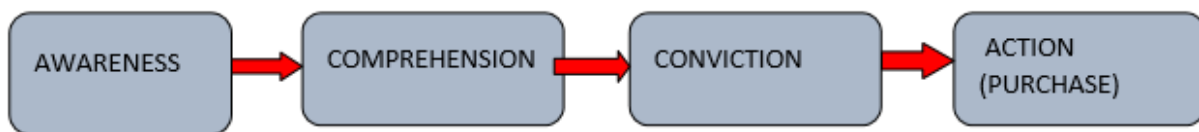


Figure 2.1: Ad

2.2.1 Theoretical Literature review

According to Tolani (2012), the first advertisement may have been a sign painted on a wall of a building. The early outdoor-advertising competitors were town criers employed by merchants to praise their goods. Gutenberg's invention of the moveable-type printing press in 1450 resulted in the mass production of posters and circulars. According to Pope (2013) over a century ago, Harper's Weekly commented that advertisements were "a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time." Few if any historians today would claim that they could compose a complete history of an era from its advertisements, but in recent year's scholars have creatively probed advertisements forcluesabout the society and the business environment that produced them. The presences of many excellent online collections of advertisements provide learners as well as established scholars the opportunity to examine these sources in new ways. The experience can be tantalizing and frustrating, since advertisements don't readily proclaim their intent or display the social and cultural context of their creation. Yet studying advertisements as historical sources can also be fascinating andrevealing.

According to Bee Hive Digital, the origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town. As much as some three thousand years ago, Papyrus sheets were used in Thebes in Egypt for announcing the reward for return of runaway slave. The first advertisement was somewhat in the form of stenciled inscriptions, which were found on earthen bricks prepared by the Babylonians about three thousand years before Christ. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building which contains a corner stone or stone tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in hand stone and with it each brick was stamped while the clay had been in its stage.

A. *Repetition*

According to (R. Batra and M. L. Ray, 1986), research about the impact of advertisement repetition on attitude based on condition such as motivation, ability, and opportunity, the result showed that there is a significant impact of motivation/ability on repetition. When the repetition of advertisement increases, the brand attitude and purchase intention increases as well. Moreover, (L. W. Turley and J. R. Shannon, 2000) conducted a research on the advertising's impact on purchase intention, message recall in sports arena. The result indicated a positive association between the frequency of advertisement and purchase intention and brand name recall. Specifically, the more advertising increase, the more the purchase intention and brand recall increase. In the study of (M. Sohail and R. Sana, 2011) investigated about the impact of TV advertisement repetition, celebrity endorsement and perceived quality on consumer purchase decision. The result showed that only advertisement repetition, and perceived quality has a positive significant impact on purchase decision. After watching television commercial many time, the positive image about the product advertised will influenced customer to buy this product. In the recent study of (P. Kofi and K. A. Mark, 2014) about the influence that advertisements have on customer loyalty, the researchers discovered that the more customers are frequently exposed to their service provider's advertisement, the more they will become loyal to that particular service.

B. Humour

Several authors have extensively researched about the use of humour in advertising. According to (M. G. Weinberger and C. S. Gulas, 1992), the study have found that humorous advertisement messages is not only attract and hold consumers' attention but also increase liking for both the advertisement and the advertised brand. It means that the customers, who were attracted by humorous advertisements, become like the advertisements. Then, audiences will focus more on the advertised brand and product. Finally, customers will think positively, being convincing easily by any information in the television advertise, though for the most fastidiouscustomers.

In the study of (C. Hwiman and X. S. Zhao, 2003), researchers examined the moderating effects of product involvement on the effects of humour on memory and attitude towards the advertisement. The result showed that there is a strong connection between humour and memory of advertised product and brand.

The research of (P. Kofi and K. A. Mark, 2014) investigated the influence of advertisement on customer loyalty in the telecommunications industry in Ghana. The search argued that the Message content of the service provider's advertisements was the most factor influence customer patronage; this was followed by the humorous nature of the advertisements. Personalities within the advertisement and the background music in case of broadcast advertising were found to be least most significant factor in the advertisementsrespectively.

C. Television Commercials

A commercial television advertisement is a short television program, being widely produced and paid for by a company. Those companies use TVCs as a tool to deliver a message to the community to market and publicize their product(s) and service(s). Apparently, the main commercials' objective of TVCs is show and state what the product is, what its main features are and what advantages it have (N. Hoerberichts, 2012). Moreover, TV ads can generate demand for products, services in a limited amount of time, encouraging customers to buy things and gain more awareness (T. H. A. Bijmolt, W. Claassen, and B. Brus, 1998). The results of Schellenberg's study showed that five different types of television commercials were existed: political advertising, promotional advertising, infomercials, television commercial donut as well as sponsorship advertising (F. Schellenberg, 2011). Additionally, television commercial is an essential tool for companies to win in the mass- market advertisement. As long as the companies want to gain attention and interest of the customers, television ads may as well continue to be a hot topic for theresearchers.

D. Advertising Message

Various researches have been conducted to examine how advertising message influences our consumption behaviour.

According to (B. Mueller, 1987), advertising message was an outstanding point that allows customers to remember the advertisement and induces purchase advertised product within a customer. Important message usually gain customers' attention easily, rather than a disfavour or irrelevant message. Only by meaningful and related message can the advertisement gain customer attention. It is good advertising message that make profound contribution to the relationship with effective television commercial and customers' purchase intention. Message content of the advertising not only earn customers' trust but also motivate audiences to concentrate on its content, can also create logical buying intention of a customer(D.MaheswaranandJ.Meyers-Levy,1990).Moreover,thestudyof(P.KofianandK. A. Mark, 2014) stated that advertisement has influence on customer loyalty. The messagecontent, humor, personalities and to some degree background music were all found to persuade some level of interest amongst participants. Among four factors within an advertisement, message content of the service provider's advertising has been found as the most factor influence customers' loyal.

E. Trust

Advertisers believe that trust towards the TVCs has a positive impact on enhancing customers' loyalty. According to (D. H. McKnight and N. L. Chervany, 2001-2002), trust can be divided into four trust constructs. First, trusting belief-competence, describe customers believes that the company has the capacity to deliver the product easily. Then, trusting belief-benevolence, which indicates the customers, believes that the company cares about them and is inspired to perform in customers' interest. Next, trusting belief-integrity define the situation when buyers totally believes that the sellers makes good faith agreements, tells the truth, acts ethically, and fulfills promises. Finally, trusting belief- predictability, which means customers trusts the company's actions (good or bad) are consistent sufficient compare with what they forecasted. Reference (H. Soh, L. N. Reid, and K. W. King, 2009) has studies on trust in relation to advertising. In this research, trust has been conceptualized as "confidence that advertising is a reliable source of product/service information and willingness to act on the basis information conveyed by advertising". Moreover, the researchers have developed a tool specifically for measure "trust value": the ADTRUST scale. This scale incorporated "the seven factors of trust most often identified by scholars: integrity, reliability, benevolence, competence, confidence, likability and willingness to rely on".

A study by (J. K. Dan, L. F. Donald, and H. R. Rao, 2009), also referred that trust directly and indirectly affects a consumer's purchase decision in combination with perceived risk and perceived benefit. Besides, trust has been found to have longer term influence on the relationship in the future (i.e., e-loyalty) through satisfaction, an important outcome of the buying process. This mean that, trust affect customer's direct purchase decision as well as the longer-term relationship.

F. Interest

A number of researchers have found that interest commercials induce more positive affective reactions to customers than non-interest commercials. In the research by (Z. H. Nasim, 2011), the researcher noted that "Interest involves having some personal feelings about the products and brands being displayed. Whether or not buying is the final outcome, interest simple measure a person likes for being around the auto show." In details, when audiences interested in an advertisings, they will want to watch that advertisings over and over again, then it will positively impact the feeling of customers toward brands and products have been advertised.

As (Y. Ercan and D. Kelly, 2012) has generally defined a person's interests as: the books they like, the political figures they follows, the activities they participate in, the goods they consume and enjoy, etc. The researcher found out the direct and causal relationship between consumers' interests and their consumption behaviours. Consumers, who usually have a limited budget, have to make consumption choices based on a daily basis. Additionally, consumption choices are determined by preferences, and preferences are coming from consumer's interest. Base on this reason, the link between consumer interest and consumption choices was clearly demonstrated. More recently, (N. Karthikeyan, 2012) investigated about the influence of mobile marketing as a communication tools on generating consumers' purchase intention. The result stated that five factors of mobile advertising (Interest, Individual attention, Impact, Problem faced and Disturbance at work) have significantly impact on purchase decision of the consumers.

G. Brand Awareness

Brand awareness is associated to the strength of the brand node or trace in memory, which we can measure as the consumers' ability to identify the brand under different condition.

Maryand S. Majken, 2008). Creating and maintaining brand awareness is considered as one of the most main goal of marketing (E.K. MacDonald and B.M. Sharp, 2000).

Brand Awareness strengthens the present of brand in consumer's mind (D. Aaker, 2010) and it is a component of the quantity of brand-related exposures and encounters collected by the customer. Excellent book of (K. L. Keller, 2013), also defined brand awareness as "The extent and ease with which customers recall and recognize the brand and can identify the products and services with which it is associated." Brand recall associated with consumer's ability to recover the brand when set of products were given. A cue was set by satisfied the need with the category product, or other type of test. As such, brand was correctly created from customers' memory by brand recall (K. L. Keller, 1993). Brand recognition related to "consumers' ability to confirm prior exposure of a given cue." This implies that, after saw or heard the brand, the customer can accurately distinguish it with other brand. When customers decide which brand to buy, brand recognition plays the role of particular essential key in buying-decision (K. L. Keller, 1993)

Advertising is any paid form of non-personal communication about an organization, product or service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the

space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), whose advertising space or time is donated by the media. The non-personal component means that the advertising involves mass media (e.g., TV, radio, magazines, newspaper and others) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch, et al., 2007; Niazi et al. 2012).

Belch and Belch (2003) stated that in the modern world nearly everyone is influenced to some degree by advertising and other forms of promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Advertising and other types of promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as alcohol and drug abuse.

Consumers are finding it increasingly difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them. As the new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to the rapid growth of communications through the interactive media particularly the internet.

Kotler, Keller, and Koshy (2009) stated that, advertising is the best known and most widely used form of promotion because of its persuasiveness; it can create brand images and instill preferences among consumers. Advertising can result in creating strong positioning of brands thereby creating loyal consumers. Morden (1991) also corroborates the views given by Kotler et al., (2009) stating that advertising is used to establish a basic awareness of the product or service in the minds of the potential customers and to build up knowledge about the brand.

Like Belch, et al., (2007) and Niazi et al. (2012), Terence (2007) defined advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The word paid in this definition distinguishes advertising from related public relations that secure unpaid space or time in media due to the news value of the

public relations content. The expression mediated communication is designed to distinguish advertising, which typically is conveyed (mediated) via print and electronic media, from person-to-person forms of communication, including personal selling and word of mouth. Finally, the definition emphasizes that advertising's purpose is to influence action, either presently or in the future. Source of advertising are used in order to evaluate and determine the nature of a given individual or other group's characteristics and sociological attributes. It is the group to which the individual relates or aspires to relate him or herself psychologically. It becomes the individual's frame of reference and source for ordering his or her experiences, perceptions, cognition, and ideas of self. It is important for determining a person's self-identity, attitudes, and social ties. It becomes the basis of reference in making comparisons or contrasts and in evaluating one's appearance and performance. As a consumer, one's decision to purchase and use certain products and services, is influenced not only by psychological factors, one's personality and life-style, but also by the people around them with whom they interact and the various social groups to which they belong. The groups with whom one interacts directly or indirectly influence his/her purchase. (www.marketing.com).

2.2.3 Empirical Literature review

Advertising is more than a tool for selling foods and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create distinctiveness and preference. (Singh, 2012)

Thomas Michael: Impact of Media on Consumers' Brand Preference - A Study on Carbonated Beverage Market with Reference to Coca-Cola. The collected data from the survey shows that brand preference exists in the carbonated beverage market and the media efforts affect consumer preferences and their brand choice. Out of 8 different carbonated beverage brands which featured in this study, Coca-Cola topped the brand preference table in the carbonated beverage industry. Hence it is clear that Coca-Cola is the favourite carbonated beverage among consumers. Based on this study, advertisement and taste are the major factors responsible for the success of Coca-Cola. The implication of this is that, other variables do not influence much when a brand is supported by heavy advertisements and appeals to consumers' taste buds which persuades them to continue buying. Majority of the respondents claimed to have known Coca-Cola over 15 years and Coca-Cola having been in existence for more than 20 years still remains the delight of many consumers of carbonated beverage. It is evident that the brand has enjoyed a relatively prolonged life cycle. The study also showed that advertisement is the major source of awareness of Coca-Cola and Television is the most effective medium as cited by most of the respondents. Adeole et al. (2005) examined that the impact of advertisement on consumers' brand preference in different areas, the results showed that from five different media used in advertising Bourn Vita and how consumers viewed them in order of preference, for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each and similarly Gezachew (2012) conducted with same topic with reference to electronics product and found that from advertising media perspective television advertising is the most preferred by consumers to have awareness. To convey advertising message experts, celebrities, and common man were preferred by consumers to get reliable information of the brand. Chandrima (2009) had conducted the research on "The impact of electronic and print media on consumers' brand preference." Customers prefer television in comparison to other media since they get both the audio and visual effects. This also proved that customers rely on advertisements shown in media.

2.0.9 Conceptual frame work

Based on the literature written above our conceptual framework adopted, the independent variable has 4 content, advertisement content, celebrity endorsement, age group; advertising media

The Dependent variable is brand preference.



Fig 2.2 source: adopted from (Adeolu, Haghirian, and Madlberger, 2005; Gezachew, Singh et al., and Michael, 2012) and (Chandrima, 2009; Vivekananthan, 2010).

Chapter three

Research methodology

3.1 Research approach

The two basic research approach to the research are qualitative and quantitative approach for this study quantitative approach were followed to investigate the effect of advertisement on consumer brand preference ,as quantitative technique help to explore present and describe relationships and trends with in data and as it also help to collect result in numerical and standardize data . (Saunders, Lewis and thrill, 2009) .An Explanatory and quantitative research approach werebelieved appropriate to gather the primary data and attend to the research questions.

3.2 Research design

This study weredescriptive in nature because the study were undertake to examine the effect of advertising on consumer brand performance and identify those factors that significantly influence on consumer brand preference in case of ambo mineral water in Addis Ababa bole sub city.Descriptive research primarily focuses on describing the nature of a demographic segment, which is appropriate for the objective of the study.so this study were attempts to assess the effect of Advertising components (Independent variable) on brand preference (Dependent variable) employing descriptive research design is appropriate.

3.3Population of the Study

The population of this research is all people exposed to the ambo mineral advertisement who reside in Addis Ababa(bole sub city), Consume ambo mineral water product in hotel, bar, restaurant and grocery, Sampling technique used Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher.

3.5 Sampling Frame

The sampling frame refers to the list of all units of population from which the sample were be selected. The sampling frames for this research is infinite or undefined because there is no statistical data that list or even estimate the number of ambo water consumers in Addis Ababa and it is impossible to identify and list from this research perspective. Therefore the sampling frame of this research is customers of Hotels, Restaurants, Bars and grocery's located in Addis Ababa, who consume ambo mineral water product.

3.6 Sample Size Determination

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design. Jankowicz (1995) defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and also within the limited time frame. Sampling technique to be used to select samples from the given population was being convenient sampling. In this technique the sample selection process is continued until the required sample size has been reached.

So to find out the sample size when the population is unknown the sample size were determined with the use of Top man formula as presented below(Hair et al, 2005). Equation 1 Top man equation

Where:

N= required sample size

Z= degree of confidence (i.e. 1.96)²

P= probability of positive response (0.5)

Q=probability of negative response (0.5)

E= tolerable error (0.05)

$$N = \frac{1.96^2 \times 0.5 \times 0.5}{(0.05)^2}$$

$$(0.05)^2$$

$$= \frac{4.00 \times 0.25}{0.0025}$$

$$= 400$$

$$= 400 \text{ (sample size)}$$

From the above calculation it can be understood that the number participants or subjects for the study were be 400 and the designed questioner were be administered to these respondents and their responses were be analyzed and presented in a matter which represents the target population

3.7 Data Collection

3.7.1 Primary data

Primary data can be collected using different methods such as direct observations, interviews, performance tests, different survey, experiments and questionnaires. Main reason behind collecting primary data is to measure or draw accurate information on existing phenomena or in some case,

3.7.2 Secondary data

Secondary data are collected from journals, existing reports, and statistics by government agencies and authorities.

However in the study the researcher chooses the primary data collection mainly the survey method which is found to be the most accurate method in studying a large number of populations.

3.8 Data collection procedure

- ✓ T
- he questionnaires were formulated T
- ✓ T
- he respondents wereselected using convenience sampling T
- ✓ T
- he questionnaires were distributed to the consumers T
- ✓ T
- he data collected from questionnaires were coded for data analysis

3.9 Data Collection Instrument

Choosing a data collection method is the next step in the process, and this entails deciding how to conduct the research as well as how to collect the data needed. Research can be divided in two types depending on what kind of data the research were be based on. Quantitative research deals with information that can be quantified, data that can be given numbers and that can be analyzed by using programs, such as the statistical computer program SPSS. The other type of research is qualitative, which is focused on gathering information in the form of words (Bryman& Bell, 2007, p. 402).

The researches were done using quantitative data. The questionnaire has two sections. The first sections of the questionnaire were related to the demographics of the respondents. The second section of the questionnaire asks respondents about advertisement impact using five-points of Likers scales ranging from 5 (Strongly agree) to 1 (Strongly disagree).

3.1.1 Reliability and validity

Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). In order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test were conducted using Cronbach-Alpha. Cronbach alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).

Validity

Face validity is an estimate of the degree to which a major is clear and unambiguously tapping the construct it purports to assess. Tests wherein the purpose is clear; even to naïve respondents, are said to have higher face validity and vice versa (Nevo, 1985).

3.1.2 Ethical Consideration

In the context of research, ethics is defined as the appropriateness of the researcher's behaviour in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). Respondents were requested to provide information on voluntary basis, there were prior communication about the purpose of the study, and confidentiality of the information was guaranteed. And the purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements were avoided, in the questionnaires

3.1.3 Hypothesis of the study

H1- Components of advertisement and Characteristics of advertising messages have no positive impact on consumers' brand preference.

H2- There is no relationship between advertisement and consumers' brand preference.

H3- Each advertising media has no positive impact on consumers' brand preference.

H4- Celebrities have no positive impact on consumers' brand preference.

H5- The impact of advertising on brand preference of AMW is not varied by age.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

This chapter presents the data analysis and discussion of the research findings obtained from data collected from the survey questionnaire. Responses for the measures on the questionnaire are summarized and presented using tables to facilitate easy understanding.

The demographic profiles of the study sample have been described using descriptive statistics and also different inferential statistics were employed in order to analyze data obtained from the survey. Accordingly, a simple regression was used to test hypothesis and achieve the study objective that focuses on identifying effect of advertisement with higher contribution to the dependent variable.

In order to gather information necessary, 400 questionnaires were distributed to the subjects/potential respondents of which 386 were collected. From these collected questionnaires, 13 of them had problems on either missing/skipping question(s) or marked twice for the same question. 14 questionnaires were not collected. Hence, 373 questionnaires, which represent 93.25% (Response rate). In this survey, female respondents were 116 (31.1%) and male respondents were 257(69.9%).

Demographic Analysis

Gender of respondents

As it is indicated in the table below, from the sample respondents for this research, the number of female respondents was 116 (31.1%) and the remaining is male with frequency 257 (68.9%). From this figure, we can say that men consume more than that of women.

Table-4.1: Gender of respondents

	Frequency	Percent	ValidPercent
Valid Female	116	31.1	31.1
Valid Male	257	68.9	68.9
Total	373	100.0	100.0

Source: Own survey, 2012: SPSS 20

Age of Respondents

From the survey, respondents who are in the age bracket of 18 – 30 years olds were 131 (35.1%), 31 – 40 years olds were 113 (30.3%), 41 – 50 years olds were 74 (19.8%), 51 – 60 years olds were 33(8.8%) and respondents over the age of 61years olds were 22 (5.9%). From the survey, the majority of AMW consumers are in the age range of 18 – 40 years olds (65.4%).

Table-4.2: consumers’ age distribution

	Frequency	Percent	Valid Percent
18-30 years old	131	35.1	35.1
31-40 years old	113	30.3	30.3
41-50 years old	74	19.8	19.8
51-60 years old	33	8.8	8.8
Over 61 years old	22	5.9	5.9
Total	373	100.0	100.0

Source: Own survey, 2012: SPSS 20

Marital Status of Respondents

On the other hand, from the survey, respondents who are single (not married) were 201 (53.9%), married respondents were 149 (39.9%), widow/widower respondents were 4 (1.1%) and divorced respondents were 19 (5.1%).

Table-4.3: Marital status of respondents

		Frequency	Percent	Valid Percent
Valid	Single	201	53.9	53.9
	Married	149	39.9	39.9
	Widow/Widower	4	1.1	1.1
	Divorced	19	5.1	5.1
	Total	373	100.0	100.0

Source: Own survey, 2012: SPSS 20

Occupation of Respondents

The other demographic data showed that, most of the AMW consumers were employed in either government or private organizations with 272 respondents (72.9%), self-employed respondents were 56 (15.0%), students 26 (7%) and unemployed respondents were 19 representing only 5.1%. From the survey, we can understand that employed respondents consume much more AMW than that of the others.

Table-4.4: Occupation distribution of respondents

	Frequency	Percent	Valid Percent
Self-employed	56	15.0	15.0
Student	26	7.0	7.0
Valid Employed in Gov't/private organization	272	72.9	72.9
Unemployed	19	5.1	5.1
Total	373	100.0	100.0

Reliability on Advertising for purchase decision

Table 4.1 shows the responses of participants about taking advertising in to consideration to make purchase decision. 100(26.8%) respondents sometimes rely on advertising. And 200 (53.6%) respondents took advertising in to consideration to make purchase decision. The rest 73 (19.6%) respondents replied that they did not rely on advertising to make purchase decision, this

Implies that most consumers sometimes focus on advertising before making their purchase decision regarding AMW product.

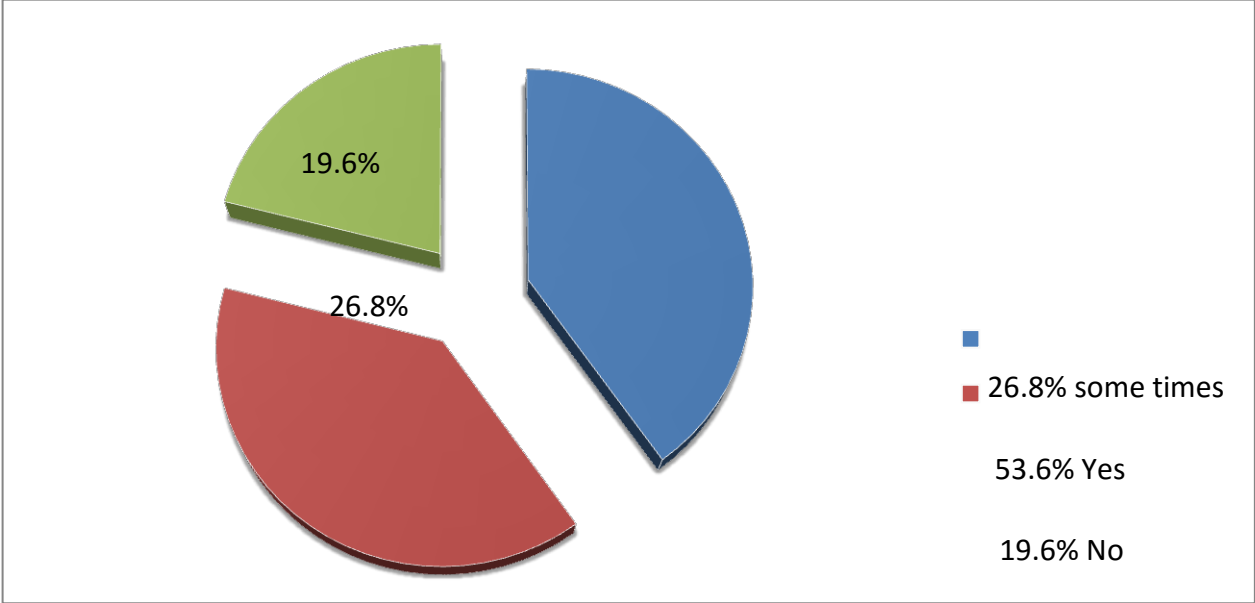


Figure .5. consumers reliability on advertising for purchase decision

Source: SPSS data output

Source: Own survey, 2012: SPSS 20

Reliability Analysis

In this research, the analysis was done using statistical software SPSS. To check the reliability of factors, internal consistency coefficients (Cronbach’s Alpha) were assessed. According to George and Mallery (2003), reliability coefficient of 0.7 is acceptable, more than 0.8 is good and more than 0.9 is considered excellent. The reliability scores in this research were: advertising media (0.765), advertisement content (0.71), celebrity endorsement (0.765) , age group (0.7) and consumer brand preference (0.747). It shows all the variables have the Alpha value in the ‘acceptable’ range (George &Mallery, 2003)

Table 4.2: Reliability Analysis

Item	Cronbach’s Alpha
advertisement content	0.71
celebrity endorsement	0.765
age group	0.7
advertising media	0.765

AMW Brandpreference

Consumers reason for brand choice

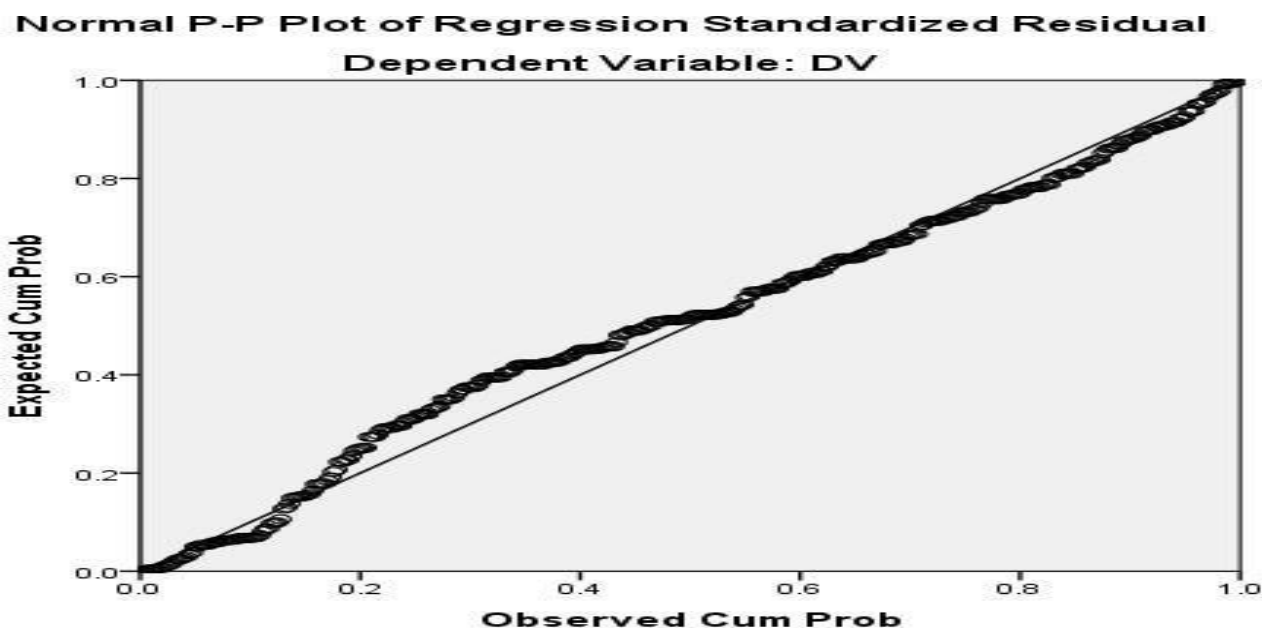
Figure 6 shows the reasons of consumers in the choice of AMW brands. According to the figure 6 223(60.2%) of the total respondents preferred the brand (AMW) because of its quality, 42(11.6%) respondents choose the brand because of advertisement campaign, And 34(9.4%) of them preferred the brand because of advertisement and quality of the product. And 17(4.7%), 14(3.9%), 13(3.6%), 12(3.3%) and 10(2.8%) of the respondents account for advertisement and price, easy availability, quality of the product and price, and easy availability and advertisement, and price respectively. whereas 9(2.5%) of respondents replied due to easy availability and quality of the product, and the rest 3(0.8%) said because of easy availability and price of the brand in the market. This implies that without any compromise in the quality of AMW, advertising became mandatory for the success of the company.

Normality Test

Normality tests are used to determine if a data set is well-modelled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. Furthermore, the normal distribution is symmetric distribution where most of the observations cluster around the central peak and the probabilities for values further away from the mean are somehow taper off equally in both directions.

According to Damodar N. Gujarati (2010), A Histogram Residual is a simple graphic device that is used to learn something about the shape of the PDF of a random variable. On the horizontal axis, we divide the values of the variable of interest (e.g., OLS residuals) into suitable intervals, and in each class interval we erect rectangles equal in height to the number of observations (I.e., frequency) in that class interval. If you mentally superimpose the bell-shaped normal distribution curve on the histogram, you will get some idea as to whether normal (PDF) approximation may be appropriate.

As shown in the figures (Fig-4.1 and 4.2) below the histogram and p-plot graph, we can say that the variables are normally distributed.



Source: Own survey, 2012:SPSS20

Figure: 4: P-plot of regression standardized residual.

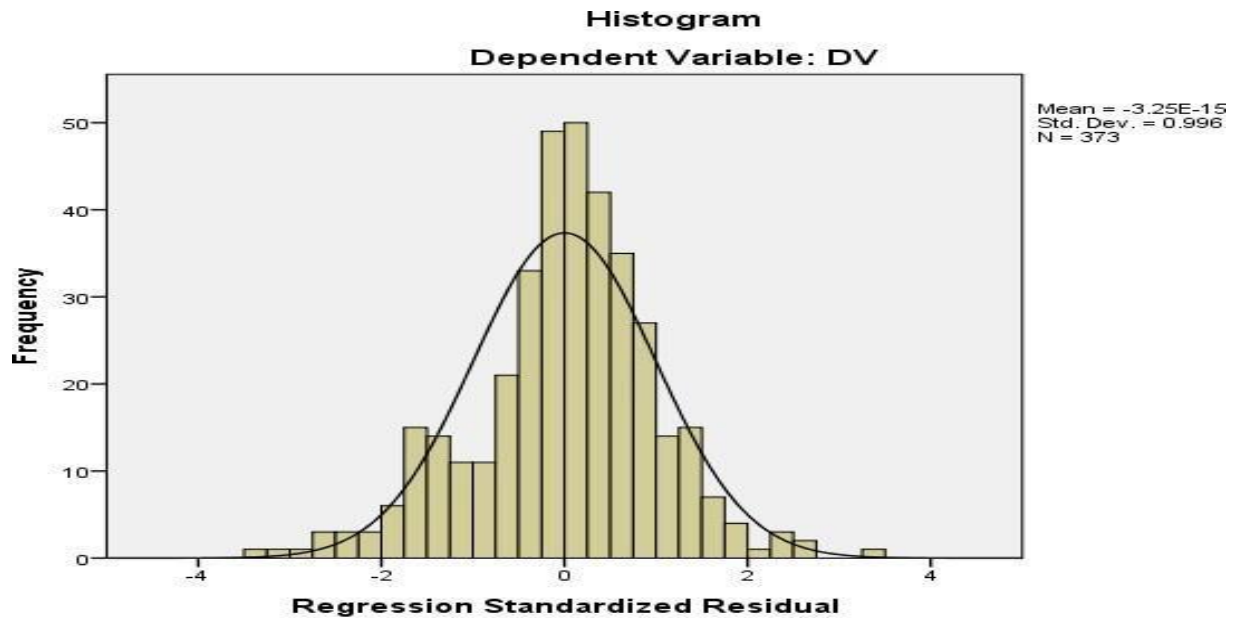


Figure-5: Histogram

Source: Own survey, 2012: SPSS 20

Homoscedasticity

Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

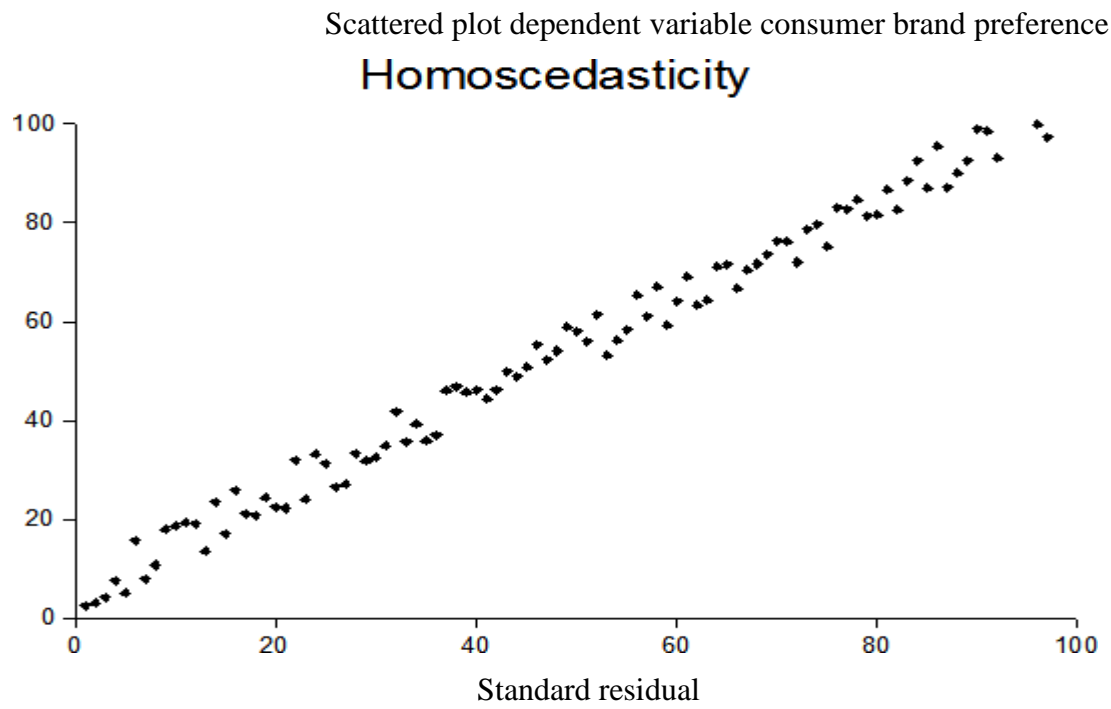


Figure 6: Scatter Plot for Linearity and Homoscedasticity

Source: Calculated From the Researcher Survey Data

4.1 The Relationship between Advertisement and Brand preference

Correlation analysis

The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than zero (0) indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. (Zikmund, 2003)

The stronger the association of the two variables, the closer the Pearson correlation coefficient, r , will be to either +1 or -1 depending on whether the relationship is positive or negative, respectively. Achieving a value of +1 or -1 means that all your data points are included on the line of best fit – there are no data points that show any variation away from this line. Value for r between +1 and -1 (for example, $r = 0.8$ or -0.4) indicate that there is variation around the line of best fit. The closer the value of r to 0 the greater the variation around the line of best fit.

Table- 4.5: Correlations between dependent variable (*Consumers AMW Brand Preference, (DV)*) and independent variables (*Characteristics of Advertising Messages (CAM), Advertising Media (AM), Source of Advertising (SA)*).

Correlation analysis

		CAM	AM	SA	DV
CAM	Pearson Correlation	1	.472**	.510**	.520**
	Sig. (2-tailed)		.000	.000	.000
	N	373	373	373	373
AM	Pearson Correlation	.472**	1	.523**	.456**
	Sig. (2-tailed)	.000		.000	.000
	N	373	373	373	373
SA	Pearson Correlation	.510**	.523**	1	.472**
	Sig. (2-tailed)	.000	.000		.000
	N	373	373	373	373
DV	Pearson Correlation	.520**	.456**	.472**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	373	373	373	373

Dependent variable: AMW brand preference (DV)

Source: Own Survey, 2012

4.2 Regression analysis Multiple regression analysis

Multiple regression analysis is a statistical technique which analyses the linear relationships between a dependent variable and multiple independent variables by estimating coefficients of the equation of straight line” (Hair et al., 2004). Six hypotheses were tested using multiple regression analysis, because the correlation table 5 shows only the relationship between the variables, but the exact percent changes of the dependent and independent variables, the strength and degree of the relationship between variables. Hence, it appeared to be necessary to show all these details.

Table- 4.6: Result of Regression Analysis Components of Advertisement Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.016	.207		4.919	.000
CAM	.351	.055	.322	6.357	.000
AM	.193	.050	.196	3.842	.000
SA	.218	.056	.205	3.914	.000

Dependent variable: AMW Brand Preference Source: Own Survey, 2012 SPSS 20

Table 4.6 shows that the result of multiple regression analysis between dependent variable (Brand Preference) and independent variables (Characteristics of Advertising Messages, Advertising Media and Source of Advertising). As shown in the table, the study showed that all independent variables have significant level below 0.05 ($p < 0.05$). On the other hand, Beta values (individual independent variables) influence the dependent variable.

Of the list of independent variables, Characteristics of Advertising tops with Beta value 0.322. Meaning, there is 32.2% variation in consumers’ brand preference, which is significant at 0.000. In conclusion, from this study we can understand that Characteristics of Advertising Message (CAM) influences consumers’ AMW brand preference. Other independent variables have also influence on consumers’ AMW brand preference. Advertising Media (AM) with Beta value 0.196 or by 19.6% and Source of Advertising with Beta value 0.205 or by 20.5%.

Table- 4.7: Result of regression analysis of Characteristics of Advertising Messages (CAM)

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.795	.185		9.707	.000
Trust advertisements					
Influence	.020	.055	.026	.369	.712
Price influence	.120	.052	.150	2.297	.022
Impressive advertisements	.085	.053	.104	1.606	.109
1					
Easily understandable	.104	.049	.129	2.129	.034
Advertisements					
Grabbing advertisements	.077	.046	.094	1.685	.093
Repeated advertisements	.086	.047	.105	1.823	.069
Creative advertisements	.078	.044	.098	1.763	.079

Dependent variable: AMW BrandPreference (DV) Source: Own survey, 2012 SPSS, 2019

Table 4.7, showed the result of multiple regression analysis between dependent variable brand preference and independent variables (Characteristics of Advertising Messages, CAM). Hence, the study revealed that all independent variables have significant level below 0.05 ($p < 0.05$), meaning the CAM have direct impact on consumers brand preferences of AMW products.

Table- 4.8: Result of regression analysis of Advertising Media (AM)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.140	.181		11.843	.000
1 Television (TV)	.191	.061	.223	3.099	.002
Radio	.178	.061	.204	2.906	.004
Internet	-.023	.058	-.027	-.393	.694
Newsletters	.104	.058	.128	1.795	.073

Dependent variable: AMW Brand Preference (DV) Source: Own survey, 2012

Table -4.8 reveals the result of multiple regression analysis between dependent variable (Consumers’ brand preference) and independent variables (Television, Radio, Internet and Newsletters advertising). As shown in the table, the study discovered that all independent variables such as television, radio and newsletters/magazines advertising media have significant level below 0.05 ($p < 0.05$) except the internet and newsletter advertisings having “p” value 0.766 which is greater than 0.05. That means; all advertising media have no equal impact on consumers brand preferences of AMW products.

Table-4.9: Result of Regression analysis Source of Advertising (SA).

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.925	.193		9.966	.000
Celebrities influences	.240	.056	.255	4.301	.000
Families' and Friends' influences	.088	.053	.103	1.662	.097
Professionals/experts Influence	.183	.052	.205	3.487	.001

Dependent variable: AMW Brand Preference (DV)

Source: Own survey, 2012

From table 4.9, we can see that the result of multiple regression analysis between dependent variable (Consumers' AMW Brand Preference) and independent variables (Celebrities' influence, Family & Friends' influence and professionals'/experts' influence). This study showed that, all reference groups have significant level below 0.05 ($p < 0.05$) that means, all of the reference groups have significant impact on consumers brand preferences of AMW products except Family & Friends' influence. Meaning, the impact of families and friends' influence is not as significant as that of the other variables.

CHAPTER FIVE

Conclusion and Recommendation

5.1 Summary of Findings

The result of regression analysis also shows that variables, advertising media, source of advertising and characteristics of advertising messages have all significant impact on consumers' AMW brand preference. In addition, celebrities influence on consumers' brand preference. In addition to celebrities, professionals/experts and families/friends' influence are significant.

The independent variables; Characteristics of Advertising Messages (CAM), Advertising Media (AM), Source of Advertising (SA) are well correlated with dependent variable; AMW brand preference. As it's also mentioned in the analysis section of this paper, the regression analysis showed that the independent variables have significant impact on consumers' AMW brand preference.

5.2 Conclusion

Advertising is a big marketing weapon to attract customers and stay in customers mind, and also it has significant impact on consumers' preference AMW. Consumers do recall and rely on advertisements of their brands. This recall helps them in decision making while making a purchase. It is imperative that the products or service of any business received the proper exposure, and the way to achieve exposure is through advertising. Advertising is the means by which goods or services are promoted to the public. The advertiser's goal is to increase sales of these goods or services by drawing people's attention to them and showing them in a favourable light. The mission of advertiser is to reach prospective customers and influence their awareness, attitudes and prefer their brand. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand the effect of media used for advertising, message factor and source factor on brand preference. Generally based on the discussions and analysis made the following conclusions were drawn.

The result indicates that among the reasons in the choice of AMW, advertising and quality of the

product has high degree of influence or effect than other reasons do. In contrary, easy availability and price are the least reasons consumers pointed out in their choice of AMW, this may be due to the product nature. Consumers choose AMW brand a lot for the reason of quality and advertising according to the area under study. The finding of the study also revealed that consumers are interested to be informed about the quality of the product and its benefit through advertising. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. All elements of source of advertising such as celebrity, experts, peer group and family have significant impact on consumer's brand preference.

To get target audience's attention during advertising there has to be product-celebrity and audience-celebrity match, otherwise, it might not catch the attention of consumers and the company may not meet its predetermined goal in selling more volume of AMW and large market share.

The Company has to develop stories, documentaries, use background music during advertisement and involve the interest of consumers in advertisement message. It should deliver the advertisement message to a target market about the benefits offered by the new product and also the messages should be more persuasive that emphasize the merits of their product, and that promote brand recall and brand preference. And advertising about quality of the product by credible sources has huge influence in AMW brand preference. The Business Company better use celebrities and experts, they may be actors, athletes, pop stars, or attractive models to advertise their products through the most potent media. Otherwise it will be challenging to get the attention of target audiences. Companies should select the celebrities that have greater credibility and fan following and finally quality of the product has to be maintained, price should be reasonable and this has to be supported by heavy advertising. Since there are more competitors on the ground more efforts should be made to make sure that the customers are well aware of the ads message and are satisfied with their product. And finally build strong brand by using creative advertisement, a brand that can be on the top lists of every consumers' fortified AMW preference rather than simply broadcasting generic message

5.3 Recommendations for Future Research

This study has yielded significant results and produced substantial contributions to the existing body of knowledge; however, there are also significant limitations which require further research to be conducted. In this study, the researcher was forced to build up on the theoretical literature reviews from different sources and on previous works in other countries. The respondents' unwillingness to fill the questionnaires because of lack of understanding about the usefulness of the study, were the main limitation of the study. The results, therefore, are to be treated cautiously and future research should be conducted with the general population. In line with this, the sample size was not large. Therefore, future studies can analyse effect of advertising on brand preference in the fortified mineral water industry with wide range of factors by using large sample size. Second, the study analyses only one fortified mineral water due to lack of financial capacity and time. The case product taken in this study may limit the applicability of the findings to the fortified mineral water industry in general. Thus, the researcher suggests that further studies can examine fortified mineral water industry considering the whole population in Addis Ababa, which would provide a wider basis of analysis and identify more influential factors and investigate the effect of advertising on brand preference

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APPENDICES

Appendix 1: Questionnaire (English)

Dear Respondent,

First I would like to say thank you, for your kind cooperation to give your honest and accurate response. I am doing my thesis in partial fulfillment for the award of Master of Arts in Marketing Management on the effect of advertising on consumer brand preference taking the case of ambo mineral water s.c advertising practice. Your genuine and accurate answers have great contribution to the outcomes of the research. Therefore, you are kindly requested to give genuine responses to the questions below.

The researcher would like to remind you that information you give to these questions are going to be used only for research purpose and kept confidential. If you have any problems or clarification you need, please be free to contact me.

Thank you in advance for your cooperation and timely response

BlenBekele

Part-1: Demographic Data

1. What is your age bracket (Inyears)?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18-30	31-40	41-50	51-60	over 61

2. What is your gender?

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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3. What is your marital status?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Married	Single	Widow/Widower	Divorced

4. Occupation

Self-employed	<input type="checkbox"/>	Student	<input type="checkbox"/>	Employed in Gov't/private	<input type="checkbox"/>
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Unemployed

6. Does an advertisement influence your brand preference?

Yes No

7. Does celebrity advertisement influence your brand reference?

Yes No

8. What is your reason in the choice of AMW brands?

Easy availability Advertisement Quality of the product Price

9. I rely on advertisement to make purchase decision.

Yes No Sometimes

NO.	Questions								
	Characteristics of Advertising Message								SD
1.	Trust advertisements influence my AMW brand preference	CAM							
2.	Price is the main factor for me to decide on AMW	CAM							
3.	Impressive advertisements influence my AMW brand preference	CAM							
4.	Easily understandable advertisements influence my brand preference	CAM							
5.	Grabbing advertisements influence by AMW brand preference	CAM							
6.	Advertisements that are repeatedly advertised on the brand preference	CAM							
7.	Creative advertisements influence my AMW brand preference	CAM							

	Advertising Media						
8.	AMW advertisements on the Television (TV)influences	AM1					
9.	AMW advertisements on the radio influences mybrand	AM2					
10.	AMW advertisements on theinternet influences my brand	AM3					
11.	AMW advertisements on the newsletters influences	AM4					
	Source of Advertising						

Others Part-2

12.	Celebrities influence my AMW brand preference.	SA1					
13.	My families' and Friends' recommendation influences by AMW brand preference	SA2					
14.	Advertisement made by professional/experts influences by AMW brand preference	SA3					
	Dependent Variables						
15.	Advertisement has an impact on my brand preference of	DV1					
16.	Advertising creates brand awareness & recall lead to choose the brand	DV2					

Appendix 2: Research Questionnaire (Amharic)