ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

THE EFFECT OF ADVERTISEMENT ON CONSUMERS PURCHASE DECISION –THE CASE OF SOAP AND DETERGENT PRODUCT IN ADDIS ABABA

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JUNE 2020

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DECLARATION

I, the undersigned graduate student, hereby declare that this thesis is my original work, prepared under the guidance of Mohammed Mohammednur (Asst. Prof.). All sources of materials used for the thesis have 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 the purpose of earning any degree.

_____ _____

Name Signature

Date: - June 2020

Addis Ababa, Ethiopia

Statement of Certification

This is to certify that Lemlem Ambelu has carried out her research work on the topic entitled; "The Effect of advertisement on Consumers purchase decision the case of soap and detergent product in Addis Ababa" is her original work and is suitable for submission for the award of Master of Art Degree in Marketing Management.

_____ _____

Advisor Signature

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List of Acronym's

AD- Advertisement

AIDA - Awareness, Interest, Desire, Action

ANOVA- Analysis of variance

FMCG – Fast Moving Consumer Goods

SPSS - Statistical Package for Social science

Abstract

Using measurement of message design, advertisement by celebrity, frequency of advertisement, timing of advertisement, and media selection consumers buying decisions have been studied. This research is undertaken to investigate the effect of advertisements on consumers' purchase decisions of soap and detergents. The literature reviewed discussed theories, types, and other research related to the study variables. Consumer behavior had also been covered briefly. The research used a descriptive approach and described quantitatively factors related to consumer purchase decisions of soap and detergents. As the main focus, the effect of advertisement (message design, advertisement by celebrity, frequency of advertisement, the timing of advertisement, and media selection) on consumers' purchase decisions had been studied. An advertisement which is the independent variable was further subcategorized into message design, advertisement by celebrity, frequency of advertisement, the timing of advertisement, and media selection. The purchase decision was identified as the dependent variable. Primary data was collected from consumers using a five-point like hart scale questionnaire and secondary data was collected from diverse sources. A total of 384 questioners were distributed of which 323 were properly filled and returned for further analysis. All the 323 questioners were analyzed using SPSS. The Pearson correlation coefficient indicated that the independent variables are correlated positively and negatively with the dependent variables. Media selection was correlated moderately, the timing of advertisement and frequency of advertisement was found to be weekly correlated while message design and advertisement by celebrity were negatively correlated. Regression analysis was also applied, and the results indicated that all the aforementioned variables are significant. Among the independent variables, media selection owned a highest beta score followed by advertisement by celebrity, and timing of advertisement while message design and frequency of advertisement have a negative beta score. Based on the findings, a mathematical model of regression had been put forward and it is recommended that the variables should be incorporated in an advertisement campaign to design an effective advertisement. Hence this research adds a new dimension to the advertisement industry as well as to the literature of soap and detergent marketing.

Key Words-Advertisement, Purchase decision, celebrity advertisement, media selection, message design, timing of advertisement and frequency of advertisement.

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Advertising can be traced back to the very beginning of record history. Archeologists working in countries around Mediterranean have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights and Phoenician opined pictures on a large rock to promote their wares along parade route. Modern advertisement however is far from those early day efforts (Kotler& Armstrong 2012).

Advertising can be defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or the time for advertising must be bought except in public service announcement whose advertisement space or time is donated by the media. The non-personal component means that the advertising involves mass media (e.g. TV, radio magazine, newspaper) that can transfer message into a large group of individuals. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient except in a direct responds marketing (Belch& Belch 2003).

Advertising is considered as an important part of many marketers promotional mix. This is due to the fact that it can reach a larger number of consumers with a limited cost. Thus it can be considered as a cost effective method. It can also be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services. There are Identified five characteristics of advertising which affects consumers in their purchase decision. These are Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest. (Kotler& Armstrong 2012).

Kumar (2014) also made a research on the impact of advertisement on consumer behaviors of selected soap and detergent brands. In his study he identified Ad recall, Understandability, Believability and Relevance of advertisements as a measure of effect on consumer behavior.

Sharma (2009) also argued that measuring the effects of advertising is difficult and indirect measures which focus on customer awareness can be adopted. These measures are Exposure, Attention, and Brand awareness. To succeed in the market, companies need to focus and

concentrate on the presentation of their products. The issues like, how advertisements impact the behavior of consumers, advertisements from individual and societal perspective are needed to be examined by the marketers in formulating advertising strategy (Mohan &Adinarayana, 2012).

The buying behavior of consumers is changing rapidly like never before and the companies should take care of the interest and taste of the consumers. There must be a proper planning and strategies have to be used to capture the mind-set of the viewers or consumers (Pallav, 2016).

Advertising researches conducted in Ethiopia which the researcher had come across in reviewing literatures focused on advertising impact in building brand equity. Martha A (2017), Kassahun F (2015) had conducted a research on the impact of advertising on brand equity of the soap and detergent and the beer industry respectively. Both researches identified elements of brand equity and assessed the impact of advertising in building brand equity.

In research conducted by Netsanet B (2017) on the ―Impact of Advertising on Consumer Purchase intention of the Beer Market", advertisement factors such as message appeals, advertisement media and source factor were identified as independent variables to predict purchase intentions. Among these factors message appeal found to be the most predictor for purchase intention of beer. The research was conducted on the brewery industry which limits its applicability towards consumer of soap and detergents.

Purchase involvement can be defined as the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase. Thus, purchase involvement is a temporary state of an individual or household. It is influenced by the interaction of individual, product, and situational characteristics (Hawkins &Matherbaugh, 2010).

According to Gehla (2006) soap and detergent purchase fall under the ―a low involvement category. The potential customer will use either nominal or limited decision making approach. Nominal decision making, sometimes referred to as habitual decision making, in effect involves no decision necessarily. A problem is recognized, internal search (long-term memory) provides a single preferred solution (brand), that brand is purchased, and an evaluation occurs only if the brand fails to perform as expected. Nominal decisions occur when there is very low involvement with the purchase. A completely nominal decision does not even include consideration of the do not purchase alternative (Hawkins &Matherbaugh 2010).

Habit is one of the simplest, most effortless types of consumer decision making, which is characterized by little or no information seeking and little or no evaluation of alternatives. However, habit does not require a strong preference for an offering; rather, it simply involves repetitive behavior and regular purchase. In these common, repeat-purchase situations, consumers can develop decision heuristics called choice tactics for quick, effortless decision making. Hoyer & Machining‘s (2008) support this view. Rather than comparing various brands in detail, consumers apply some tactics to simplify the Decision process. When consumers were asked how they made their choices, several major categories of tactics emerged, including price tactics (it’s the cheapest or it’s on sale), affect tactics (I like it), performance tactics (it cleans clothes better), and normative tactics (my mother bought it). Other studies have identified habit tactics (I buy the same brand I bought last time), brand- loyalty tactics (I buy the same brand for which I have a strong preference), and variety-seeking tactics Hoyer & Machining‘s (2008).

1.2 Statement of the Problem

Many in marketing business feel that they do not know how advertising works but cannot take the risk of no adverting their products or service in case they suffer a disadvantage compared with competitors. As brand image has come to represent a dynamic and enduring source of consumer interest and (company revenue), the way in which brands can be portrayed and their image controlled have become central to the concerns of brand managers. Advertising alone does not make the brand but the successful consumer brand is, inseparable from its portrayal in advertising and other communication media. Advertising communication frames the way consumers engage with and understand marketed brands. It is advertising rather than more tangible aspect of marketing management that symbolically realize the marketing ideal of giving the consumers what they think (want) (Belch& Belch, 2003).

Martin Mayer (1958) puts forward three basic concepts with regard to a good advertisement: in his opinion, an advertisement must basically be a believable one. Simple techniques, such as the use of pictures or diagrams also increase the believability of the advertisement. Repetition is another key concept in the case of advertising. He suggests that it is better to have a long series of small advertisements than one extremely large advertisement. These act as memory ticklers among the consumers. The third concept put forward by him is the Concept of the impression of message.

Advertising is considered, to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and reminding and, over the long term, developing and maintaining brands. Companies are focusing more on advertising in recent years to communicate the target market effectively. The fast changing competition scenario in almost all the business domains is forcing the companies to strengthen their marketing operations to establish and continue with the customer connectivity. Advertisements thus assumed greater significance particularly in consumer goods and services marketing. The marketers are leaving no stone unturned to have communication contact with customers and to influence their purchase behavior and purchase decision process. Yet it remains an unfortunate fact of life that little is actually known for certain about how advertising works.

The main reason for conducting this research is that the observation of the researcher in advertising message which lacks fascination and persuasion in affecting consumer‘s decision. Preliminary assessment on consumers showed that consumers are opined that the ongoing soap and detergent advertisements are not used as an input for their decision making process. Marketers should be able to impact consumers for their products through advertising which can reach a large number of consumers at a given time. Therefore it became the interest of this researcher to investigate the effects of advertising from a different dimension considering message design, advertisement by celebrity, frequency of advertisement, timing of advertisement, and media selection.

Furthermore as indicated by Martha A (2017) there is lack of literature, strong support document, reports regarding the soap and detergent industry. It is the belief of this researcher that conducting this study also helped filling this gap by contributing some input to the industry’s marketing literature. The research contributed to the study of advertising both in developing a conceptual framework from a distinct perspective and in its area of applicability.

Thus this study has been conducted to identify the effect of advertisement on consumers purchase decision on soap and detergent product in Addis Ababa.

1.3 Basic research questions

The research questions that need to be addressed include the following:

1. How do the advertisement messages used by detergent products affect consumers purchase decision?
2. How do the choices of channel or media affect consumers purchase decision?
3. What is the effect of advertisement frequency on consumers purchase decision?
4. How does celebrity advertisement affect consumers purchase decision?
5. To what extent timing of advertisement affect consumers purchase decision?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of this study is to investigate the effect of advertising on consumers purchase decision of soap and detergents in Ethiopia.

1.4.2 Specific objectives

The specific objectives of the study are:

- To examine the effect of the advertisement message of soap and detergent product on consumers purchase decision.
- To examine the effect of channel or media selection consumers purchase decision.
- To examine the effect of celebrity advertisement on consumers purchase decision.
- To investigate how does timing of advertisement affect consumers purchase decision.
- To examine the effect frequency of the advertisement on customers purchase decision.

1.5 Significance of the Study

Companies are focusing more on advertising in recent years to communicate the target market. The fast-changing competition scenario in almost all the business domain is forcing companies to establish and continue with customer connectivity. Advertising thus assumes greater significance particularly in consumer goods and service marketing (Mohan &Adinarayana, 2012).

Thus, the benefit of this study is to provide an examination on the effect of advertising on consumers purchase decision in the case of soap and detergents in Ethiopia. The results of this study will be considered as an input for their decision process and hence provide marketers a foundation in designing advertising strategy for the specific product.

1.6 Scope of the Study

This study has both conceptual and geographical scope. Conceptually, even though, consumer's decision for purchasing a particular product is affected by many marketing variables, the scope of

this study is limited to the advertisement issues including message design of the advert, advertisement by celebrity, frequency of advertisement, timing of advertisement, and media selection. The geographical scope will be restricted to consumers in Addis Ababa. The study period covered from October to June 2020.

1.7 Definition of Terms

Advertising-it is conventionally regarded as one element of the promotional mix, a management tool defined by its explicitly promotional, mediated and paid for character and differentiated from other communication disciplines such as public relations, personal selling, corporate communication, sales promotion (Hackely,2005).

Purchase decision- The willingness and ability of a customer to buy a certain product or a certain service is known as purchase decision (Kotler&Armstrong, 1991).

Frequency of advertisement

Repetition of advertisement means when an advertisement exposes more than one time in a day. (Vakratas and ambler1999).

Advertisement message-is a message which is aimed to address the customers or the audience by the advertising company. Company's advertising message should be understandable. It should not be complex. The simplicity of the advertisement leads to impact the information consumers so that they are well informed and can make a good choice (Mewal,NR 2015).

Advertisement by celebrity: - Celebrity endorsement is advertising the needed product by famous people by a promotional tool that boosts brand awareness**. https://smallbusiness.chron.com/effect-celebrities-advertisements-56821.html)**

1.8 Organization of the Study

This study encompasses five chapters. The first chapter covers introduction of the study including background of the study, statement of the problem, and research question, and research objectives, significance of the study, scope of the study definition and terms and organization of the study. The second chapter is reviews of related literature in this chapter both theoretical and empirical evidences related to the topic will be discussed. The third chapter is about research methodology which includes research approaches, research design, data type and source, target population,

sampling technique and sample size, data collection procedure, and ethical considerations. And the fourth chapter will mainly be concerned with the analysis of data collected. The last chapter, which is chapter five, will present the conclusion and the recommendation drawn from findings of the data in addition with implications and recommendation for further research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter provides review of related literatures. In line with the objective of the study it centers advertising as its core point. Furthermore, it will review the effects advertising has on the purchase decision of consumers in the soap and detergent industry.

2.1 Theoretical Review

2.1.1 Advertising

Advertising is a specific and unique part of the marketing communications mix. Unfortunately, many people think of advertising in a much broader sense even to the extreme of being used to describe any and all forms of promotion. This causes much confusion. Advertising has been described here as a form of promotion.

The term advertising is a form of communication for marketing and used to encourage, persuade or manipulate audience (Vijayakumar 2014).

Much of the assumptions regarding advertising's effects are based on the assumption that advertising is a strongly persuasive force. Consumers are not, however, passive recipients of advertising messages. AmirataDhailiwal. (2016) suggests that the question is no longer 'what does advertising do?' a question she and others raised over a decade ago, but rather 'what do people do with advertising?'

The perception of advertising as a strong force originates from a long-held view (Barry, 1987) that advertising works via a 'hierarchy of effects' This concept originated a century ago and envisages consumers moving through a series of stages from initial awareness of a product (A), through exposure to its advertising, to interest in the product (I), desire for the product (D), and finally action (A) in terms of purchase behavior (the AIDA model). AIDA is criticized as unproven and too simplistic, yet it remains a central 11 tenet of many marketing texts. It has maintained its dominance in spite of challenges launched over almost thirty years (Ehrenberg et al., 1997). The lengthy battle for recognition that the 'strong force' does not apply to all market sectors is well documented by Jones (1990), suggesting that, for low involvement products, there is an expectation that familiar brands in a product category will be similar in performance to each other and that there is therefore minimal incentive for consumers to pay attention to advertising for these brands.

Ambler (2000) also criticizes both the traditional hierarchy of effects models such as AIDA. His primary criticism is that these models assume that even advertisements that are 'virtually unnoticed' (Ambler, 2000: 304) receive low levels of rational conscious processing by viewers. He further criticizes these models for assuming that advertisements that may be perceived as irrelevant are processed in the same way as those that are considered to have some degree of relevance to the receiver.

Both Heath and Ambler suggest that advertising passively builds associations between brand names and attributes. These associations may then influence decision making, but at an intuitive rather than conscious level. Their views are supported by Ehrenberg (2001), who asserts that competitive products are seen as substitutable and that consumers frequently are not exclusively loyal to one single brand but will usually have repertoires of brands to which they will have split loyalty. In such situations, the role of advertising focuses on: reinforcement of existing propensities to buy it as one of several acceptable brands – nudging such consumers to buy it more often. (Barnard and Ehrenberg, 1997: 22)

Further support for the concept of a weak force theory of advertising's influence is provided by Ambler (2000) who suggest that product preferences are often formed after an initial trial and that, in low involvement purchasing, experience with a product is a stronger influence on future purchasing decisions than is advertising, which they regard as primarily reinforcing existing preferences and helping to defend the consumers' perceptions of a brand. Thus, advertising in mature markets may be substantial but focused on protecting existing market share or obtaining share from other competitors. Failure to maintain presence in the market and awareness among purchasers may result in a loss of market share to competitors.

2.1.2 Theories of Advertising

In the literature, instead of' one proven theory, there are at least four distinct, alternative theoretical formulations of' how advertising produces its effect. Weilbacher (1984) summarizes these four theories.

Pressure – Response Theories of advertising assume that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect. This theory tends to ignore the quality of advertising creative work in causing advertising effects.

Active Learning Theories of advertising assume that advertising conveys information that leads to attitude change and, in turn, to changes in marketplace behavior.

Low Involvement Theories of advertising assume, at least in some advertising situations, that the information content of advertising is not of importance to the consumer and that it tends to be passively stored rather than actively evaluated in relation to consumer reactions to products and companies. In this conception, advertising effects cumulatively increase brand relevance or salience, result in changed purchase behavior, and lead to revised attitudes only after the brand has been purchased or used.

Dissonance Reduction Theories suggest that behavior may lead to attitude change and that newly formed attitudes are reinforced and stabilized by information from adverting.

2.1.3 Models of Advertising Effect

The linear information processing theories of communication and persuasion have been highly influential in both advertising and marketing communications textbooks and also in professional practice. These theories generally reflect the methods and assumptions of cognitive psychology. In particular, they draw an analogy between the information processing of computers and that of humans.

I. AIDA Model

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997).

This model refers to specific techniques necessary to implement when creating an advertisement. The model was first developed for the stages a sales person should follow in his sales. It was used in assisting sales training. Hierarchy-of-effects models of advertising persuasion tend to be variations on Strongs (1925) AIDA (Awareness, Interest, Desire, Action) sequence in which the consumer is moved along a linear continuum of internal states from unawareness to awareness, then interest is elicited and desire (for the brand) aroused. Finally, the consumer is stirred into action in the form of a purchase (hence the acronym AIDA).

The AIDA process suggests that the principal task is to move people from levels of unawareness to awareness, and through developing interest and desire, move them to take action – especially in the form of product purchase. Inherent in this model is the implication that advertising works through a process of persuading people to buy, that not only should they be aware of the product but that they should buy because advertising has convinced them that it is something they want. Advertising's role, therefore, is to make the market aware and provide sufficiently enticing and imaginative messages to generate interest and desire to purchase.

With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that:

1. Commands Attention

2. Leads to Interest in the product

3. And thence to Desire to own or use the product

4. Finally leads to Action (Mackay, 2005)

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).

The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement.

The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases (Brierley, 2002).

Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005). In 1961 there were two

new models published, the DAGMAR theory (Belch & Belch, 1995) and Lavidge and Steiner.s hierarchy of effects model (Lavidge& Steiner,1961).

II. **Hierarchy of Effects Model**

The second model, conceived by Livider and Steiner is the Hierarchy of Effects model that recognizes two additional steps before the recipient becomes a purchaser and gives importance to cognitive stages. The individual is seen to move from an Awareness of the product's existence to Knowledge of the product's attributes. From the progresses to liking for the product, which result in a preference for that product above the others available then gets a conviction as to the value of that product to him which leads to the eventual stage of purchasing the product.

III. **Innovation-Adoption model**

Based on Diffusion of Innovations theory in communication (Rogers 1973), describes how advertising helps in creating acceptance for a new product. By spreading awareness amongst the audience about the product to increasing their interest levels (creative executions play a crucial role) aids the consumer segment into evaluating both the communication and also the product leading to trail use. This trial is pre-emptive action before the ultimate purchase decision. Advertising is significant because it leads the consumer to trial, leaving it to finally adopt or reject the product based on the merit of the product and other elements of the marketing mix. In case of rejection, advertising reinitiates the process by using innovative message execution strategies to position the product in an alternative manner. Advertising rarely relies on drastic changes in the product to gain acceptance from the audiences.

2.2 Overview of advertisement in Ethiopia

The indigenous way, intrinsic to the evolution of trading with money in the 19th Century, was Word of Mouth ‘where merchants had their products announced in public or carried their products, shouting their names. This is still done by vendors of various goods who shout out their wares through quiet streets of city neighborhoods. The rare and sporadic advertisements in print, rolled off the press a century ago with the birth of the unforgettable Aimero, Ethiopia’s first newspaper. Most advertisements in the newspaper were posted as a notice.

Advertisements had been broadcasted on various commodities like Coca Cola and soap and detergent and soap like Palmolive and several consumer items. During the imperial regime and to

date a number of companies like Ethiopian airlines, Commercial Bank of Ethiopia sponsored a number of graduation school bulletins and magazines as well as numerous in housing journals (Solomon 2018).Soon the advertising industry picked up quickly and reached up for 34 companies who become a role player in the business reaching over a million birr in those days. However the shift in political ideology and economy of the 1970s killed this impetus and the nation ended up with just one state-owned enterprise advertising (Dawit, 2016).

Public media was the only media and advertisement was restricted to very few commodities. In the advent of post 1991economic liberalization and structural reforms in the economy opened up a wider space for the private sector by lifting the half a million birr capital that was imposed on the public (Solomon,2018)

In the recent days the emergence of new TV channels, FM radio made a huge effect on the advertising industry. These channels have advertising packages whereby the cost varies at day and night time, as well as on weekdays and at weekends. In addition some companies are using product placements in various sitcoms which are aired by the TV media.

2.3 Types of Advertising

Sandage C, H &Fryburger V &Rotzoll (2001) identified seven types of advertising. These are

- **Brand advertising is** usually visual and textual advertising. It is intended primarily to achieve a higher level of consumer recognition of specific brands.
- **Commerce and retail advertising** this type of advertising focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.
- **Political advertising** this type of advertising is considered as one of the most prominent and the most influential types of advertising. A positive image of the politician is formed.
- **Advertising with a feedback** this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).

- **Corporate advertising** is an advertising which almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.
- **Business advertising** is professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.

Public or social advertising is advertising oriented to the audience which is united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

2.4 Consumer Behavior

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Therefore, the study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers to know (Dhaliwal,2016).

Armstrong (2009) suggest that' Consumer buying behavior refers to the buying behaviors of final consumers-individuals and household who buy goods and services for personal consumption.' Consumer buying behavior can be described as the study of persons, groups or different organizations and their guide of selecting, using, processing, disposing and securing of products, services, ideas or experiences of a particular business organization (Ville, 2012).

According to Peterson (1995) the consumers are constantly showing the moving behavior while they do shopping but there are a number of customers, who are extremely strict to their choice and loyal to the business organization.

Rust and Zahorik (1993) stated that- ''customers maintenance depends on customer pleasure and satisfaction and some other drivers.'' Consumer buying behavior has been changed dramatically in the last few decades, especially in the retail and fashion sectors and the main reason is increasing number of competitors, which is making impact of customers moving ration (Reinartz and Kumar, 2000).

Actually consumer buying behaviors is the system of the individuals or groups and it covers lots of field in marketing. Customer satisfaction and loyalty also affect consumer buying behavior. Moreover, understanding consumer buying behavior is very important in business because it is an important marketing concept to make customer happy and loyal.

A business organization should better understand their customer and their needs and make customers believe that their products and services are better than their competitors. The responses from customer are the result of company's marketing strategies whether it is successful or not. However, a company can be successful in the market if they can use the information and knowledge from the customer properly. With using of the information a business organization can make positioning themselves in the market and find the strength and weakness compare with its competitors (Solomon, 2004).

According to Berry (1969) - there are a number of consequences which are depending on consumer behavior correlated with the stores. To boost the stores images rewarding strategy is very imperative which also shopper loyalty. On the other hand, the difficult consequences make the critical brand image.

Consumer buying behavior refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behavior that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007).A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behavior as it facilitate firms to plan and execute superior business strategies (Khaniwale, 2015).

Advertisement and Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This view of consumer behavior is broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Consumer purchase decision can be defined as the implied promises to one's self to buy the product again whenever one makes

next trip to a market (Fandos&Flavian 2006). Purchase decision means the likelihood that a consumer will buy a particular product; the higher the purchase decision, the greater the purchase probability (Kotler& Armstrong 2012).

Consumer purchase decision is a kind of decision making that studies the reason to buy a particular brand by consumer (Shah 2012).Purchase decision usually is related to the behavior, perceptions and attitudes of consumers. Consumers start collecting information from external and own experience. Once they collect certain amount of information, consumer asses and evaluate the information to reach at the purchase decision. Consumers pass through different stages in their purchase decision process. The issues involved in the process include problem recognition &identification, Product information search, identification & evaluation of choices, vendor recognition & selection, price negotiation, negotiation of terms and conditions ,buying process and post purchase evaluation & grievances. (Shah 2012).

Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumers "to-do" list.

Advertising:-is a way of communication to encourage an audience for making purchase decision about a product or service conveying information to viewers.it is considered as a vital and essential element for the economic growth of the marketers and business (Ryans, 1996).

Advertising media selection:-is the process of choosing the most efficient media for an advertising_campaign. When deciding which media to select for promotional purposes, firms must consider a number of factors in order to maximize the effectiveness of their marketing campaigns. These factors are budget, campaign objective, target audience, focus, leadership, circulation and timing. The advertising medium refers to the means through which the advertiser can convey his message to audience. Proper selection of the media enables the advertiser to achieve the desired results. Hence, advertising media selection is vital for the success of an advertising campaign. (www.mbaknol.com/marketing-management/factors-affecting-advertising-media-…)

Advertisement by celebrity: - Celebrity endorsement is a promotional tool that boosts brand awareness**.** It is a way of enhancing credibility and gaining visibility for brands. Celebrities are well-known people and a celebrity endorsement can make a brand stand out. Many companies have successfully leveraged celebrity endorsements to result in increased business. Typically, celebrity endorsement is associated with large companies. Increasingly, smaller and lesser known

companies are reaching out to celebrity influencers to promote their brands. Celebrity endorsement builds credibility and can expose a brand to new markets. Most of the times celebrities influence the consumers by communicating in an effective way; and the customers perceive the brand as having very superior quality just because it has been endorsed by their favorite person and based on this customers start that endorsement as one of the indicator of the superior quality for any other brand. With the help of the both celebrity endorsers and the company credibility plays a very significant role in the attitude of the consumers towards the advertisement and brand recall too.

Celebrity in the ads plays a major role in consumer purchase decision. On celebrities companies is spending billions of rupees, because companies are confident that they will get return through their advertised products. Past studies on celebrates endorsement shows that the use of celebrity in advertisement generate attention from consumers and greater publicity. The celebrity effect is the ability of famous people to influence others. Companies can use that star power and influence to boost their own products and services. Celebrities can add credibility and glamour to a brand. Celebrity endorsements are powerful in part because of large celebrity networks. Celebrities are able to reach a lot of people through different mediums. Celebrities can reach people through television, traditional media and also social media. The other major reason they are so powerful is because of the celebrity effect. **(https://smallbusiness.chron.com/effect-celebrities-advertisements-56821.html)**

Message design of advertisement

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring them to make a purchase (Madden & Weinberger, 1982).

Company's advertising message should be understandable. It should not be complex. The simplicity of the advertisement leads to impact the information consumers so that they are well informed and can make a good choice (Mewal,NR 2015).

Advertisement often consists of complex tools; the target group has to work hard to decode the message as there are several ways for people to decode a message. Therefore it is important that the sender is aware of the target group. Advertisers have to be aware of the fact that people

interpret messages differently based on prior experience, age, sex, religion, culture and beliefs. Therefore message should be clear and simple to understand (Johanseenet.al 2010).
Tahkur in his research entitled — the impact of advertisement on customer buying behavior of personal care products also depicted that advertisement features of understandability was an important factor that 52% of the respondents agree on its influence on their purchasing decision. Hence, understandability in advertisement has an effect on purchase decision.

Familiarity created by advertisement for a certain brand is also an important factor that affects consumer buying behavior. Macinnis and Park (1991) carried out a study with consumers to investigate the effects of familiar songs in advertising and consumer behavior. In their research, consumers depicted satisfaction for products with familiar songs and a significant relationship was confirmed between the level of familiarity of the messages of the advertising and its amiability.

Social role and image reflects that ads influence individual life style and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell image and life style. Consumers learn about new life style, image and trend through ads (Pollay & Mittal, 1993; Burns, 2003). Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product.

Advertising spending also creates positive impression about a brand in the minds of the consumers. Aaker and Jacobson (1994) also find a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to greater amount of purchase from that brand as consumers generally prefer to purchase from a well know brand in order to avoid disappointments over quality.

Originality is one of the dimensions of creative advertising. An original Ad comprises elements that are rare or surprising, or that move away from the obvious and commonplace. The focus is on the uniqueness of ideas or feature contained on the Advertisement (Reinartz&Saffert 2013).
Advertising original idea has been considered as an important factor that influences consumers ‘reaction to the message and in turn advertising effectiveness. The essence of original idea is that anyone else didn’t think like that before (Chernkova 2012). This study revealed that original idea, humor and music were what respondents notice in creative advertising.

In a research conducted by Maniu and Zahire (2014), they approached creativity using traditional and non-traditional media. Their investigation was by considering what creativity would provide: originality & message relevance and applying it to attitude towards ad model.

As a result their findings were that both originality and message relevance showed positive and significant relationship which they affirmed that it is in line with the findings of by Dahlen and Edenius (2007). However, the findings emphasizes that originality in non-traditional media develops a more favorable attitude towards the Ad than traditional media.

Frequency of advertisement

Repetition of advertisement means when an advertisement exposes more than one time in a day. The repetition of ads, use of celebrity in ads and product perceived quality that is the judgment of consumer about the product superiority and excellence, influences consumer to purchase that brand. In purchase decision consumer select one product and decided to purchase it. The advertiser must aware about the frequency of media that how much frequency of exposure will be effective to create positive response from consumers. So advertiser should also have to decide that, how many times the ad will repeat in a day or week/month. Because sometime repetition of ads put positive impact on customer and sometime it leads to negative response. (Vakratas and ambler1999).

According to Krugman (1972), the first exposure of customer to television advertisement raises the curiosity and then second exposure of television advertisement lead to an evaluation and in third exposure customer decide that whether to purchase product or not. According to Vakratas and Ambler (1999), One to three exposures are enough for purchase. There are several studies of purchase decision and how the purchase decision affected by the repeated exposure to advertising. According to Lewin and Kurt (1936) for Perceived quality, consumer is willing to pay a price premium for brand. The perception about quality for strong brand adds value in the evaluation of consumer purchase. Most of time belongings of communication repetition on attitudes and purchase decision have been studied.

Most studies show that the viewer understands the message in a few exposures but further exposures lead to negative response. For example, on advertising wear out (Balder and Sternthal 1980) and in the literatures on the attitudinal impact of mere exposure (Harrison 1977; Zajonc 1968) were emerge by such type of U-curves for impact of repetition. With the repetition of ad, selection of celebrity that will endorse the brand is also important factor.

2.5 Empirical Review

According to a research on "Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry" (Ms.sangeeta gupta 2013). The customer behavior study is based on the consumer buying behavior. The consumer plays three roles: role of user, payer and buyer. There is a positive relationship between Relevant News and pleasure, indicating that relevant news as a strong factor in inducing positive emotional responses.

According to a research on "Consumers' Perception on Online Shopping "(Dr.R.Shanthi, 2015)it's mostly the youngsters who are attached to online shopping whereas the senior people still prefer the traditional methods of buying the product in comparison with the young adults. However there is shift in focus where middle age people are showing interest towards online shopping as well. This study also reveals that the price of the products has the most influencing factor on online purchase.

Advertising is considered to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and reminding and, over the longer term, developing and maintaining brands. Some argue that once started, advertising should be a continuous activity (Picton&Rodrick, 2005).

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers (Dhaliwal, 2016).

In a study conducted regarding the effects of advertising with reference to cosmetic product in India revealed that 70% of the consumers were influenced by the advertisement. Advertisements on cosmetic products, inform them on the essence of using the product and create awareness of the cosmetic products but their purchase of these products is highly influenced by other factors like the quality, brand, others recommendation and price (Ampofo, 2014).

Following the conceptual framework developed by Mewal NR (2015) he identified Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest as the key drivers which pushes the consumer in the direction of purchase. Understandability, attention grabbing, and honest advertisement were found to be strongly related to consumer buying behavior where as impressive, attention grabbing and creative advertising found to be moderately related. Attention

grabbing Ad, impressive and Honest advertising rank from 1st to 3rd while memorable, creative and Simple to understand advertisement rank from 4th to 6th in their degree of influence. Hence, understandability in advertisement has an effect on purchase intentions.

According to Warlop and Wedel (2002), advertisement is able to influence the consumer behavior because advertisement able to attract attention of the public. While attention increases towards a product, they will have a certain perception and will build belief on their particular product. If the belief and the perception were positive, the consumer will likely get more information and adopt the product. If the perception and belief is negative, the potential customer will declare any information about the product and will not adopt the product.

2.6 Research hypotheses and Conceptual Framework

2.6.1 Conceptual Framework

This study is designed to determine the effect of advertising on consumer purchase decision of soap and detergents. It will assess:-message of advertisement, frequency of advertisement, advertisement by celebrity, timing of advertisement and their impact on consumers purchase decision process.

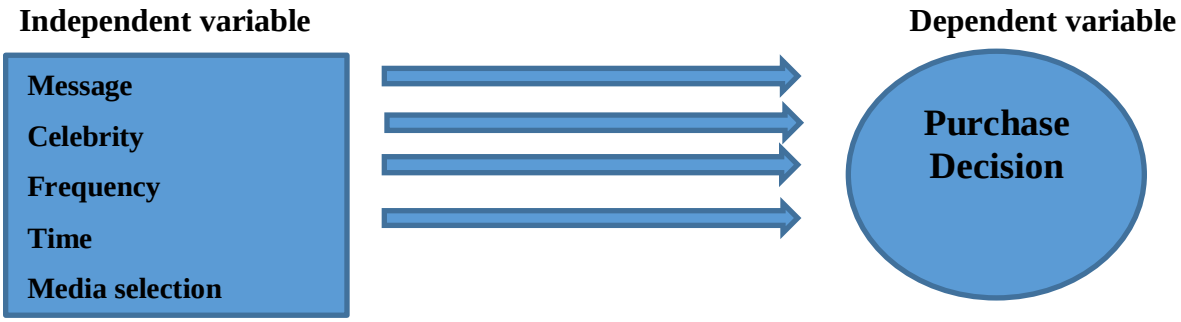

Figure 1 Conceptual Framework

Adopted from Mewal N, (2015) and ,Reinartz &Saffert 2013).

CHAPTER THREE

RESEARCH DESIGN & METHODOLOGY

Introduction

This chapter covers a planned action in the arrangement of collection of data, measurement, and analysis of data in a manner that is relevant to the research purpose. It includes all the methods, techniques and procedures that will be used in conducting the research.

3.1. Research Design

Research designs are plans and procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Cresswell 2009). It is a framework for conducting a research project.

In this study the researcher used explanatory and descriptive research design in a sense that it identifies and discribes the links between advertising and purchase decision of consumers for soap and detergents.

3.2.Research Approach

Punch as cited by Huges (1998) suggested factors to consider while choosing research approach. One factor that was mentioned is the literature and how other researchers dealt with it. It is the desire of this researcher to align this research with the standard approaches with previous studies and hence adopted mixed approach both qualitative and quantitative and approach. Quantitative research approach is an approach for testing objective theories by examining the relationship among variables, testing hypothesis and qualitative research approach is used to uncover trends in thought and opinions. And the researcher examined the relationship among the identified variables using statistical procedures. Consequently analyzing data with quantitative strategy requires an understanding of relationships among variables by either descriptive or inferential statistics. Descriptive statistics also helps to draw inferences about populations and to estimate the parameters (Trochim 2000).

3.3.Data Type and Sources

The researcher used both primary and secondary data. The primary data was collected from respondents which are users of soap and detergent to get a good understanding of advertising effects on consumers regarding purchase of soap and detergents.

The study also utilized secondary data obtained from written materials like: academic books, journals, magazines, research papers, internet resources for literature review.

3.4.Methods of Data Collection

The primary data was gathered particularly using survey questionnaire. A questionnaire or it is called a scheduled form of measuring instrument, is a formalized set of questions for obtaining information from respondents. Measurements of the effect of advertisement(message design, advertisement by celebrity, timing of advertisement, frequency of advertisement, and media selection) and customer purchase decision context were adopted and modified from the previous studies, and a five-point Likert scale ranging from 1=Strongly Disagree to 5=Strongly Agree were used. Further, the questionnaires were developed in English and translated to Amharic language. In addition the questions were divided into three sections (Section I,II and III). The sections I was developed to measure demographic information, including gender, age, and educational background. And II were developed to measure the general information of respondents regarding advertisement and section III were developed to measure the effect of advertisement sub divided into (message design, advertisement by celebrity, timing of advertisement, frequency of advertisement, and media selection). The questionnaires were distributed by the researcher to each participant by appreciating their participation and devoting their precious time for the research. The researcher gave the respondents the option of filling the questionnaires at their convenient time and collected after one day for analysis. The questionnaires were collected by checking the completeness of the data.

Target Population

3.4.1 Target population, sample size, and sampling technique

Creswell (2009) defined Population as the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study. Accordingly, the area of interest of this study is consumers of soap and detergents in sub cities of Addis Ababa region.

3.4.2 Sampling Technique

The two broad categories of sampling techniques are probability sampling and non-probability sampling. In probability sampling every unit of the population has equal chances of being selected as a sample unit. In non-probability sampling units in the population have unequal or zero chances of being selected as a sample unit.

Convenience sampling is a type of non-probability sampling where members of target population meet certain criteria such as easy accessibility, geographical proximity, availability at a given time or willingness to participate. Furthermore, convenience sampling is affordable, and the subjects are readily available (Etiken, Musa & Alkasim 2016). In light of the above practical consideration, the researcher adopted nonprobability convenience sampling for respondents in Addis Ababa.

3.4.3 Sample Size

Sample size refers to the number of items to be selected from the universe to constitute a sample. It should neither be excessively large nor too small. An optimum sample is representative and reliable of the universe. Since the population of this research is unknown, and the sampling frame is large, Cochran's (1977) formula was used.

$$n = \frac{Z2\ (Pq)}{e2}$$

Where:

Z = is the value from z tables (1.96) at 95% confidence level

P = the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

q = 1 p (0.5) the estimate of variance

e = the desire level of precision (0.05

$$\mathbf{n} = \frac{1.962\ (0.5 \text{ X } 0.5)}{(0.05)2} = \mathbf{384.16}$$

Therefore, a total number of 384 respondents are selected out to conduct the study.

3.5 Method of Data Analysis

In order to be able to make inferences from the model developed, data analysis is important. It is necessary to employ statistical techniques to analyze the information as this study is quantitative in nature. Computer program such as SPSS is used to analyze the quantitative data. Correlation analysis is used to determine the nature of relationship between the independent and dependent variable. Further, multiple regression analysis is also applied to further explain the significance impacts of the dependent and independent variables.

3.6 Validity Test and Reliability Test

Validity Test

Validity defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders et. al., 2009).Validity is concerned with whether the findings are really about what they appear to be about. The ultimate goal of any research study is to obtain high-quality, trusted, valid and reliable results (Yilmaz, 2013.)

A number of different steps were taken to ensure the validity of the study. First data were collected from reliable sources, from respondents who are users of soap and detergent product. Survey Question was made based on literature review and frame of reference to ensure the validity of the result. In regard to the effect of advertising and consumer purchase decision, a question adopted from previous researches was used for this study and related literature. Proper detection by an advisor was also taken to ensure validity of the instruments.

Reliability Test

Reliability tells about stability of the results that is how accurately the study or measuring has been carried out. It refers to whether a measurement instrument is able to yield consistent results each time it was applied. It is also the property of measurement device that causes it yield similar outcomes for similar inputs. In this study, Cronbach‘s alpha (α) was used to measure internal consistency of the mean of the items at the time of administration of the questionnaire. Cronbach’s Alpha is a reliability coefficient that indicates how well the items in a set are positively related to one another (Shuttleworth, 2015).

To test the reliability, most researchers use Cronbach’s alpha, which calculates the average of all split-half reliability coefficients. This thesis used the Cronbach’s alpha for calculating whether or not the hypotheses should be accepted or rejected, and, by using this data analysis method, it tried to strengthen the reliability of the findings in this thesis.

From data analysis the Cronbach’s alpha for this study is 0.719 which is good according to the standard set by George and Mallery (2003) and it is over the acceptable limit of >0.70. For all individual dimensions, Cronbach’s alpha is greater than 0.70, which is shown in below, that

signifies greater internal consistency between the items and measures the intended dimension of the variables.

3.7 Ethical Considerations

This study considers some ethical issues while conducting the research. The participants in the research have the right to choose whether or not to participate. They are also be informed of all aspects of a research task. Consumers have given the right to privacy about the information they provided. The participant name is not mentioned in any of the data presentation, thereby it remains confidential.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

Introduction

In the previous chapters, orientation of the study, literature review and the research design and methodology had been presented. This chapter presents the analysis of the survey questionnaire as well as the results of the data analysis so that the ultimate objective of this study is realized.

4.1 Overall Response rate

The population for this study was soap and detergents consumers. The data had been collected from consumers in Addis Ababa. Out of the 384 questionnaires, 323which means 84% were returned filled properly and used for the analysis. According to Saunders (2002), a response rate of 70% and above for questionnaire survey is sufficient to carry out the analysis.

Table4.1over all response rate

Response	Frequency	Percentage
Filled and returned	323	84.1%
Unreturned	61	15.9%

Source own research survey data 2020

4.2 Measurement of Reliability (Cronbach's Alpha)

Maholtra (2005) state the coefficient alpha is the average of all possible split half coefficients resulting from different ways of splitting the scale item. This coefficient of alpha varies from 0 to 1, and the value of 0.6 or less is generally indicates unsatisfactory internal consistency reliability.

The measure of reliability test calculated indicated a Cronbach_s alpha of message design α=.789, advertisement by celebrityα= .756, frequency of advertisement α= .765, timing of advertisement α= .731, media selection α=.717 and purchase decision α=.889 Based on the above range all the variables designed were found to be a good measure of the internal consistency. (α >.60)

Table 4.2 Reliability coefficients of study variables (Cronbach's Alpha)

Items	No.	Cronbach's Alpha
Overall reliability	45	.719
Message design	11	.789
Advertisement by celebrity	5	.756
Frequency of advertisement	9	.765
Timing of advertisement	7	.731
Media selection	6	717
Purchase decision	7	.889

Source own research survey data 2020

Demographic Profile of Respondents

Table 4.3 Frequency and Percentage of demographic Background Variables

Background variable	Group	Frequency	Percent
Gender	Male	131	40.6%
	Female	192	59.4%
Age	15-24	147	45.5%
	25-34	122	37.8%
	35-44	44	13.6%
	45 and above	10	3.1%
Educational background	High school complete	83	25.7%
	Diploma	94	29.1%
	First degree	113	35.0%
	Masters/PhD	33	10.2%

Source own research survey data 2020

Table 4. 3 shows frequency and percentage of background variables of participants participated in this study. A total of 323 participants participated in this study the greater proportion is the female (59.4%) and male (40.6%). The majority of participants were in the age range of 15-24 and 25-34 (45.5%) and (37.7%) respectively whereas the remaining minorities, (13.6%) and (13%) were in the age group of 35-44 and 45 and above years old respectively. Regarding educational level, (35.0%) of the respondents have fist degree, (25.7%)of the respondents have completed high school, (29.1%)of the respondents have diploma and (10.2%) of the respondents have masters and Ph.D. level this implies that respondents who participate in this study were considered that they have better understanding to give accurate information on the questionnaires.

4.3 Descriptive Statistics

Table 4.4 Descriptive Statistic

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ad.by.cebrity	323	5.00	22.00	11.4923	4.65277	-.100	.136	-.974	.271
masege.design	323	11.00	45.00	27.5975	8.50533	-.802	.136	-.176	.271
frequ.advert	323	9.00	39.00	23.6749	7.24737	-.672	.136	.218	.271
timing.advert	323	7.00	29.00	17.0372	5.75578	-.541	.136	-.629	.271
media.selection	323	6.00	25.00	13.9226	5.11090	-.098	.136	-1.248	.271
Valid N (listwise)	323								

Source own research survey data 2020

The result of the descriptive table 4.4 shows that the mean of message design is 2.6 the effect of massage design of an advertisement is high in the purchase decision of consumers of soap and detergent. The mean of frequency of advertisement is 2.6 these imply that frequencies of advertisement have effect on consumers purchase decision of soap and detergent product. The mean score of timing of advertisement is 2.5 these shows time of advertisement have high effect consumers purchase decision of soap and detergent product. The mean score of media selection and advertisement by celebrity is 2.3 and 2.9 respectively also media and celebrity plays major role in consumers purchase decision of soap and detergent product. The result of Skewness and kurtosis the five variables of advertisement against the predicted variables purchase decision were within the acceptable range ±1.96 and hence, we conclude the data are normally distributed.

4.4 Correlations Analysis

Spearman's correlation coefficient is a statistics test that measures the statistical relationship, or association, between two continuous variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship. Accordingly, in this study Spearman's correlation test was conducted to check the magnitude of correlation between the dependent variable, purchase decision and the independent variables (message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection.)

The researcher also used the same test to prove or disprove the alternative hypothesis. The following measure of association developed by (Marczyk, et al., 2005), the degree of correlation: perfect if the value lies between ± 0.80 and ± 1, then it said to be a perfect correlation as one variable increases, the other variable tends to also increase (if positive) or decrease (if negative); high degree if the coefficient value lies between ± 0.60 and ± 0.80, then it is said to be a strong correlation; moderate degree if the value lies between ± 0.40 and ± 0.60, then it is said to be a medium correlation; low degree when the value lies between ± 0.20 and ± 0.40, then it is said to be a weak correlation.

Table 4.5correlation statistics

Correlations

		m.design	ad.by.cel	freq.adv	Time. Advert	m.selec	pur.deci
masege.design	Correlation coefficient	1					
	Sig. (2-tailed)						
	N	323					
ad.by.cebrity	Correlation coefficient	.117*	1				
	Sig. (2-tailed)	.036					
	N	323	323				
frequ.advert	Correlation coefficient	.061	.204**	1			
	Sig. (2-tailed)	.277	.000				
	N	323	323	323			
timing.advert	Correlation coefficient	124	.008	.189**	1		
	Sig. (2-tailed)	.026	.884	.001			
	N	323	323	323	323		
media.selection	Correlation coefficient	-.211**	-.197**	-.039*	.041	1	
	Sig. (2-tailed)	.000	.000	.487	.463		
	N	323	323	323	323	323	
purch.decision	Correlation coefficient	-.284**	-.140**	.163**	.188**	.405**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	
	N	323	323	323	323	323	323

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Owen Survey, Data processed 2020

The finding of the above empirical study shows a close result to the current study. As indicated in the matrix, the Spearman's correlation coefficient shows that media selection has moderate correlation with purchase decision with a coefficient of r=.405these means the choose of media for advertisement affects the purchase decision of customers not highly but in moderate level, timing of advertisement and frequency of advertisement has a weak correlation with purchase decision with a coefficient of, r=.188 and r=163 respectively and as the finding show time and frequency of advertisement affects the customers purchase decision at low level positively. And massage design and media selection has negative correlation with purchase decision with a coefficient of r=-284 and r=-140which means increase of one will makes decrease in the other variable. Therefore independent variables have a moderate, weak and negative correlation with the dependent variable at a significant level of p=.00

4.5 Regression Analysis

Multiple regression analysis was employed to examine the effect of advertisement on customers purchase decision of soap and detergent product. The researcher employed multiple regression models to regress independent variables and dependent variables. The fulfillment of regression model assumption should be checked first. The following subsections present the assumption tests of multiple regression analysis.

Normality Test

A normality test is used to determine whether sample data has been drawn from a normally distributed population. The dependent and independent variables of this research is normally distributed as shown below on Figure.

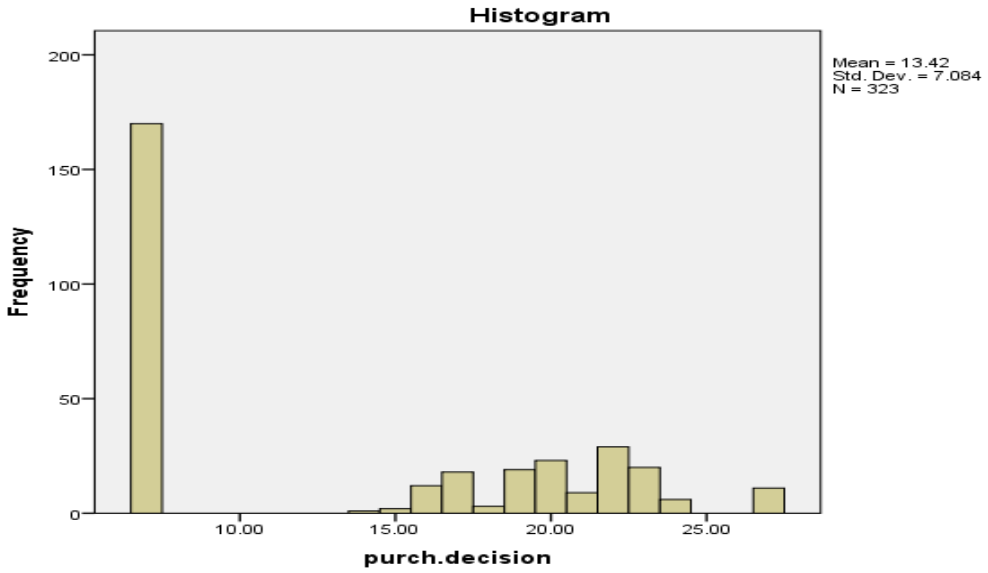

Figure 4.1:- Graphical test of Normality Assumption

Source; SPSS result of Normality,

From the above figure, we can see that residuals of the model are approximately normally distributed, because a straight line seems to fit the data reasonably well. And the result of Skewness and kurtosis the five variables of advertisement against the predicted variables purchase decision were within the acceptable range ±1.96 and hence, we conclude the data are normally distributed.

Taste of Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. Multicollinearity occurs when there are high inter correlations among some set of the predictor variable .According to Yoo (2014), if tolerance value exceeds 10, then it is considered as problematic and indicates the existence of Multicollinearity. The collinearty statistics shown in table 4.6 indicated that the tolerance and VIF are all less than 10. Table 4.6 VIF values of predictors.

Table 4.6collinearty statistics

Coefficients[a]

Models	Collinearity statistics	
	Tolerance	VIF

1	Constant		
	Masege.design	.902	1.108
	Frequ.advert	.861	1.162
	Ad.by.celebrity	.876	1.142
	Timing.advert	.908	1.101
	Media.selection	.848	1.179

Source: Owen Survey, Data processed 2020

Taste of Linearity

Multiple Regressions assume a linear relationship between the independent and dependent variables. Nonlinearity can be diagnosed by observing in a plot of observed versus predicted values which are a part of standard regression output. The points should be symmetrically distributed around a diagonal line in the Q-Q plot with a roughly constant variance. In order to determine the relationship between purchase decision the dependent variable and the independent variables (message design, media selection, frequency of advertisement, time of advertisement and advertisement by celebrity.) plots of the regression residuals had been used .As depicted in the below diagram, the relationship between the dependent and independent variables of linearity had been met.

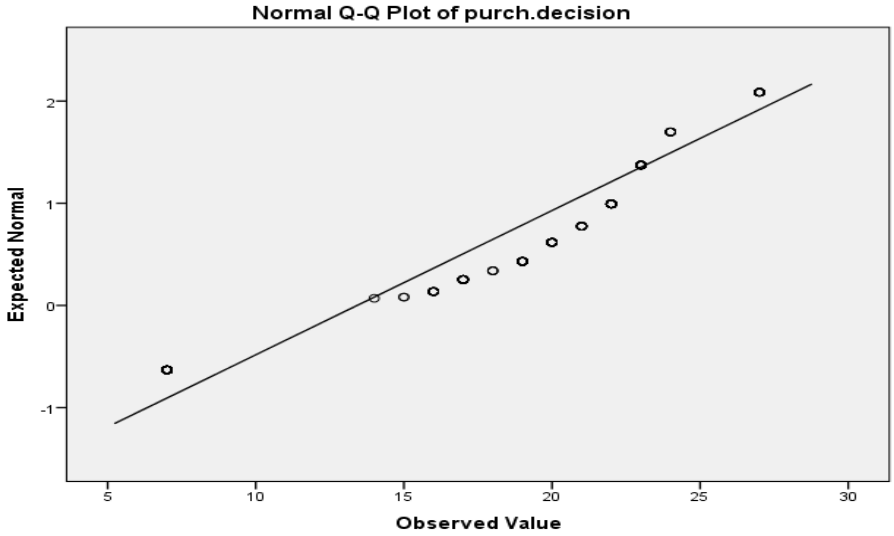

Figure 4.2 linearity

4.5.1 Regression Analysis Results

Once all the multiple linear regression assumption was met, the researcher decided on the data and further processed it. Analysis of variance (ANOVA) is a method of splitting the total variation into meaningful components that measure different sources of variation. In other words, we split the total sum of squares into 'between groups (sample) sum of squares' and 'within group (sample) sum of squares'. Analysis of Variance (ANOVA) is a parametric statistical technique used to compare datasets. It is similar in application to techniques such as t-test and z-test, in that it is used to compare means and the relative variance between them. However, analysis of variance (ANOVA) is best applied where more than 2 populations or samples are.

Table 4.7 ANOVA TABLE

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6500.962	5	1300.192	42.668	.000[b]
	Residual	9659.775	317	30.472		
	Total	16160.737	322			

a. Dependent Variable: purch.decision

b. Predictors: (Constant), media.selection, timing.advert, ad.by.cebrity, masege.design, frequ.advert

Source: Owen Survey, Data processed 2020

ANOVA result of the model shows, the F-test is in this table tests whether the overall regression model is good fit for the data or not. As we see from the above ANOVA table the P value is 0.00 which is less than the level of significance or 0.05. Thus, the combination of the variables significantly predicts the dependent variable ($F=42.668$; $p < 0.05$). Therefore, the overall regression model is significant.

Table 4.8 Model Summary of Regression Analysis Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.571	.513	499177

a. Predictors: (Constant), media.selection, timing.advert, ad.by.cebrity, masege.design, frequ.advert

Source: Owen Survey, Data processed 2020

On the above table, the value of R2 is 0.571, means that message design, advertisement by celebrity, frequency of advertisement, timing of advertisement, and media selection collectively influence Consumer Buying decision as independent variables as much as 57.1 % while the rest 42.9 % is other factors which are not included in this research. In another words 57.1% of the variance in the dependent variable (purchase decision) has been significantly explained by the independent variables (message design, advertisement by celebrity, frequency of advertisement, timing of advertisement, and media selection) consequently we can say that the remaining 42.9% represent other variable which is not explained but may have effect on customer purchase decision.

Table 4.9 Beta coefficient of regression result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.722	2.219		1.677	.094		
	masege.design	-.220	.038	-.264	-5.770	.000	.902	1.108
	frequ.advert	.255	.046	.261	5.574	.000	.861	1.162
	ad.by.cebrity	-.109	.071	-.072	-1.543	.000	.876	1.142
	timing.advert	.218	.056	.177	3.893	.000	.908	1.101
	media.selection	.521	.065	.376	7.977	.000	.848	1.179

a. Dependent Variable: purch.decision

Source: Owen Survey, Data processed 2020

The standardized Beta Coefficient indicates the contribution or influence of each independent variable to the dependent variable. The highest the Beta coefficient value, the strongest the influence of the predictor variable has on the criterion variable. In the table 9 above, the Beta value for predictor variable, media selection was 0.376 which implies that this predictor made the first strong positive and statistically significant influence in explaining or predicting the dependent variable (purchase decision) when the variance explained by all other variables in the model is controlled for. Predictor variable frequency advertisement made the second strong statistically significant positive influence on purchase decision with Beta value of 0.261. Predictor variable timing of advert also made strong statistically significant positive influence on purchase decision with Beta value of 0.177. Predictor variables message design and advertisement by celebrity have negative beta value of -264 and -072respectively these shows that for every one unit increase in the predictor variable, the outcome variable will decrease by the beta coefficient value.

4.6 Hypothesis Testing Summary

There are five hypotheses that aim to see if there is relationship between the five independent variables (message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection) and the dependent variable purchase decision. The Sig result of each hypothesis test is less than 0.05 thus each test can be confirmed. The tests are summarized as follows:

Table4.10 summary of hypothesis testing

Hypothesis	**r-value**	**Status**	**Beta**	**Sig.**	**Result**
H1: massage design of advertisement has significant and negative relationship with purchase decision.	-.396**	Moderate negative	-264	.000	Accepted
H2: advertisement by celebrity has significant and negative relationship with purchase decision.	-.172**	Weak negative	-072	.124	Rejected

H3: frequency of advertisement has significant and positive relationship with purchase decision.	.263**	Low	261	.000	Accepted
H4: timing of advertisement has significant and negative relationship with purchase decision.	.272**	Low	177	.000	Accepted
H5: media selection has significant and negative relationship with purchase decision.	.448**	Moderate	376	.000	Accepted

Hypothesis1: message design of advertisement has significance effect on consumers purchase decision

The result of the correlation analysis suggests that the relation among message of advertisement and purchase decision is negative and significant. The relation in the correlation analysis is found to be -.396 indicating a weak negative relationship and with p=0.000 significance level. The regression analysis also indicate that the independent variable which is message design has a predictive value of -.264. Therefore Hypothesis 1, message design of advertisement has significance effect on consumers purchase decision. It is accepted. This is in line with the findings of D. Prasanna Kumar and K. VenkateswaraRaju (2013).In their study about the role of advertising; they have found that there is a significant relation between the ability of AD in conveying the intended message (Clarity to understand) and its ability in changing opinions of consumers.

MewalN (2015) also supported these findings and reported that message in advertisement is moderately correlated. (r= .673)However the regression analysis is different from the finding of this study. Mewael N (2015) concluded that message of advertisement is a variable with least predictive value of consumers behavior with beta value0.111.

Hypothesis2: advertisement by celebrity has significance effect on consumers purchase decision

Advertisement by celebrity is among the five variables which had been investigated under this research. It is found to be significantly correlated with purchase decision with a correlation coefficient of r=-.172 and p value of 0.000.The regression analysis also shows that β=-.072.Hence Hypothesis 2, advertisement by celebrity has significance effect on consumers purchase decision is accepted.

This finding is also backed by other studies. Halikas and Kookonaki (2013) analyzed relationship between celebrity advertisement (ADrecall) and consumer purchase behavior using ANOVA.He reported a significant relationship with a values of F=24.13 and P<.00.

Hypothesis 3: frequency of advertisement has significant effect on consumers purchase decision.

The other study variable which is frequency of advertisement has been found to be positively correlated with purchase intention with r=.263 and p=.000.The regression analysis indicates that frequency of advertisement has a beta coefficient of .261.Therfore hypothesis 3 is accepted.

Hypothesis 4: timing of advertisement has significance effect on consumers purchase decision.

The forth variable is timing of advertisement is found to be positively correlated with purchase decision of consumers. The study has found that timing of advertisement has a positive correlation with r=.272 and p=.000 at significant level. The regression analysis shows that β=.177 which shows a lower effect as compared to the other independent variables in explaining the effect on consumers purchase decision. Therefore, hypothesis 4 is accepted.

Hypothesis 5: media selection has significance effect on consumers purchase decision.

The fifth and the last variable is media selection for advertisement is found to be positively correlated with purchase decision of consumers. The study has found that media selection for advertisement has moderate positive correlation with r=.448 and p=.000 at significant level. The

regression analysis shows that β=.376 which shows a lower effect in explaining the effect t on consumers purchase decision. Therefore, hypothesis 5 is accepted.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

Introduction

After presenting the results and discussion of the research in the previous chapter, the summary of findings are now discussed in the light of the previous chapter. Summary of the findings, conclusions and recommendations are presented. Implication for future is also discussed in this chapter.

5.1 Summary of the Major Findings

From the analysis and discussions of the study the following summary is drawn. The demographic characters of the respondents are found to be proportional. Female respondents accounted for 59.4% while male respondents accounted for 40.6% of the total respondents.

Assessment of consumers for their purchase decision of soap and detergents revealed that consumers on average agree that advertisement influences their decision into purchasing followed previous knowledge family and friends influence. New product launch and price discounts are also factors considered in building consumers preference of soap and detergents.

The study tried to analyze the effects of advertising on consumers purchase decision in the case of soap and detergent ads in Addis Ababa. It took five variables into consideration which are message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection. The findings show that three variables are positively correlated and the remaining is negatively correlated with the dependent variable which is purchase intention of consumers. The degree of correlation reveled that message design has negative weak correlation with coefficient of $r=-.396$, advertisement by celebrity has also negative weak correlation with coefficient of $r=-.172$, frequency of advertisement weak correlation with coefficient of $r=.263$, timing of advertisement weak correlation with coefficient of $r=.272$ and media selection has moderate correlates with coefficient of $r=.448$.

The regression analysis also revealed that message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection significantly affect consumers purchase decision with beta coefficients of $\beta=-.264$, $\beta=-.072$, $\beta=.261$, $\beta=.177$ and $\beta=.376$ respectively with $p=.000$. Regression analysis indicated that media selection has the higher level of positive effect while timing of advertisement has the least.

The regression analysis clearly shows that 57.1% of variance in customer purchase decision is explained by independent variables (message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection).

5.2 Conclusion

This research was a study on the effect of advertisement on consumers purchase decision. Five research questions were raised to be answered with this study by setting general and specific objectives. The specific objectives were, To examine the effect of the advertisement message of soap and detergent product on consumers purchase decision, to examine the effect of channel or media selection on consumers purchase decision, To examine the effect of celebrity advertisement on consumers purchase decision, To investigate how does timing of advertisement affect consumers purchase decision, To examine the effect frequency of the advertisement on customers purchase decision. For these purpose five independent variables message design, advertisement by celebrity, frequency of advertisement, media selection and timing of advertisement were considered based on the analysis advertisement has significant impact on consumers purchase decision.

In the findings and results of previous chapter, it is evidenced that media selection has a moderate correlation with purchase decision the means firms should consider a number of factors while selecting media to advertise their product or service because media has major impact on consumers purchase decision on persuading them. Timing of advertisement and Frequency of advertisement showed a lower correlation coefficient also firms should consider at what time to advertise and the repetition of the advertisement also has impact on consumers purchase decision and message design and advertisement by celebrity showed negative correlation. All the correlations between the dependent and independent variable had been found to be significant at a level of 0.00.

Concerning the research objectives, by examining the effect of message design, advertisement by celebrity, frequency of advertisement, timing of advertisement and media selection towards purchase decision of consumers, it is found that all the research variables has a significant effect on purchase decision of consumers. Among the research variables, media selection exhibited higher positive effect while frequency of advertisement has the least positive effect and message design and advertisement by celebrity has negative effect.

However, it should be noted that the regression analysis indicates only 40.2% of the effect of the study variables on purchase decision. The remaining 59.83% is explained by other variables which were not part of this research.

5.3 Recommendations

Having analyzed, discussed and interpreted the data collected in this study, the researcher forwarded the following recommendations.

Regarding the assessment of factors which are considered by consumers for their purchasing decision, advertisement has a greater level of agreement by consumers in influencing their decision. Therefore, the promotion strategy designed for soap and detergent industry should focus more on advertising followed by pricing strategy.

Due to the competitive nature the soap and detergent industry with low product differentiation, marketing departments of manufacturers and importers need to develop advertisements which have the potential to impact the consumers by considering the aforementioned issues.

As indicated in the model, media selection has a higher impact in influencing consumers purchase decision. This indicates that advertising company should select Medias carefully when deciding which media to select for promotional purposes; firms must consider a number of factors in order to maximize the effectiveness of their marketing campaigns. These factors are budget, campaign objective, target audience, focus, leadership, circulation and timing. In addition timing and frequency of advertising also affects consumers purchase decision Advertisement agencies should focus on the time which is preferable for customers and should frequently advertise the product to get the attention of consumer.

5.4 Limitations and Directions for Further Studies

It is the common for researches to own some limitations and when acknowledged it will give directions for further studies. In lieu of this, the following limitations are acknowledged.

Due to the current situation of COVID 19 or corona virus data collection was very hard, and respondents were not willing to respond.

The Research was also limited in its scope of studying advertisement factors. The research did not include promotional analysis in the research. This study can further be extended to include

promotional factors and made an assessment which type of promotion influences consumers more into their decisions.

This study was conducted on soap and detergents which are considered as one of the FMCG. It can also be conducted on other fast-moving consumer goods as well high involvement products to assess the impacts of advertisements.

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Impact of humor in advertising on consumer purchase decision

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APPENDEX I

St. Mary's University

School of graduate studies

Department of marketing management

Dear respondent, my name is Lemlem Ambelu. I am student at St. Mary's university school of graduate studies pursuing masters' degree in marketing management. Currently I am doing research regarding the effect of advertisement on customers purchase decision: a case of chemicals and detergent in Addis Ababa kindly request you to spend your precious time by filling up this questioner. Your feedback will be kept confidential and your answers are highly valuable. Please describe your views of the following statement by choosing from the given alternatives.

The questioner has three parts to be completed. Part I demographic profile of respondents. Part II reflects your buying decision with regard to soap and detergent. Part III has different statement with respect to effect of advertisement. Please tick on the numbers in each block which best reflect your level of agreement. No need to include your name while filling up the questioner. The information requested from is being collected solely for this research purpose and it will be anonymous, so please respond honestly. If you have any question regarding the questioner please contact me with the following address.

Name;-Lemlem Ambelu Phone no 0942989280

Email-lemlemamn@gmail.com

Part I: - consumer profile

Please put ''X'' in the appropriate space to indicate your answer.

1. Age(years)
   15-24 ☐ 25-34 ☐ 35-44 ☐ 45 and above ☐
2. Gender ; Female ☐ Male ☐
3. Educational background
   High school complete ☐ Diploma ☐ First Degree ☐ Masters/PhD ☐

Part II: General knowledge of consumers

4. Which advertising media gets your attention? (You can choose more than one answer).
   T.V ☐ Radio ☐ internet ☐ newspaper ☐ billboard ☐
   Others ☐ (please specify----------
5. Which times of the day are most exposed to advertisement? (Multiple answers are possible). Morning ☐ afternoon ☐ evening ☐ late night ☐
6. How often are you exposed to advertisement?
   Never ☐ everyday ☐ 2-3 times per day ☐ once in a week ☐

Part III: Effect of Advertisement

Direction: Please indicate your degree of agreement/disagreement with the following statements related to your perception ticking in the appropriate spaces. (1=strongly disagree (SDA); 2 = Disagree (DA); 3= neither agree nor disagree (N); 4=Agree (A); and 5=strongly agree (SA).

No	**Statements**					
1.	**Message Design**	**1**	**2**	**3**	**4**	**5**
1.1	The advertisement massage is easy to understand.					
1.2	Adv. massage used by detergent companies is an impressive and motivating.					

1.3	The advertisement massage used by detergent companies is attention grabbing					
1.4	The languages used to advertise detergent product are clear.					
1.5	Soap and detergent adv. always reminds me how to have better life style.					
1.6	Adv. massage used by detergent companies is scientific					
1.7	I believe by advertisement b/c it gives information about the product.					
1.8	I believe advertisement of soap and detergents are not exaggerated.					
1.9	I can consider adv. massage used by detergent companies as a honest information source.					
1.10	Advertisement of soap and detergent is able to stick my mind.					
1.11	Advertisement messages used by detergent companies are realistic.					
2. Advertisement by celebrity		**1**	**2**	**3**	**4**	**5**
2.1	The celebrities used by detergent companies are influential and well known.					
2.2	Celebrities used by Soap and detergent advertisement are professionals					
2.3	I am attracted by soap and detergent advertisement which is done by famous person.					
2.4	Soap and detergent Advertisements made by famous person factual.					
2.4	Advertising soap and detergent product legendry will help easily to get attention of the market.					

3. Frequency of Advertisement		**1**	**2**	**3**	**4**	**5**
3.1	Frequency of advertisement influences me to decide to buy the product.					
3.2	When I look to advertisements frequently Mostly I discus the advertisement with my friends after viewing it.					
3.3	Repetitive soap and detergent advertisement will make consumers to think the product is well and decide to buy.					
3.4	When soap and detergent advertised frequently the company is trying to get focus.					
3.5	Frequently advertised soap and detergent is new to the market are motivating.					
3.6	I prefer frequently advertised soap and detergent products.					
3.7	Frequently advertised soap and detergents are memorable.					
3.8	Repetitive advertisement makes the audience to feel the company is in loss.					
3.9	Frequent advertisement of soap and detergent troubles the audience.					
4. Timing of Advertisement		**1**	**2**	**3**	**4**	**5**
4.1	Soap and detergent advertisement are made at convenient time to audience					
4.2	Advertising soap and detergent product is made before some TV and Radio programs.					
4.3	Advertisement of soap and detergent usually made at Evening					

4.4	Advertisement of soap and detergent usually made after news program					
4.5	Advertisement of soap and detergent usually is made at the time of weekend.					
4.6	The advertisement of soap and detergent considers A.A living and working schedule.					
4.7	Generally, Advertisement of soap and detergent usually is made at a time where customers eagerly expect.					
5. Media Selection		**1**	**2**	**3**	**4**	**5**
5.1	The media used to advertise soap and detergent products is accessible by all audiences					
5.2	The choice of media play major role in my preference of soap and detergent products.					
5.3	Soap and detergent advertisement uses very trusted medias.					
5.4	The medias selected by soap and detergent producers are more audible in all market places					
5.5	The media selection by soap and detergent producers is considering the audience acceptance of the media					
5.6	The media selection of soap and detergent producers is really satisfying.					
6. Purchase Decision		**1**	**2**	**3**	**4**	**5**
6.1	Advertisement helps me to easily identify the product from others product and decide to buy.					
6.2	The advertisement of soap and detergent considers Ethiopian living standard.					

6.3	Advertisement of soap and detergent plays a key role on my decision to buy quality product.					
6.4	The advertisement of soap and detergent helps me to choose the brand which I have to buy.					
6.5	Advertisement of soap and detergent decreases fear of buying inferior quality product.					
6.6	I have tried to buy detergent products after coming across any advertisement.					
6.7	The quality of the advertisement will makes it attractive and remains in the mind of consumers of soap and detergent.					

Thank you again!!!

APPENDEX II

ቅድስተ ማርያም ዩኒቨርሲቲ

ወድ የጥናቱ ተሳታፊዎች

ስሜ ለምለም አምበሉ ይባላል፡፡ የቅድስተ ማርያም ዩንቨርሲቲ የድህረ ምረቃ ት/ቤት በገበያ ጥናት አመራር ትምህርት ክፍል የሁለተኛ ዲግሪዬን ለመጨረስ የሚያስችለኝን የጥናት ወረቀት እየሰራሁ እገኛለሁ፡፡ የጥናቴ ትኩረት የሆነው በሣሙና ማስታወቂያዎች እና በተጠቃሚ የመግዛት ዉሳኔ ላይ ነው፡፡ መጠይቁ ሶስት ክፍሎች ያለው ሲሆን የመጀመርያው ክፍል ስለ እርስዎ አጠቃላይ መረጃ ሲሆን ሁለተኛው ክፍል ደግሞ ስለ ሣሙና የመግዛት ዉሳኔን በተመለከተ ነው፡፡ ሶስተኛው ክፍል ስለ ሣሙና ማስታወቂያ ይዘት ይሆናል፡፡ ሰምዎትን መፃፍ አይጠበቅብዎትም፡፡ እንዲሁም ከዚህ መጠየቅ የሚሰበሰበው መረጃ ለዚህ ጥናት ብቻ ይውላል፡፡ ሚስጥራዊነቱ የተጠበቀ ስለሚሆን የእርስዎን አመለካከት የሚያንፀባርቀው ቁጥር ሊይ ምልክት ያድርጉ፡፡ እባክዎትን ይህ መጠይቅ ለዚህ ጥናት ብቻ ስለሚውል ትክክለኛ አስተያየትዎን ያስፍሩ፡፡ ተጨማሪም ጥያቄ ካለዎት ከታች ባለው ስሌክ ቁጥርና ኢሜል አድራሻ ሊያገኙን ይችላሉ፡፡ ለምለም አምበሉ ስ.ቁ፡ 09 42989280 E-mail፡ lemlemamn@gmail.com

ክፍል I በዚህ ክፍል ለተጠቀሱት ጥያቄዎች ላይ የ(x) ምልክት በማስቀመጥ ያሳዩ፡፡

1. እድሜ፡- ሀ) 15-24 ☐ ለ) 25-34 ☐ ሐ) 35-44 ☐ መ) 45 በሊይ ☐
2. ፆታ ሀ) ሴት ☐ ለ) ወንድ ☐
3. የትምህርት ደረጃ ሀ)2ኛ ደረጃ ያጠናቀቀ ☐ ለ) ዲፕሎማ ☐ ሐ) መጀመርያ ዲግሪ ☐ መ) ሁለተኛ ዲግሪ ☐ ሠ) ከዚህ በላይ ☐

ክፍል II ጠቅላላ እዉቀት

4. የትኛዉ የማስታወቂ ሚዲያ ትኩረትዎን የወስዳል?
   ሀ)ቴሌቪዥን ☐ ለ)ራዲዮ ☐ ሐ)ኢንተርኔት ☐ መ)ጋዜጣ ☐
   ሠ)ቢልቦርድ ☐ ረ)ሌሎች ☐
5. የትኞቹ የቀኑ ጊዜ ለማስታወቂያ ይበልጥ የተጋለጡ ናቸዉ?ከአንድ በላይ መልስ መስጠት ይቻላል
   ሀ) ጠዋት ☐ ለ)ከሰዓት ☐ ሐ)ማታ ☐ መ)ሌሊት ☐
6. ምንያክል ጊዝ ለማስታወቂያ ይጋለጣሉ?
   ሀ) በጭራሽ ☐ ለ)በየቀኑ ☐ ሐ)2-3 ጊዜ በቀን ዉስጥ ☐ መ)በሳምንት አንዴ ☐

ክፍል ሶስት III የማስታወቂያ ውጤት

አጠቃላይ ሣሙና የመግዛት ዉሳኔን የሚዳስሱ መጠይቆች፡፡ ከዚህ በታች የተዘረዘሩትን ዐረፍተ-ነገሮች ሣሙና የመግዛት ዉሳኔን የሚዳስሱ መጠይቆች ናችው፡፡ ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከአርፍተ ነገሮች ጎን በተቀመጡት መለኪያዎች አንዱ ላይ ምልክት በማድረግ ያሳዩ፡፡ 1) **በጣም አልስማማም** 2) **አልስማማም** 3) **ገለልተኛ ነኝ** 4) **እስማማለሁ** 5) **በጣም እስማማለሁ**

ተ/ቁ	መጠይቆች					
1.የመልዕክቱ ይዘት		1	2	3	4	5

1.1	የማስታወቂያ መልእክት ለመረዳት ቀላል ነዉ፡፡					
1.2	በሳሙና ኩባብያዎች የሚደረግ የማስታወቂያ መልእክት ሳቢና አነሳሽነት					
1.3	በሳሙና ኩባንያዎች የሚደረግ ማስታወቂያ ትኩረት ሳቢነት					
1.4	በሳሙና ማስታወቂያ ላይ የሚውለው ቋንቋ ግልጽነት					
1.5	የሳሙና ዲተርጀንት ማስታወቂያ የተሻለ ኑሮ እንዲኖረኝ ዘወትር ይረዱኛል					
1.6	በሳሙና ኩባንያዎች የሚነገር ማስታወቂያ ሳይንሳዊነት					
1.7	በማስታወቂያ የማምነው ስለምርቱ መረጃ ስለሚሰጡኝ ነው					
1.8	ሳሙናና ዲተርጀንት አስመልክቶ የሚነገር ማስታወቂያ የተጋነነ ብዬ አምናለሁ					
1.9	በዲተርጀንት ኩባንያዎች የሚነገሩ ማስታወቂያዎች ትክክለኛ የመረጃ ምንጮች መሆናቸውን እገነዘባለሁ					
1.10	የሳሙናና ዲተርጀንት ማስታወቂያዎች በእምሮ ላይ ለመታወስ ይችላሉ					
1.11	በዲተርጀንት ኩባንያዎች የሚነገሩ ማስታወቂያዎች ገቢራዊነት					
2. በታዋቂ ሰዎች ስለሚደረግ ማስታወቂያ		1	2	3	4	5
2.1	በታዋቂ ሰዎች የሚደረግ ማስታወቂያ ተጽኖ ፈጣሪነትና ታዋቂነት					
2.2	በዲተርጀንትና ሰሙና ኩባንያዎች ማስታወቂያ የሚሰሩ ታዋቂ ግለሰቦች ሙያ ስነምግባር ጠባቂነት					
2.3	በታዋቂ ግለሰቦች በሚሰራ የዲተርጀንትና ሳሙና ማስታወቂያ ላይ እሳባለሁ					
2.4	በታዋቂ ግለሰቦች በሚሰራ የዲተርጀንትና ሳሙና ማስታወቂያ ላይ እወነት አዘልነት					
2.5	በታዋቂ ሰዎች ዩሰራ የዲተርጀንትና ሳሙና ማስታወቂያ ምርቱ በቀላሉ ወደገቢያ እንዲገባ ያለው አስተዋፅኦ					
3. የማስታወቂያ ድግግሞሽ		1	2	3	4	5
3.1	የማስታወቂያ መደጋገም ምርቱን እንደገዛ ተጽእኖ ይፈጥርብኛል					
3.2	ተዳጋጋሚ ማስታወቂያ ካየሁኝ በኋላ በነገሩ ላይ ከጓደኞቼ ጋር አወራለሁ					
3.3	በተደጋጋሚ የሚደረግ የሳሙና ዲተርጀንት ማስታወቂያ ሸማቾች					

	በምርቱ ላይ እንዲተማመኑና እንዲገዙ ያስችላል					
3.4	የሳሙናና ዲተርጀንት ማስታወቂያ በተደጋጋሚ ማድረግ ኩባንያው ትኩረት እንዲያገኝ ያስችለዋል					
3.5	በተዳጋጋሚ የሚደረግ የሳሙናና ዲተርጀንት ማስታወቂያ አዲስ ምርትን ወደ በገበያ እንዲገባ ይረዳል					
3.6	የዲተርጀንትና ሳሙና ማስታወቂያ በተደጋጋሚ መደረግን እመርጣለሁ					
3.7	በተዳጋጋሚ የሚደረግ የሳሙና ዲተርጀንት ማስታወቂያ ይታወሳል					
3.8	ተደጋጋሚ የዲተርጀንትና ሳሙና ማስታወቂያ በተታዳሚው ዘንድ ኩባንያው በኪሳራ ውስጥ እንዳለ ያደርጋል					
3.9	ተደጋጋሚ የዲተርጀንትና ሳሙና ማስታወቂያ በተታዳሚው ዘንድ ምቾትን ይነሳል					
4. የማስታወቂያ ሰዓት		1	2	3	4	5
4.1	የዲተርጀንትና ሳሙና ማስታወቂያ ለታደሚው በሚመች ሰዓት ይደረጋሉ					
4.2	የዲተርጀንትና ሳሙና ምርት ማስታወቂያ በጥቂት ቴልቭዥርንና ራዲዮ ዝግጅት ላይ ይደረጋል					
4.3	የዲተርጀንትና ሳሙና ማስታወቂያ ዘወትር በምሽት የደረጋሉ					
4.4	የዲተርጀንትና ሳሙና ማስታወቂያ ዘወትር ከዜና በኋላ ይደረጋሉ					
4.5	የዲተርጀንትና ሳሙና ማስታወቂያ ዘወትር በሳምንቱ መባቻ ይደረጋሉ					
4.6	የዲተርጀንትና ሳሙና ማስታወቂያ አዲስ አበባን ነዋሪ መሰረት ያረገና የስራ ሰዓትን የጠበቀ ነው					
4.7	በአጠቃላይ የዲተርጀንትና ሳሙና ማስታወቂያ ዘወትር የሚደረገው ሽማቹ በጉጉት በሚጠብቅበት ሰዓት ነው					
5. የመገናኛ ዘዴ ምርጫ		1	2	3	4	5
5.1	ዲተርጀንትና ሳሙና ማስታወቂያ የሚደረግበት መገናኛ ዘዴ ለሁሉም ታዳሚዎች ያለው ተደራሽነት					
5.2	ለማስታወቂያነት የምንጠቀመው የማስታወቂያ ዘዴ በዲተርጀንትና ሳሙና ምርጫዬ ላይ የጎላ እተዋጽኦ አለው					
5.3.	የሳሙናና ዲተርጀንት ማስታወቂያ የሚተላለፈው በጣም ተአማኒነት ባላቸው የመገናኛ አውታር ነው					

5.4	በሳሙናና ዲተርጀንት አምራቾች ዘንድ የሚመረጡት ማስታወቂያ አስተላላፊዎች በገቢያ አካባቢ ተሰሚነት ያላቸው ናቸው					
5.5	የሳሙናና ዲተርጀንት አምራቾች ማስታወቂያ አስተላለፊዎች ሲመርጡ በታዳሚዎችን ዘንድ ያላቸውን ተቀባይነት ከግምት በማስገባት ነው					
5.6	የሳሙናና ዲተርጀንት አምራቾች የመገናኛ ዘዴ ምርጫ አርኪነት					
6. የመግዛት ውሳኔ		1	2	3	4	5
6.1	ማስታወቂያ በቀላሉ ምርቶችን መለየት እንድችልና እንደገዛ ለውሳኔ ይዳርገኛል					
6.2	የሳሙናና የዲተርጀንት ማስታወቂያዎች የኢትዮጵያውያንን የኑሮ ደረጃ ያገናዘበ ስለመሆኑ					
6.3	የሳሙናና የዲተርጀንት ማስታወቂያ ጥራት ያለው ምርት ለመግዛት እንድችል የጎላ ሚና ይጫወታል					
6.4	የሳሙናና የዲተርጀንት ማስታወቂያ የትኛውን መለያ ያለውን ምርት እንድገዛ ይረዳኛል					
6.5	የሳሙናና የዲተርጀንት ማስታወቂያ ጥራቱ ዝቅተኛ የሆነ ምርትን እዳልገዛ ስጋቴን ይቀንስልኛል					
6.6	የዲተርጀንት ምርት ማስታወቂያን ካየሁ በኋላ ምርቱን ለመግዛት እሞክራለሁ					
6.7	የማስታወቂያ ጥራት በሳሙናና ዲተርጀንት ሸማቾች ላይ አእምሮ ውስጥ እንዲታወስ ያደርዳል					

በድጋሚ አመሰግናለሁ!!!

APPENDEXE III

SPSS OUT PUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.756[a]	.571	.513	4.99177	.571	9.943	38	284	.000

a. Predictors: (Constant), media.selection, timing.advert, ad.by.cebrity, masege.design,frequ.advert

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6500.962	5	1300.192	42.668	.000[b]
	Residual	9659.775	317	30.472		
	Total	16160.737	322			

a. Dependent Variable: purch.decision

b. Predictors: (Constant), media.selection, timing.advert, ad.by.cebrity, masege.design, frequ.advert

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.722	2.219		1.677	.094		
	masege.design	-.220	.038	-.264	-5.770	.000	.902	1.108

	frequ.advert	.255	.046	.261	5.574	.000	.861	1.162
	ad.by.cebrity	-.109	.071	-.072	-1.543	.000	.876	1.142
	timing.advert	.218	.056	.177	3.893	.000	.908	1.101
	media.selection	.521	.065	.376	7.977	.000	.848	1.179

a. Dependent Variable: purch.decision

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ad.by.cebrity	323	5.00	22.00	11.4923	4.65277	-.100	.136	-.974	.271
masege.design	323	11.00	45.00	27.5975	8.50533	-.802	.136	-.176	.271
frequ.advert	323	9.00	39.00	23.6749	7.24737	-.672	.136	.218	.271
timing.advert	323	7.00	29.00	17.0372	5.75578	-.541	.136	-.629	.271
media.selection	323	6.00	25.00	13.9226	5.11090	-.098	.136	-1.248	.271
Valid N (listwise)	323								

Correlations

		m.design	ad.by.cel	freq.adv	Time. Advert	m.selec	pur.deci
masege.design	Pearson Correlation	1					
	Sig. (2-tailed)						

	N	323					
ad.by.cebrity	Pearson Correlation	.142*	1				
	Sig. (2-tailed)	.011					
	N	323	323				
frequ.advert	Pearson Correlation	-.054	.203**	1			
	Sig. (2-tailed)	.333	.000				
	N	323	323	323			
timing.advert	Pearson Correlation	-.006	-.059	.272**	1		
	Sig. (2-tailed)	.909	.294	.000			
	N	323	323	323	323		
media.selectio n	Pearson Correlation	-.285**	-.281**	-.121*	.047	1	
	Sig. (2-tailed)	.000	.000	.029	.396		
	N	323	323	323	323	323	
purch.decisio n	Pearson Correlation	-.396**	-.172**	.263**	.272**	.448**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	
	N	323	323	323	323	323	323

*. Correlation is significant at the 0.05 level (2-tailed).

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