



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

**THE EFFECT OF ADVERTISING ON BRAND PREFERENCE:  
THE CASE OF SOFI MALT**

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June, 2020 Addis Ababa, Ethiopia

THE EFFECT OF ADVERTISING ON BRAND PREFERENCE: THE CASE OF  
SOFI MALT

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DEGREE OF MASTER OF MARKETING MANAGEMENT

## **DECLARATION**

I Tsion Simegne hereby declare that the thesis entitled “The Effect of Advertising on Brand Preference: The Case of Sofi Malt” is my original work and submitted by me for the award of Degree of Master of Marketing Management from St. Mary's University College School Of Graduate Studies and it hasn't been presented for the award of any other Degree, Diploma, Fellowship or other similar titles of any other university or institution and that all sources of material used for the study have been appropriately acknowledged.

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Student

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ST. MARY'S UNIVERSITY COLLEGE SCHOOL OF GRADUATE STUDIES

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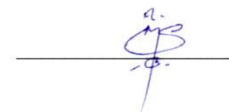
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## **ACRONYMS**

**ATL** Above the line

**BTL** Below the line

**TV** Television

**AD** Advertisement

**IMC** Integrated Marketing Communications

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## **Abstract**

*It is very important for every marketer to evaluate the effectiveness of advertising on consumer brand preference. Advertisement has to create a positive change in consumers' brand preference. Unless, all resources that has been through the advertisement making, such as time, money, and effort spent will be all wasted. The study aims to explore the effect of advertisement on consumer's brand preference the case of Sofi Malt. The paper extends research linking advertisement factors which affect consumer brand preference from one product to another product. It followed a mixed research approach and the research design was explanatory. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 272 valid questionnaires were collected and analyzed. These respondents were selected by using a non- probability sampling technique, which is Convenience Sampling method. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. Based on the result message (source) factors and media used have strong influence on brand preference, with beta value 0.163. and 0.308 respectively, which is significant at 0.000 that means, they have positive and significant effect on consumers brand preferences of Sofi Malt. Eventually, this study recommends the companies to promote their product, and generate sales. It's 'also important for the companies to know whether their advertisement is effective or not.*

**Keywords:** Brand preference, advertising, impact

# **CHAPTER ONE**

## **1. INTRODUCTION**

### **1.1. Background of the Study**

The objectives of advertising were traditionally stated in terms of direct sales. Now, it is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product. Advertising seeks to condition the consumer so that he/she may have a favorable reaction to the promotional message. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising program. (Asia Pacific Journal of Marketing & Management Review, 2012)

Various forms of advertising have been around for thousands of years. The Egyptians used papyrus to advertise goods and services. In the ancient Rome and other parts of the ancient world mosaics, pictures on signs or walls were used to advertise their wares. The Athenians, however, took advertising to a whole new level by using town criers to scroll the streets advertising products and services (very similar to our television and radio commercials) and can probably be credited with being the inventors of advertising as we know it today. (Raya, 2011)

Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate, and consume the product or service to satisfy the need or want. (Guolla, 2011). In golden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advertisement and technology development now, organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. Developing countries, the impacts of Television (TV) advertisement are very much high and enhances the satisfaction level of those products and they prefer to buy that one. (Vindom Kum Bishoni, 2009).

Without advertising the world would probably narrow or very different. A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). So, advertising has an important role in today's businesses. The advertising not only persuade the customer to buy only but also gives them the options that can be considered when they go to purchase to distinguish the products among many. So when the customer goes to purchase anything s/he will once think about it that there is a certain product with certain features (Agwu 2013).

The history of advertisement in Ethiopia has originated as a form of mass communication. It was called "AwajNegari" or "Official herald" it was a mechanism which kings used to inform the public about different issues they want to address. Under the government of King Minelik, a type of newspaper called "Ye BeirDimts" or "The voice of Pen" were distributed handwritten to nobility. In 1990 a more formal newspaper come to the industry with a name "Aimro" or "Intellect" which offered advertising on it (Reta, 2013).

Brand image is an implied tool that ensures the competitive advantage to the company. It is the multidimensional arrangement with the customer (Dastoor, 2012). It helps to discriminate a company's product from its competitors. Brand image assist appreciation of customers toward a product favorably. Branded products emphasize the loyal behavior toward the business. In absence of brands people will not prefer a product from another. In these circumstances the consumer would give the equal importance to the products of all companies. Advertisement in such cases may be useless (Dastoor, 2012).

According to Chernev, Hamilton & Gal, (2011) brands are often viewed as marketing tools developed to differentiate the company from its competition as well as provide value to consumers. Brands are valued because they reaffirm people's principles or beliefs. They may also be used to display consumers' knowledge of culture, taste or style, exhibit income or wealth or communicate membership to particular social or professional groups. Additionally, research has shown that brands conveyed buried aspects of one's self-image, as consumers often chose products that were considered appropriate images of themselves.

The magic of advertising is to bring concepts on a piece of paper to life in the minds of the consumer target. In a print ad, the communicator must decide on headline, copy, illustration, and color. For a radio message, the communicator must choose words, voice qualities, and vocalizations. If the message is to be carried on television or in person, all these elements plus body language must be planned. For the message to go online, layout, fonts, graphics, and other visual and verbal information must be laid out.(Kotler and Keller,2012)

Brand preference is close to reality in terms of reflecting consumer evaluation of brands. Purchasing decisions are the behavioral outcome that precedes differentiation between several alternative is the purchasing decision; a subsequent outcome of consumer preferences Dhar(1999). Preference facilitates consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et 2012).

Various previous studies focused on different factors that affect consumers brand preference. For Instance, Yang (2007) used one factor which is social reference group and some others used two factors such as Singh (2012) used that celebrity endorsement and type of advertising media.

Adeole(2005) used those types of advertising media and Age of consumers, as the two factors for the study purpose. Furthermore, Vivekananthan (2010) used those three factors such as information, communication, and comprehension. Whereas, Tendon (2011) used that four factors such as source of awareness (advertising, sales promotion), Age, Gender, and Education. Gezachew (2012) also used that four factors such as features of advertisement, contents of advertising message, types of advertising media and reference group influence. As the above literatures written by different scholars indicates, studies which were conducted on the impact of advertisement on consumer's brand preference by taking two factors; however, some studies were conducted by taking three and four factors or variables. Each study used that only specific factors; they may not comprise all factors that exactly indicate the impact of advertisement on consumer's brand preference.

## **1.2. Statement of the problem**

The way organizations connect with their customers through advertising where they put this message and try to influence the audience. Kotler (2010) describes advertising is an integral part of the marketing between product and marketing which aid in generating quick sales by reaching beyond geographical boundaries in motivating the purchase of the product.

Today advertising is a multi-billion industries, employing hundreds of thousands people and affecting billions of people's lives worldwide. So far, seeing as advertising clutter has increased tremendously and is more intense than ever, it is vital that companies differentiate themselves from competitors by creating even more powerful, entertaining and innovative advertising message that affect consumers' brand preference (Nartey, 2010).

According to Sofi Malt (product of Heineken Brewery Share Company), Cactus Plc advertising & marketing agency spends millions of birr on advertising of its product. TV commercials, radio Ads, billboards, shop heads and print medias are used by advertising companies to motivate brand preferences. If the advertising strategy fails to deliver the above-mentioned objective practices, the million birr spent will not be worth it. Sofi Malt is primarily a consumer good, powerful advertisement strategies are important to this market, otherwise the business would face a real problem in the construction of a desire product.

Additionally, consumers of Sofi Malt are exposed to variety of similar products every day like Malta Guinness, Nigus, Sofi Buna followed by marketers' advertising techniques from observation this competitor products use such as emotional appeal, promotional advertising, endorsement, bandwagon advertising, ideal family, facts & statics advertising to draw attention, engage minds, trigger emotions and gain preference of their product. So this study deals with these aspects that whether advertising of Sofi Malt is having any effect on consumers or not.

## **1.3. Research Questions**

Main question

How does advertising influence consumer brand preference of Sofi Malt?



Sub questions

- ✓ How does the media used by the company influence consumers brand preference of Sofi Malt?
- ✓ How does a message (source) factor influence consumer brand preference?

#### **1.4. Objectives of the Study**

**General Objective**

- ✓ To examine the effect of advertising on consumer brand preference of Sofi Malt.

**Specific Objective**

- ✓ To investigate the effect of advertising media on consumer brand preference of Sofi Malt.
- ✓ To determine the effect of the message on consumer brand preference of Sofi Malt.

#### **1.5. Hypothesis of the Study**

H1: There is positive and significant relationship between media used for advertising and brand preference.

H2: There is a positive and significant relationship between message (source) factors and brand preference.

#### **1.6. Significance of the Study**

The Research paper was facilitated to examine the quality of the advertisement of Sofi Malt and its effects on brand preference. It also determines which advertisement media are most effective and the media which must be used in order to create brand awareness and influence customers brand preference. All in all, it may help the advertising and marketing agency (Cactus Plc) to figure out the existing gaps and possible solutions in advertisement of Sofi Malt. The output of this study may be practically significant to the company if there is a willingness to use the data and the findings accordingly. It can also help the company to gain insight of the importance of advertisement on building up brand preference. It may also help the company to improve their advertisement strategy to select the most effective media and promotion technique so that they can build up positive effect on brand awareness and preferable brand. Therefore, this study output can help marketers to design a better advertisement by identifying the most powerful media, message factor mechanics in consumer's brand preference.

Research about this issue in Cactus Plc market in Ethiopian context is scarce. Thus, this study may have a theoretical contribution in the area of advertisement and its effect on consumer's brand preference of Ethiopian brewery market. Furthermore, the study gave insight for other researchers to explore and investigate more in the area, in a broader scope and wider context. In fact, this study helps other researchers to conduct further survey on this area and serve as a reference material for students and marketing practitioners. Also the result of this study may help the company to develop effective media, message ads strategies.

### **1.7. Scope of the Study**

The research investigated the effect of advertisement on brand preference using Sofi Malt as a case study. The general definition of advertising covers a widerange of media tools. But this research strictly concerned itself with investigating the advertisement Medias (TV, radio, print media and outdoor advertisement) and their effect on brand preference. In order to undertake a more focused study and in light of limited financial resource the scope of the study were limited to Addis Ababa city.

### **1.8. Limitation of the Study**

The main limitation of this study was the lack of related studies and organized data especially empirical literatures, both qualitative and quantitative data regarding beverage (especially on energy drinks), which would have been helpful to lay a more relevant factual base for the study.

Another limitation of this study was the sample coverage. The sampling technique for this study was judgmental sampling. The target populations of the study were 10 supermarkets and 10 bar and restaurants in Addis Ababa. Sampling units were the purchasers of Sofi Malt available for selection during the sampling process. Taking only the 10 supermarket and 10 bar and restaurants out of the all shops that sell Sofi Malt in Addis Ababa city may not be real or correct reflective of the population under consideration, it is excluding other consumers who buy Sofi Malt another place. So, this might lower the quality of the results. However, due to time and financial limitations other supermarkets and shops have not been included in this study.

## **1.9. Organization of the Thesis**

This study was organized into five chapters. The five chapters includes the Introduction, Review of Related Literature, Research Design & Methodology, Result & Discussion and Summary, Conclusions & Recommendations. The first chapter offers a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, and significance of the study and scope of the study. Chapter two covered the review of related literatures to the study. It also includes concepts and theoretical framework as well as the conceptual framework. Chapter three illustrated on the type and design of the study. It includes research method, sampling technique, data collection method and method of data analysis that were used in the study. Chapters four summarized the findings of the study and discuss the findings. Chapter five consists of four sections including summary findings, conclusions, recommendations and limitations & suggestion for further study.

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

#### **2.1. Theoretical Literature Review**

##### **2.1.1. What is Advertising?**

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time and there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising) (Kotler & Keller, 2012). Advertising is best-known and most widely discussed form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi et al, 2012).

Advertising, in the 1980s, is inescapable, vital and changing part of our lives. But in one form or another has been with mankind ever since trading began. Certainly, it was well established in ancient Greece and some actual examples were recovered from under the volcanic ash that preserved the ruins of Pompeii (Wilmshurst, 1985).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media. Advertising is used to persuade and inform people for purchase of product which can include notice, information, and public announcement of for sale of product. Shah and d'Souza (2009) defines it as "paid form of non-personal presentation and promotion of ideas or products by and identifies sponsor." They further add that purpose of marketing communication is to make buyer to visit a store try a product, purchase it regularly and recommended it to the friends. However,

advertising core purpose is not only persuading and to inform, but also to create relationship in order to generate sales.

Advertising is a helping tool to develop a long-term relationship between the product and the market and it aid in generating quick sales by reaching beyond geographical boundaries in motivating the purchase of the product.

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

### **2.1.2. Objective of Advertising**

According to Hitesh Bhasin (May11, 2019), advertising is one of the most creative fields and is a part of Marketing. In fact, Advertising has become so big that many people get confused about the differences between marketing and advertising. Nonetheless, the objectives of Advertising are completely different from Marketing

As Hitesh Bhasin tries to explain, there are 11 objectives of advertising. There are

- **Introduce a product** - The most common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands.
- **Introduce a Brand-** There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product.
- **Awareness Creation-** According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.
- **Acquiring customers or Brand switching-** One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied up with and comes to your brand.

- **Differentiation and value creation** - A most important aspect of Advertising is to differentiate the product or the service from those of the competitor. A customer can only differentiate between services based on the value the firms provides over that of competitors.
- **Brand Building** - When a brand regularly advertises and delivers quality products and fulfills the promises it makes, automatically the value of the brand is built. However, there are many other aspects of brand building.
- **Positioning the Product** – Product and brand recall - One of the key factors in the actual purchase of a product is the products recall and the brand recall at the time of purchase. Amongst the objectives of advertising, one objective is to correctly position the brand in the minds of the customer.
- **Increase Sales** - Naturally, with so many steps being taken to advertise the product, it is no doubt that one of the objectives of advertising is to increase sales. Many a times this objective is achieved via advertising. However, if the campaign is improper or the audience is not targeted properly, then advertising can fail in its objective. Nonetheless, there are many seasonal products wherein an immediate increase in sale is observed due to advertising.
- **Increase Profit** - With the value being communicated and the brand being differentiated as well as sales being increased, there is no doubt that advertising can contribute a lot to increasing profits. Advertising should never be looked at as an expense or a liability. In fact, it is an investment for a firm just like a brand is an investment.\
- **Create Desire** - Again, referring to the AIDA model, one of the key factors in advertising is to create a desire for the product so that the customer wants the product.
- **Call to action** - One of the most common objectives of digital advertising and digital marketing is to get a call to action. Brands invest in banner ads, link ads as well as social ads to get their potential customers to take an action. This action can be filling up an Email form, clicking on a link, watching a video, giving a survey or what not.

### 2.1.3. Determining the Communication Objective

According to (Kotler and Keller, 2012) once the target audience has been defined, marketers must determine the desired response. Of course, in many cases, they will seek a purchase

response. But purchase may result only after a lengthy consumer decision-making process. The marketing communicator needs to know where the target audience now stands and to what stage it needs to be moved. The target audience may be in any of six buyer-readiness stages, the stages consumers normally pass through on their way to making a purchase. These stages include awareness, knowledge, liking, preference, conviction, and purchase (see Figure 2.1).

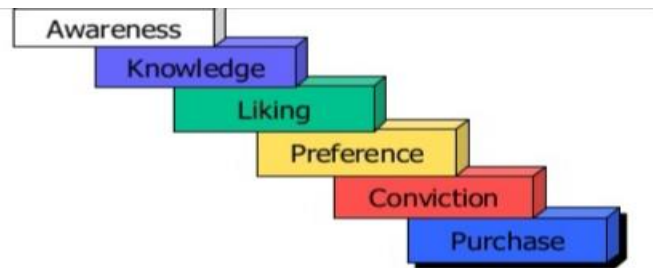


Figure.1. Buyer-Readiness Stages

#### **2.1.4. Importance of Advertising**

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is based on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints known to the public at large (Singh, 2012)

According to Rahman (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent.

Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it

today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words, advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes.

Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action. (Singh, 2012) For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens, Schaefer & Weigol, 2009).

According to Singh (2012) advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmed, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives such as the



discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse. (Singh, 2012)

The role of advertisement changes unto what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996), as cited by Vivekananthan, (2010).

#### **2.1.5. Negative Effect of Advertising**

According to James Ashely (February, 2017) the impact of mood states on the consumer decision process appears to be a function of the valence of the current mood. His work has popularized the "attitude toward the advertisement" stream of research which typically views this construct as an intervening variable that mediates the effects of the advertising message on brand attitudes and preferences.

- **Misrepresentation-** Advertising aims to present a product in the best light possible. There is some leeway in the creative process. The problem arises when the dramatization crosses the line into falsely representing a product. Hefty fines can result from false advertising when levied by the Federal Trade Commission.
- **False Images-** Advertising is ingrained in American culture, from children's programs on Saturday morning to talk shows and prime time TV. Advertising even invades movies through product placement. Advertising influences how people feel about themselves often in a negative way. These images are often unrealistic and unattainable.
- **Unrealistic Expectations-** Direct-to-consumer advertising for prescription drugs has resulted in unrealistic expectations about the effectiveness of drugs and their side-effects,

according to the Food and Drug Administration's study. Voice-overs give the downside to the drug, but the visual images show healthy, happy people. It's not unusual to hear that even death may be a side-effect of a prescription drug. Disclaimers are often hidden in very small print on product packaging and out-of-the way spots in ads.

- **Promotion of Harmful Products-** Widespread concern exists about the potential effects that media portrayals of drinking, alcohol product placements, and alcohol advertising may have on alcohol consumption and problems among young people. Television, radio, film, and popular music are often identified as potential sources through which young people learn about alcohol and as potential influences on young people's drinking and drinking problems.
- **Political Influence-** Even though campaign advertising has been a part of politics for over five decades, scholars are still conflicted over the effects of different types of advertising strategies. As a result, the literature on political advertising is vast and multifaceted. Conventional wisdom holds that political advertising in general — and negative advertising in particular is harmful to democracy
- **Corrupting the Youth-** The negative effects of advertising on teenagers include increased cigarette and alcohol use, obesity, poor nutrition and eating disorders, according to Pediatrics, the official journal of the American Academy of Pediatrics.
- **Environment Threats-** Contrary to the claim of free-market ideology, supply is not a response to demand. Capitalist firms usually create the demand for their products by various marketing techniques and planned obsolescence. Advertising plays an essential role in the production of consumerist demand by inventing false "needs" and by stimulating the formation of compulsive consumption habits, totally violating the conditions for maintenance of planetary ecological equilibrium.

Consumer behavior which is motivated by affective desires has been termed "hedonic consumption" (Holbrook and Hirschman 1982, Hirschman and Holbrook 1982). The basis of this approach is that the search for emotional arousal is an important motivation for individuals when selecting products to consume. Implicit to this perspective is the assumption that consumers consciously or unconsciously utilize the buying process to manage their moods.

### 2.1.6. Media Selection

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as “the five Ms”: Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types? Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results? (Kotler and Keller, 2012)

According to (Keller and Kotler) 2012 Media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The effect of exposures on audience awareness depends on the exposures’ reach, frequency, and impact:

- **Reach (R)**. The number of different persons or households exposed to a particular media schedule at least once during a specified time period
- **Frequency (F)**. The number of times within the specified time period that an average person or household is exposed to the message
- **Impact (I)**. The qualitative value of an exposure through a given medium.

### 2.1.7. Types of Advertising

Advertising gives businesses the tools they need to create consumer awareness for their products and services and ultimately to increase sales. Businesses have the opportunity to choose from several advertising types, including print advertising, broadcast advertising, digital advertising and outdoor advertising. While each of these types presents its own pros, a savvy advertiser chooses the one type or combination of types that best suits the company's product, target consumers and advertising budget.

According to Alison Green (September 26, 2017) generally there are five types of Advertising.

#### **Print Advertising**

Print advertising covers advertisements placed in newspapers, magazines and newsletters. The print ads can be published as display ads next to regular editorial content or as classified listings. Although the number of Americans who regularly read a newspaper is in decline, businesses can buy ads in papers with either national or local circulation to achieve the desired

results. Magazines and newsletters have a longer life than newspapers; they typically lie around for months where they can be seen.

### **Broadcast Advertising**

Broadcast advertising includes advertising on radio and television. Businesses buy local or national ad spots on their preferred stations and then create short commercials, which are aired to viewers and listeners. Although the establishment of many TV and radio stations has led to audience fragmentation, broadcast advertising mediums still have a wider reach than print advertising mediums. Audience measurement metrics for TV and radio are readily available, meaning businesses can determine the station with the highest number of viewers or listeners, as well as estimate ad effectiveness.

### **Outdoor Advertising**

Advertising outdoors involves putting ads on billboards erected strategically along highways, mounted to buildings, or placed on the exteriors and interiors of business vehicles such as taxis and buses. According to the Outdoor Advertising Association of America, outdoor advertising suits businesses targeting consumers in specific geographic regions. Compared to television advertising, outdoor advertising is inexpensive, making it particularly suitable for small businesses with limited advertising budgets.

### **Internet Advertising**

Digital, online or Internet advertising uses Internet technologies such as social media sites, email and search engines to deliver promotional messages to targeted customers. This rapidly growing advertising type is expected to show a 38 percent increase by 2018, with Statista, an online portal for statistics, reporting that Internet ad spending will reach \$82.24 billion in 2018, up from \$50.71 billion in 2014. Internet advertising fits businesses that target a young, well-educated and tech-savvy audience. In 2014, Pew Research Center established that 97 percent of people between 18 to 29 years old and 93 percent of folks between 30 to 49 years old actively use the Internet.

## **Other Advertising Types**

Product placement and telemarketing are alternative advertising techniques that businesses can employ. Product placement involves promoting a product through appearances in film or television. For example, a soft drink manufacturer can strike a deal with a film company so that actors are filmed drinking his product instead of that of a competitor in an upcoming movie. This type of product placement is beneficial to businesses that sell luxury goods. Displaying a company's logo on the uniforms of a neighborhood baseball team is a low-cost and affordable branding approach that works for local businesses.

Telemarketing involves having sales agents make direct calls to existing and prospective customers to inform them about a company's products or services. Because telemarketing is interactive, businesses can use it to develop a rapport with customers.

### **2.1.8. Creating the Advertising Message**

Creativity in advertising is crucial, as the competition for the attention of the consumer is widespread. Effective advertisements satisfy the objectives of the advertiser and persuade the audience to take action. Message Strategy Kotler and Armstrong (2012) suggest that the first step in creating effective advertising messages is to plan a message strategy, the general message that will be communicated to consumers. The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People will react only if they believe they will benefit from doing so. Thus, developing an effective message strategy begins with identifying customer benefits that can be used as advertising appeals. The message approach that will be used to present the advertising appeal or communicate the brand.

Within the executional frame an advertising appeal is used to express the message. According to Belch and Belch (2007), the executional style refers to the manner in which an advertising appeal is used to communicate with the audience. Advertising appeals are used to elicit a response from the audience (Koekemoer, 2004). Advertising appeals should have three characteristics. First, they should be meaningful, pointing out benefits that make the product more desirable or interesting to consumers. Second, appeals must be believable. Consumers must believe that the product or service will deliver the promised benefits.

However, the most meaningful and believable benefits May not be the best ones to feature. Appeals should also be distinctive. They should tell how the product is better than competing brands (Kotler and Armstrong, 2012).

### **Designing a Message**

Having defined the desired audience response, the communicator then turns to developing an effective message. Ideally, the message should get attention, hold interest, arouse desire, and obtain action (a framework known as the AIDA model). In practice, few messages take the consumer all the way from awareness to purchase, but the AIDA framework suggests the desirable qualities of a good message. When putting the message together, the marketing communicator must decide what to say (message content) and how to say it (message structure and format) (Kotler and Armstrong, 2012).

**Message Content:** - The message design comprises the text, visuals and sound, and these elements are combined in the advertisement layout. The message also has a particular tone and style which refers to the manner in which the message is expressed (Ouwensloot& Duncan, 2008:187). Advertising appeals are the cues that attract the attention of the audience and that attempt to influence the consumer in some way. The focus can be on the rational or emotional motives of the consumer, or a combination thereof. Belch and Belch (2007) and Koekemoer (2004) state that advertising appeals are generally divided, based on rational or emotional content. The marketer has to figure out an appeal or theme that will produce the desired response. There are three types of appeals: rational, emotional, and moral.

Rational appeals relate to the audience's self-interest. They show that the product will produce the desired benefits. Examples are messages showing a product's quality, economy, value, or performance. Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use emotional appeals ranging from love, joy, and humor to fear and guilt. Advocates of emotional messages claim that they attract more attention and create more belief in the sponsor and the brand. The idea is that consumers often feel before they think, and persuasion is emotional in nature. Moral appeals are directed to an audience's sense of what is "right" and "proper." They are often used to urge people to support social causes, such as a cleaner environment or aid to the disadvantaged. (Belch & Belch, 2009).

### **2.1.9. Applying Trustworthiness**

According to Friedman (1976) trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the customers. Trustworthiness was found to be an important forecaster of source credibility

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Ohanian, 1990). While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more likely to be believed than someone who is not (Hoyer and Macinnis, 2010). Finding celebrities or other figures with a trustworthy image is often difficult. Many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Advertisers use various techniques to increase the perception that their sources are trustworthy. Marketers can also deal with the source-trustworthiness issue by using other IMC tools such as publicity. Information received from sources such as newscasters is often very influential because these individuals are perceived as unbiased and thus more credible, even though they are often presenting stories that stem from press releases. In some situations, celebrities may appear on news programs or talk shows and promote an upcoming cause or event such as the release of a new movie or music CD. With the increase in stealth marketing techniques, many consumers are becoming wary of endorsements made by celebrities on news programs and talk shows (Belch and Belch, 2003 p. 169-171).

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy. (Singh, 2012). Advertisers recognize the value of using spokespeople who are admired TV and movie stars, athletes, musicians, and other popular public figures. It is estimated that nearly 20 percent of all TV commercials feature celebrities. Celebrities have stopping power, that is, they draw attention to advertising messages in a much-cluttered media environment. Marketers think a

popular celebrity will favorably influence consumers' feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. For example, a well-known athlete may convince potential buyers that the product will enhance their own performance (Ibid). Advertisers often draw attention to their ads by featuring a physically attractive person who serves as a passive or decorative model rather than as an active communicator, research suggests that physically attractive communicators generally have a positive impact and generate more favorable evaluations of both ads and products than less attractive models. The gender appropriateness of the model for the product being advertised and her/his relevance to the product are also important considerations. Products such as cosmetics or fashionable clothing are likely to benefit from the use of an attractive model, since physical appearance is very relevant in marketing these items. Some models draw attention to the ads but not to the product or message (Belch and Belch, 2003 p.177).

### **What is Brand?**

The definition of brand in various marketing literature is given from different perspective. Therefore, it is difficult to find a concise definition. The word Brand is derived from the old Norse word brand, which means "To burn" as brands were and still are a means by which owners of livestock mark their animal to identify them (Keller 2004).

According to American marketing association (AMA) a brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. According to Choudhury (2001) a brand is essentially the sum total of the particular satisfaction that it delivers to the customer who buys that specific brand, the sum total being its name, ingredients, price, packaging, distribution, reputation and ultimately to its performance.

#### **2.1.10. The Concept of Brand Preference**

The notion of preference has been considered in different disciplines such as economists, psychologists, sociology. However, there is no commonly agreed definition of preference among these disciplines. For example, economists believe that preferences are exogenous, stable, and known with adequate precision and are revealed through choice behavior. The economic view of



preference had been criticized for assuming that preferences are stable and endogenous. An individual's preferences are not stable and can be endogenous or exogenous. (Ebrahim, 2011) In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioral tendencies (Zajonc and Markus, 1982). Brand preference is defined variously as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness toward a certain brand; the extent to which a consumer favors one brand over another. For this study a working definition for brand preference is offered: "the biased behavioral tendencies reflecting the consumer's predisposition toward a brand" (Ebrahim, 2011).

The term "Brand Preference" means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2001).

Rossiter and Bellman, (2005) suggest different levels of preferences and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal. Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment, based on the level of preference.

Consumers' moderate or neutral brand preferences can be stimulated to become strong. However, consumers with a negative brand preference cannot be loyal; rather, they can end up with a weak or moderate preference level. There has been a long-standing interest from marketers to understand how consumers form their preferences toward a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the

heterogeneity of consumer choices leading to efficient market segmentation strategies. However, forecasting consumer's preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction (e.g. Fishbein, 1965). Thus, the evolving marketing strategies focus on analyzing and communicating information about product attributes. (Ebrahim, 2011)

According to Aaker(1996), for new or nich brands, recognition can be important. For well-known brands recall and top-of-mind are the most sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall.

### **2.1.11. AIDA Model**

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 tenet of many marketing texts. It has maintained its dominance in spite of challenges launched over almost thirty years (Ehrenberg , 1997). The lengthy battle for recognition that the 'strong force' does not apply to all market sectors is well documented by Jones (1990) Heath (2001) endorses this, 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 suggests 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.

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).

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

1. Commands *Awareness*
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)

## **2.2. Empirical Literature Review on Advertising**

Advertising is more than a tool for selling foods and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to created distinctiveness and preference (singh, 2012). Thomas Michael: Impact of Media on

Consumers' Brand Preference, based on this study, advertisement and taste are the major factors responsible for the success of Coca Cola. The implication of this is that, other variables does not influence much when brand is supported by heavy advertisements and appeals to consumers' taste buds which persuades them to continue buying.

The study showed that advertisement is the major source of awareness of Coca-Cola and Television is the most effective medium as cited by most of the respondents.

Adeole(2005) examined that the impact of advertisement on consumers brand preference in different areas, the results showed that from five different media used in advertising Bournivita and how consumers viewed them in order of preference, for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each and similarly Gezachew (2012) conducted with same topic with reference to electronics product and found that from advertising media perspective television advertising is the most preferred by consumers to have awareness. To convey advertising message experts, celebrities, and common man were preferred by consumers to get reliable information of the brand. Chandrima (2009) had conducted the research on "The impact of electronic and print media on consumer's brand preference." Customers prefer television in comparison to other media since they get both the audio and visual effects. This also proved that customers rely on advertisements shown in media.

Tendon (2011) assessed that the "Impact of advertising on the brand preference of tea." variables of the study are advertising, sales promotion, they are source of awareness and income, age, gender, and education are also independent variables. The study revealed with the perspective of source of awareness of tea brand, advertising as the most important reason for the preference of tea. Again, the study revealed that age, income, and education have great impact on the brand preference of tea whereas gender has no impact on the brand preference of consumers.

Strout R (2008) in his case material "Pepsi and Madonna" examines the use of entertainment personalities in advertising commercial products through the example of Pepsi's use of Madonna. It illustrates how companies try to tie the success of the artist to their product. The study demonstrates the need for clear evaluation of the celebrity endorser, their public image, and if the relationship between the artist and the product applies to the advertising rules. When Pepsi picked Madonna, the choice turned out to be too hot to handle. The \$5 million campaign

featuring the extravagant vocalist had to be scrapped because of its links to Madonna's highly controversial "Like a Prayer" music video."

David H. Silvera, Austad B (2009) in their research topic have examined whether consumers infer that celebrity endorsers like the products they endorse, and presents a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Participants in two experiments examined written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness, similarity to themselves, and knowledge of the product. Attitudes toward the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.

Michael (2012) had conducted a study on the Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola. The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choice. The research conducted by taking three main variables, namely Information, communication, and comprehension. This research revealed that the variable information has high influence in advertisement in consumers brand preference. Here the variable information is measured by three dimensions; they are attractiveness, attention, and awareness, these three dimensions' account for about 56% of respondents that are highly influenced by information in advertisement (Vivekanathan, 2010).

### **2.3. Conceptual Frame Work of the study**

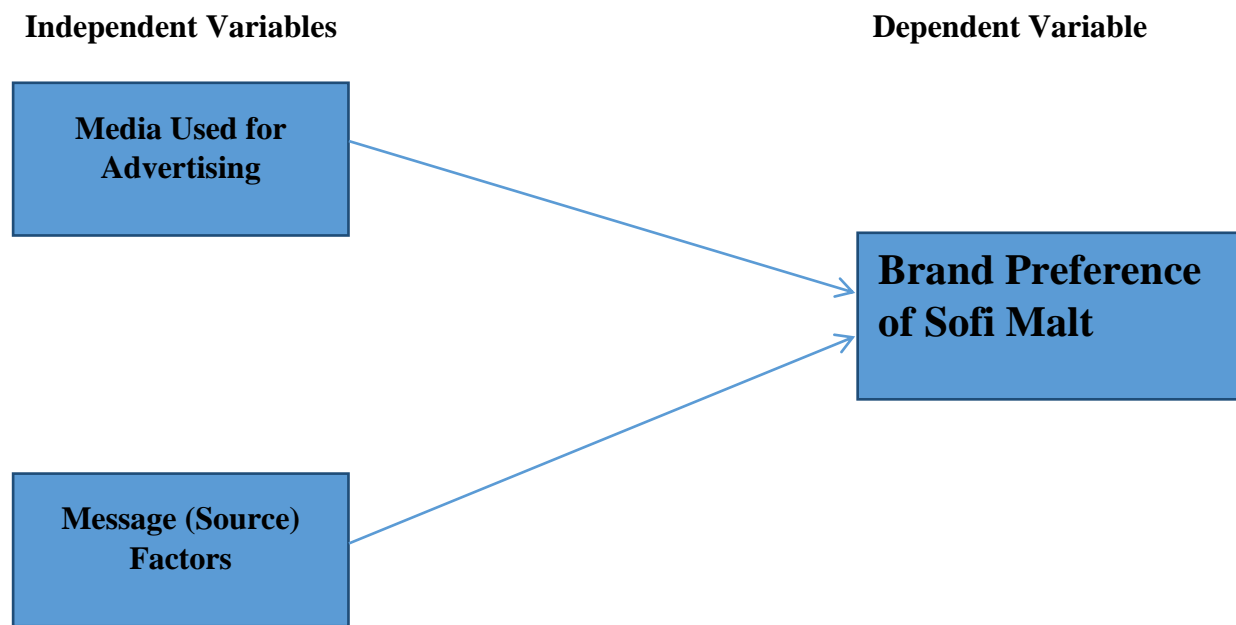
The following conceptual frame work is developed for this study. In developing the conceptual model, the concepts were taken from various conceptual frame works developed by different researchers. Media used for advertising is adopted from Adeolu (2005), Singh et ;Michael (2012), and Chandrima (2009). Source factor is also adopted fromGezachew (2012) and Yang (2007). Finally, messages factor is adopted from Vivekanathan (2010),Haghirian and Madlberger (2005) and Ling (2010) by modifying factors; communication, informative,

comprehension, hedonic/pleasure, and credibility of advertisement. The frame work shows that the independent variables such as media used for advertising, source factors, and messages factors. And brand preference as dependent variable.

### **Conceptual frame work of the research**

Source: Adopted from (Adeolu, Haghirian, and Madlberger, 2005; Gezachew, Singh, and Michael, 2012) and (Chandrima, 2009; Vivekananthan, 2010).

Figure 2 Conceptual frame woke of the research



## **CHAPTER THREE**

### **3. RESEARCH METHDOLOGY**

#### **3.1. Research Approach**

The deductive approach begins with theories and moves to hypothesis then to observation and finally confirmation. According to (Bhattacharjee, 2012), the goal of deductive research is to test concepts and patterns known from theory using new empirical data. Hence deductive research is theory-testing research which is the objective of the research under consideration. The goal of theory-testing is not just to test a theory, but also to refine, improve, and possibly extend it (Bhattacharjee, 2012). Therefore, the study followed a deductive form of scientific research to test the effect of Sofi Malt advertising on brand preference in Addis Ababa context.

#### **3.2. Research Method**

Qualitative Research gathers data about lived experiences, emotions or behaviors, and the meanings individuals attach to them. It assists in enabling researchers to gain a better understanding of complex concepts, social interactions or cultural phenomena. This type of research is useful in the exploration of how or why things have occurred, interpreting events and describing actions. Quantitative research method examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012).

In quantitative introductions, researchers sometimes advance a theory to test, and they will incorporate substantial reviews of the literature to identify research questions that need to be answered. Therefore, the researcher preferred the quantitative research strategy because the study needs to address the effect of advertising on brand preference. The researcher used 10 supermarkets and 10 bar and restaurants. This could be based on theories and reviews of literatures that could identify the research problems and could able to give solutions.

#### **3.3. Research Design**

Explanatory research seeks explanations of observed phenomena, problems, or behaviors (Kothari, 2004; Bhattacharjee, 2012; Creswell, 1994). Explanatory research seeks answers to why and how types of questions. The research design for this study is explanatory in nature.

According to Saunders (2003), explanatory studies are studies with the emphasis to study a situation or problem in order to explain the cause and effect relationship between given variables. In order to accomplish that well defined research problem has to be done and hypotheses need to be stated. Explanatory research is mostly used within areas where extensive research has already been done. In line with this reasoning and purpose of the research the current study will be explanatory type.

### **3.4. Sampling Methodology**

#### **3.4.1. Target Population**

The target population for this study were supermarkets and bar and restaurants in Addis Ababa. Sampling units were the target population elements available for selection during the sampling process. The Sampling units for this study were all purchasers of Sofi Malt of the selected supermarkets as well as bar and restaurants.

#### **3.4.2. Sample Design and Sampling procedure**

A non-probability sampling technique, which is Judgment Sampling, will be used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study.

#### **3.4.3. Sample Size**

This refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. According to Sekaran (2003) sample size 30-500 is already adequate for most of the research. There are several approaches to determining the sample size (Kothari, 2004; Ruane, 2005 and Marczyk, DeMatteo, and Festinger, 2005). These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size (Israel, 1992). Since the total population is unknown, to determine the estimate of  $p$  and  $q$ . I will use the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size.

The sample size for this study was determined with the use of Topman formula as presented below (Dillon, 1993).



$$n = \frac{Z^2 * p * q}{e^2} = 385$$

Where: n = required sample size

Z = Degree of confidence (i.e. 1.96)

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSION

This chapter summarizes and analyzes the data collected from consumers of Sofi Malt in order to obtain the final objective of the study. The aim of this study is to investigate the effect of advertising on brand preference in the case of Sofi Malt brand. A total of 385 questionnaires were distributed to the potential respondents. Among 385 questionnaires a total 272 (70.64%) questionnaires were returned and analyzed, while the remaining 113 (29.35%) questionnaires were not included due to incompleteness of the questionnaire. To observe what demographic trend the sample population has, the questionnaire begins with demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in table 4.1.

#### 4.1. Demographic Profile of Respondents

In the following table the respondents' demographic profile is presented with their respective frequency of occurrence and percentage.

Table 4.1 Demographic Profile of Respondents

<b>Gender</b>				
	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Female	164	60.3	60.3	60.3
Male	108	39.7	39.7	100
Total	272	100	100	
<b>Age</b>				
18-30 Years	228	83.8	83.8	83.8
31-50 Years	44	16.2	16.2	100
Total	272	100	100	
<b>Education</b>				
Primary	4	1.5	1.5	1.5
Diploma	4	1.5	1.5	2.9
Degree	184	67.6	67.6	70.6

Masters and above	80	29.4	29.4	
Total	272	100	100	100
<b>Occupation</b>				
Business Person	20	7.4	7.4	7.4
Employee	180	66.2	66.2	73.5
Student	48	17.6	17.6	91.2
Other	24	8.8	8.8	
Total	272	100	100	100

**Source- Survey result, 2020**

Based on the survey, out of the 272 valid respondents, there were 60.3% female and the remaining 39.7% were male. This imply that the number of female respondents were greater than the male counter parts. When it comes to the next demographic data which is age, distribution of respondents of the total, the majority 83.8% of respondents lies in the age range of 18-30 years and the age group 31-50 of respondents followed the previous group with a percent share of 16.2% and there are no respondents' lies in the range age group 51-99. The study indicates that majority of Sofi Malt consumers in the area under study were in the age range from 18-30 years old, which accounts 88.8% that means young adult consumers were frequent users than other age groups.

From the 272 respondents, the majority 66.2% of the respondent are degree holders followed by 29.4% who accomplished master's degree and above education level. And from the remaining 3% of respondents, 1.5% of the respondents accomplished primary and as well as the remaining 1.5% accomplished secondary school. above. As shown in the table majority of respondents are degree holders and all of the respondents were able to read and write.

Out of the 272 respondents, 66.2% of them were employees, 17.6% of them were student, 8.8% of the respondents were business persons and the remaining 7.4% of the respondents respond that they are on different fields doing which is not mentioned on the questionnaire. So this study implies that most consumers of Sofi Malt are employees.

## 4.2. Reliability and Validity Test

Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure. It's important to consider reliability and validity when you are creating your research design, planning your methods, and writing up your results, especially in quantitative research.

According to Fiona Middleton, (July 3, 2019) reliability refers to how consistently a method measure something. If the same result can be consistently achieved by using the same methods under the same circumstances, the measurement is considered reliable. Validity refers to how accurately a method measures what it is intended to measure. If research has high validity, that means it produces results that correspond to real properties, characteristics, and variations in the physical or social world. So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability.

First reliability of the independent variables (Media used and Message factors) and the dependent variable (brand preference) was checked, then overall reliability for all items which were important for the research was performed by using SPSS.

Table 4.2 Cronbach's alpha test for independent variables

<b>Construct</b>	<b>Cronbach's alpha</b>	<b>No. of items</b>
Media Used for advertising	0.777	7
Message (Source) factor	0.707	8
Brand Preference	0.741	8

Source: survey result (2020)

According to George and Mallery (2003), Cronbach's Alpha result which is greater than 0.70 is acceptable. From data analysis the Cronbach's Alpha of all items is above 0.70 which is

acceptable according to the standard set by George and Mallery, this indicates that there is internal consistency between the items and measures the dimension of the variables.

#### 4.2.1. Normality Test

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic. In order to examine normality, one has to measure each variable’s skewness, which looks at lack of symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk, 2005). Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness using SPSS so there exist normal values for kurtosis as well as skewness. For kurtosis the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar and Saleh 2012).

Table 4.3. Normality measurement table

		<b>Media used for Advertising</b>	<b>Message Factor</b>
<b>N</b>	<b>Valid</b>	272	272
	<b>Missing</b>	1	1
<b>Skewness</b>		-0.6	-0.499
<b>Std. Error of Skewness</b>		0.148	0.148
<b>Kurtosis</b>		0.175	-0.474
<b>Std. Error of Kurtosis</b>		0.294	0.294

Source, Own Survey, 2020

The values from table 4.2.1 shows that skewness values are all under two for all independent variables (Media used for Advertising and Message factor) and dependent variable (Customer brand Preference) and the same thing exists for kurtosis values which are under six for the

existing variables independent and dependent variable listed above. Therefore, from the results shown above, we can say that the data was normally distributed among the sample population.

### 4.3. Descriptive Statistic Results

A descriptive analysis is an important first step for conducting statistical analyses. It gives an idea of the distribution of the data, helps to detect outliers and types, and enable to identify associations among variables;thus,it helps to make ready to conduct further statistical analyses. The first part deals with Sofi Malt consumers’ results of advertising dimensions which include: media used for advertising and message factor. The second part is brand preference. In order to compare the advertising factors effect on brand preference descriptive statistics, mean and standard deviation is used. The mean is a parameter that measures the central location of the distribution of a random variable and is an important statistic that is widely reported in scientific literature. the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. While standard deviation shows how diverse the responses of customers are for a given construct for instance, high standard deviation shows that the data is wide spread meaning customers gave variety of opinion and low standard deviation means customers have close opinion.

Table 4.4 Mean and standard deviation of variables

<b>Media Used Advertisement Items</b>	<b>Mean</b>	<b>Std. Deviation</b>
Sofi Malt advertises on TV	3.8000	1.03400
Sofi Malt advertises on Radio	3.3088	1.03400
The company advertises more frequently than other brands on Radio programs	2.8971	.97405
The company advertises more frequently than other brands on TV programs	3.2353	1.11505
The media used the advertisement wide audible	3.4412	0.89907
The company advertisement uses trusty media channels	3.7206	0.85642
The frequency of advertisement has effect on my brand preference	3.8162	0.91484

Source: Own survey result, 2020

The frequency of advertisement on different medias scored the highest with mean value of 3.8162 meaning consumers of Sofi Malt are highly influenced by Advertisement which are aired or placed frequently on medias for making brand preference. Television advertisement of Sofi Malt also scored well with mean values of 3.8. The consumer of Sofi Malt consumers believes the company uses trusty media channels with the mean value of 3.7206. The media used the advertisement wide audible scored 3.4412 mean value. Radio advertisement of Sofi Malt scored well with mean values of 3.3088. The company advertises more frequently than other brands on TV programs and the company advertises more frequently than other brands on Radio programs scored 3.2353 and 2.8971 respectively. Seven of the items of media used for advertising scored above the cut of point 3.00 this implies consumers are highly influenced by media used for advertisement. But the remaining two which are scored lower than 3 which implies consumers are not highly influenced by the media used for advertisement.

<b>Brand Preference items</b>	<b>Mean</b>	<b>Std. Deviation</b>
Radio advertisement has effect on my brand preference	3.3235	.91226
Magazines advertisement has effect on my brand preference	2.8676	1.04376
Television advertisement has effect on my brand preference	4.3382	.81698
Newspaper advertisement has effect on my brand preference	2.5809	1.03128
Outdoor advertisement has effect on my brand preference	3.6324	1.08535

Source: Own survey result, 2020

Television Ads scored the highest with mean value of 4.33 meaning consumers of Sofi Malt are highly influenced by Advertisement on television for making brand preference. Radio and Outdoor advertisement also scored well with mean values of 3.36 and 3.32 respectively. Magazine ad scored 2.86 and Newspaper ad scored mean value of 2.58 as perceived by the respondents. Three of the items which are Television, Radio and Outdoor ad of media used for advertising scored above the cut of point 3.00. But the remaining two which are Magazine and Newspaper ad scored lower than 3.

Message (Source) factor	Mean	Std. Deviation
Advertising undertaken by celebrities have effect on my brand preference	3.7721	1.14271
The message contents of the advertisement of Sofi Malt are appealing to prefer the brand	3.4926	.73396
Advertising that communicates about the features and the benefit of the product influence my brand preference	3.6434	0.95355
Sofi Malt advertisement has effect on my desire of the product preference	3.3860	.71481
Credibility of advertiser (promoter) and the company have effect on my brand preference	3.3603	1.18211
Fulfilling both the company and the consumer interest in the advertisement message has effect on makes me prefer a brand	3.7243	0.94950
During advertising using background has have effect on my brand preference	3.7941	0.92619
The quality of the production has effect on brand preference	4.1985	0.91175

Source: Own survey result, 2020

The quality of the production has effect on brand preference and during advertising using background has have effect on my brand preference scored the highest mean value of 4.19 and 3.79 respectively. And the rest items of message factors scored above the mean value 3.00 which means message factor is important and it influence consumers Sofi Malt preference.

#### 4.4. Pearson Correlation Analysis

The Pearson correlation coefficient( $r$ ) is used to test if a linear relationship exists between two variables. The correlation coefficient is a statistical measure of the association between two numerical variables (Zikmund, 2003). To determine the relationship between independent and dependent variables, Pearson correlation was computed.

Table 4.5 Pearson Correlation analysis

		Media used for Advertising	Message (Source) Factor	Brand Preference
Media used for Advertising	Pearson Correlation	1	0.153	0.308**
	Sig. (2-tailed)		0.012	0



	N	272	272	272
Message (Source) Factor	Pearson Correlation	0.153	1	-.031
	Sig. (2-tailed)	0.012		0.612
	N	272	272	272
Brand Preference	Pearson Correlation	0.308**	-0.031	1
	Sig. (2-tailed)	0	0.612	
	N	272	272	272

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

Source: - Own survey result, 2020

Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). An r of -1 indicates a perfect negative linear relationship between variables, an r of 0 indicates no linear relationship between variables, and an r of 1 indicates a perfect positive linear relationship between variables.

As can be seen from Table there was a significant positive correlation between the independent variables (Media used for advertising and Message (Source) factors) and dependent variable (brand preference). And the result was found to be statistically significant at ( $P < 0.01$ ) for each variable. This shows that the factors have correlation and have an impact on brand preference.

## 4.5. Regression Analysis

### 4.5.1. Multiple Regression Analysis

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables).

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula  $1 - R^2$  for each variable. If this value is less than 0.1 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

Table 4.6 Multi Collinearity test

	N	Collinearity Statistics	
		Tolerance	VIF
Media Used for advertisement	272	1	1
Message (Source) factor	272	0.97	1.024

Dependent Variable: Brand Preference

Source: Own survey result, 2020

As can see from the above table the multi-collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-collinearity problem with in the model.

Table: 4.7. Model Summary/R Square ( $R^2$ ) analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.815	0.671	0.667	0.31

Source: Own Survey, 2020

The  $R^2$  value tells us how much of the variation in the dependent variable (brand preference) is explained by the model (the dimensions of advertising). In the above table, the model summary shows that the  $R^2$  value is 0.671, which means that 67.1% of Sofi Malt brand preference is explained by the variation of the two(Media used and Message factor) advertising variables.

Table 4.8 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.780	3	21.590	237.270	.000
	Residual	30.200	268	.112		
	Total	94.989	271			

Source: own survey result, 2020

Dependent Variable- Brand Preference

Predictors/Independent Variables- Media Used for Advertising and Message (Source) factor

Analysis of variance (ANOVA) is a collection of statistical models and their associated estimation procedures (such as the "variation" among and between groups) used to analyze the differences among group means in a sample. It describes whether the model is acceptable from a statistical perspective whether the independent variables are in a significantly good degree of prediction of the outcome variable. As can be seen from the above table, the variables of Advertising (independent variables/Media Used for Advertising and Message(Source factor)) significantly predict the dependent variable (Brand preference) with  $F=237.27$  and  $sig=0.000$ . F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance. The F-test result of the study is 237.27 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance.

Table 4.9 Multiple Regression of advertising on brand preference

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Message (Source) Factor	2.378	0.192	0.163	12.418	0.000
	Media Used for Advertisement	0.290	0.054	0.308	5.325	0.000

Source: Own survey result, 2020

Table 4.9 reveals the result of multiple regression analysis between dependent variable (brand preference) and independent variables (Media used for advertising and Message factors). As shown in the table, the study revealed that all independent variables have significant level below 0.05 ( $p < 0.05$ ). Also, beta values which mean individual independent variables influence on dependent variable. The result indicated that media used has the strong influence on brand preference with beta value 0.308. It explains that 30.8% variation in Consumer brand preference cause due to media used for advertisement, which is significant at 0.001. Therefore, the study concluded that media used for advertisement has positively and significantly affected consumers brand preference of Sofi Malt. At the same time Message (source) has strong influence on brand preference, with beta value 0.165, which is significant at 0.000. That means, they have positive

and significant effect on consumer's brand preferences of Sofi Malt. In general brand preference is primarily predicted by higher level of message factors and price discount, and to a lesser extent by coupons and point of purchase.

#### **4.6. Hypothesis Testing**

**H1: There is positive and significant relationship between media used for advertising and brand preference.** There is a positive and significant relationship between media used for advertising and brand preference with beta value of 0.308 (30.8%) and p-value  $p < 0.005$ . There for the study hypothesis is accepted.

**H2: There is a positive and significant relationship between message factors and brand preference.** As can see from the result, a positive and significant relationship between message (source) factor and brand preference with beta value of 0.165 (16.5%) and p-value  $p < 0.005$ . There for the study hypothesis is accepted.

## **CHAPTER FIVE**

### **5. CONCLUSION AND RECOMMENDATION**

In this chapter of the study, the researcher summaries of key results of the study, concluding remarks and also addresses recommendations that might be useful to marketers of Sofi Malt and other researchers.

#### **5.1. Conclusion**

Advertising is a great marketing tool for attracting and keeping the brand in customers mind, and it also has massive effect on customers brand preference. It also allows the viewer to make choices when making a purchase. Most of all, this is the easiest way to reach the target audience, which helps to fulfill the primary objective of advertising that is profit making.

This study's initiated from the importance of the consumer behavior discipline which has been grown in importance within the field of marketing since early centuries till now and tried to see worldwide history of advertisement. Advertisement is the best way of promoting goods and services for the target population by having the goal of increasing profit from the purchase of the goods and services.

So many companies spend so much money on marketing and advertisement, which is the main reason why they spend so much money in order to acquire new customers and communicate with the existing customers about existing offers or to communicate about the launch of new products or services. In order to achieve their goal and to make a profit from their product and service, they must ensure that the media used are the best for their product to advertise and at the same time what exactly the message of their advertisement tells about the product.

From the data collected, the study revealed some important findings on the demography of the consumers of Sofi Malt which were found to be highly dominated by female with a percentage of 60.3 and the remaining 39.7 percent of the respondents were male.

The result shows that among the reasons in the choice for Sofi Malt, easily availability and quality of the product has high degree of influence or effect than other reasons do. Conversely, advertisement quality of the product and price are the least reasons consumers pointed out in their choice of Sofi Malt drink. At the same time, most consumers responded to how to explain Sofi Malt advertisement by saying it is cheerful and attention-getting advertisement by the

percentage of 27.5 and 21.7 respectively. On the other hand, from the given choices, boring and natural has the least selection with the percentage of 2.9 and 7.2 percent.

From descriptive statistics consumers mean values show that the consumers' chose more agree among the alternatives of the Likert scale for all dimensions from all message factors have the highest mean value of 4.1985 and in reverse media used for advertisement holds the lowest mean value of 2.8971. Based on the result other than message factors similarly media used and message (source) factor have strong influence on brand preference, with beta value 0.308 and 0.165 respectively, which is significant at 0.000. That means, they both have positive and significant effect on consumers brand preferences of Sofi Malt. The study also found that consumers are interested in being told about the nature of the product and its benefits through advertisement. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of it can clearly show the information through sight, sound, and motion effect. All elements of message (source) factor of advertising such as celebrity, experts, peer group, family, message content and production quality of the product have significant impact on consumer's brand preference. Moreover, experts have greater positive effect on the perception of the respondents.

The outcome of correlation analysis showed that all advertisement components such as, media used for advertising and message (source) factor are positively and strongly correlated with brand preference of Sofi Malt. The result of regression analysis also shows that variables such as media used for advertising and message factor, have positive and significant effect on consumers of Sofi Malt.

## 5.2. Recommendation

In general, advertisement has huge effect on brand preference of Sofi Malt. Towards this end, the company has to reach continuously in to quality improvement of the advertisement that will make consumers enjoy good value of money paid to purchase the brand. As well as they have to develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising message should both be persuasive and reminder-oriented. The message must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product. As a result of the data TV is currently the most potent of all media used in advertising Sofi Malt. In view of this, more consideration should be given to TV as a medium of advertising. It also offers wide geographic coverage and flexibility as to when the message can be presented.

The advertisement company has to develop contents, documentaries, use background music during advertisement and involve the interest of customers in advertisement message. Better using celebrities and experts by the business organization; they may be actors, athletes, rock stars, or glamorous models to sell their goods across the most influential media. Or else getting the attention of target audience will be challenging. As more rivals are on the field, more attempts should be made to ensure that consumers are well aware of the advertisement message and happy with their purchase. And eventually create strong brand by using innovative ads, a brand that can be on the top lists of the energy drink preferences of every customer, rather than only transmitting generic messages.

### **5.3. Recommendations Further Research**

This study has showed significant results and produced substantial contributions to the existing body of knowledge; however, there are also significant limitations which require further research to be conducted. In this study, the researcher was forced to build up on the theoretical literature reviews from different sources and on previous works in other countries. The main limitation of the study was there is a state of emergency because of the pandemic (specifically lock down and social distancing), which is called Corona Virus (Covid-19) the research has been more challenging to distribute the questionnaire for the target consumer of Sofi Malt. As a result, the researcher used online distribution for those consumers who were able to access internet and had ability to respond for the questionnaire. In addition to that respondents' unwillingness to fill the questionnaires because of lack of understanding about the usefulness of the study, were another limitation of the study. Therefore, future research should be conducted with the more covered population. In line with this, the sample size was not large. Therefore, future studies can analyze effect of advertising on brand preference in the brewery industry with wide range of factors by using large sample size. Second, as mentioned earlier, the pandemic limited the study to analyze only one brewery type due to lack of time. Thus, the researcher suggests that further studies can examine more brewery industry considering the whole population in Addis Ababa, which would provide a wider basis of analysis and identify more influential factors and investigate the effect of advertising on brand preference.



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# APPENDIX

**APPENDIX A- RESEARCH QUESTIONNAIRES Appendix (English Questionnaire)**

**RESEARCH QUESTIONNAIRES**

Appendix (English Questionnaire)

St. Marry University School of Graduate Studies, Questionnaire on "The Effect of Advertising on Brand Preference: The case of Sofi Malt"

Dear respondents,

This Questionnaire is designed to collect data about the effect of advertising on consumer brand preference on the case of Sofi Malt. The data collected from this questionnaire will be used for the purpose of the research and believe that it helps to a researcher to gain meaningful insights on what the target audience perceives and how they respond to the ads. In addition to that it helps to flesh out a brand design with brand performance. I hereby request you to be honest while responding so that the research could succeed and achieve the intended goal and as a matter of fact, the information you provide here would be kept confidential.

If there is anything which is not clear, please don't hesitate to contact me through [tsionsimegne2015@gmail.com](mailto:tsionsimegne2015@gmail.com)

Thank you for your cooperation.

**Part I: Demographic information**

1. What is your Gender?

Female  Male

2. Age

18-30 years  31-50 years  51 and above

3. Education qualification

Primary  Diploma  Degree

Masters and above

4. Occupation

Business person  Employee  Student

Other



**Part II: General opinion about the brand**

5. What is your reason in the choice of Sofi Malt?

- Easy availability
- Quality of the product
- Price
- Advertisement quality of the product

6. If you were describing Sofi Malt ad to a friend, would you say this ad is....

- Active  Attractive  - getting Boring
- Cheerful  Informative  Memorable
- Irritating  Naive
- Unique

**Part III: Specific Information**

This part of the questionnaire collects information to your perceptions on Sofi Malt. Below are statements that are designed to collect data on how you perceive the advertising of Sofi Malt. Please indicate the level of your agreement or disagreement on the statements by putting tick ( ) mark on the space below the options provided

Variables	1	2	3	4	5
<b>Media Used for Advertisement</b>					
I watched Sofi Malt advertisement on TV					
I heard Sofi Malt advertisement on Radio					
The company advertises more frequently than other brands on Radio programs					
The company advertises more frequently than other brands on TV programs					
The media used the advertisement wide audible					
The company advertisement uses trusty media channels					

The frequency of advertisement has effect on my brand preference					
<b>Message (Source) Factor</b>					
Advertising undertaken by celebrities have effect on my brand reference					
The message contents of the advertisement of Sofi Malt are appealing to prefer the brand					
Advertisement that communicates about the features and benefits of the product influence my brand preference					
Sofi Malt advertisement have effect on my desire of the product preference					
Credibility of advertiser (promoter) and the company have effect on my brand preference					
Fulfilling both the company and the consumer interest in the advertisement message has effect on makes me prefer a brand					
During advertising using background music have effect on my brand preference					
The quality of the production has effect on brand preference					
<b>Brand Preference</b>					
Radio advertisement have effect on my brand preference					
Magazines advertisement have effect on my brand preference					
Television advertisement have effect on my brand preference					
Newspaper advertisement have effect on my brand preference					
Outdoor advertisement has effect on my brand preference					
The recent Sofi Malt advertisement campaign has helped me desire the product					
The recent Sofi Malt advertisement campaign made me prefer or use the product					
The recent Sofi Malt advertisement campaign has helped me to develop awareness of the product					

**APPENDIX B (Amharic version of the questionnaire)**

**ቅድስትማርያምዩኒቨርሲቲየድህረምረቃዝግጅት**

የንግድአስተዳደርትምህርትክፍል

ውድተሳታፊ

ስሜፅየንስመኝይባላል። በቅድስትማርያምዩኒቨርሲቲየድህረምረቃዝግጅትየማርኬቲንግናጅምንትየማስትሬት ዲግሪተመራቂተማሪስሆንበአሁኑወቅትየመመረቂያጸሁፌንበማዘጋጀትላይእገኛለሁ። ጥናቴየሚያተኩረውበሶፊማልትከአልኮል ነፃመጠጥላይነው።

ይህመጠይቅስትክፍሎችያሉትሲሆንየመጀመሪያውክፍልስለእርሶአጠቃላይመረጃለመሰብሰብየሚጠቅምሲሆን ቀጣዩክፍልደግሞስለሚመርጡትብራንድጠቅለልያለአመለካከቶንየሚረዳሲሆንሶስተኛውአናየመጨረሻውክፍልስለብራንዱማ ስታወቅያሉትንአጠቃላይግንዛቤለማወቅይረዳል። ይህንንመጠይቅበሙሉታማኝነትእንዲሞሉልኝእየጠየኩኝየሚሰጡኝመረጃ ከዚህጥናትውጭላሌላለምንምአገልግሎትእንደማይውልአረጋግጣለሁ። የእርሶአስተያየትለዚህጥናትመሳካትክፍተኛአስተዋጽኦን ደሚያደርግእየገለፅኩለሚያደርጉልኝትብብርከልብአመሰግናለሁ። ለሚኖሮትማንኛውምጥያቄወይንምአስተያየትበአድራሻዬ tsionsimegne2015@gmail.com

ሊያገኙኝይችላሉ። የእርስዎትብብርለጥናቴወሳኝአስተዋጽኦበረክታል። ስለትብብርዎበቅድሚያአመሰግናለሁ!!

**ክፍልአንድ፡አጠቃላይመረጃ**

1. ያታ
 

ሴትወንድ	<input type="checkbox"/>	<input type="checkbox"/>
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2. እድሜ
 

18-30 አመት	<input type="checkbox"/>	31-50 አመት	<input type="checkbox"/>	51 አመትእናከዛበላይ	<input type="checkbox"/>
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3. የትምህርትደረጃ
 

የመጀመሪያደረጃያጠናቀቀ/ች	<input type="checkbox"/>	የኮሌጅዲፕሎማ	<input type="checkbox"/>
ዲግሪማስተርስእናከዛበላ	<input type="checkbox"/>	<input type="checkbox"/>	
4. የስራዘርፍ
 

የንግድስራተቀጣሪተ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ሌላየስራዘርፍ	<input type="checkbox"/>		

**ክፍልሁለት፡ስለሶፊማልትአጠቃላይአመለካከት**

5. ሶፊማልትንለመምረጥምከንያትህ/ሽምንድንነው?
 

በቀላልመገኘትመቻሉጥራቴዋጋ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
የማስታወቅያውጥራት	<input type="checkbox"/>		
6. የሶፊማልትንማስታወቅያለጓደኛለመግለፅየሚጠቀሙበትቃል
 

ንቁሀሳብንየሚ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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አስደሳች መረጃ  የማይረገግ

የሚረገገው ጥርጣሬ  ወዳዳሪ የማይገኝ ስለት፣ ድንቅ

**ክፍል ሶስት፡ ስለ መረጡት ብራንድ ያሉትን አስተያየት የተመለከቱ ጥያቄዎች**

ከዚህ በታች የተዘረዘሩት ዐረፍተነገሮች እርሶስለሶፊ ማልት ብራንድ ያሉትን አመለካከት ለመረዳት የተቀመጡ ናቸው፡፡

ከእነዚህ አርፍተነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከዐረፍተነገሮቹ ጎንከተቀመጡት

መለኪያዎች አንዱ ላይ ምልክት በማድረግ ያሳዩ፡

	1	2	3	4
<b>ለማስታወቅ ያየ ምንጠቀም በትየ መገናኛ ዘዴ</b>				
የሶፊ ማልት ማስታወቅ ያንበቴ ሌቭዝንተ መልክቻ ለሁ				
የሶፊ ማልት ማስታወቅ ያንበራድ ዮስ ምቻ ለሁ				
ድርጅቱ ክሌሎች የበለጠ በተደጋጋሚ ማስታወቅ ያበራዲዮስ ስማ ለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል				
ድርጅቱ ክሌሎች የበለጠ በተደጋጋሚ ማስታወቅ ያንበቴ ሌቭዝንተ መለከት ለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል				
ማስታወቅ ያውን የሰማሁ በት መገናኛ ዘዴ ተደማጭነት አለው፡፡ ለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል				
ድርጅቱ ታማኝነት ያላቸው ሚዲያ ቻናሎችን ለማስተዋወቅ ስለሚጠቀም ለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል				
የማስታወቂያው ድግሞ ሽለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል				
<b>የማስታወቅ ያይዘት</b>				
በታዋቂ ሰዎች የሚሰራ ማስታወቂያ ለብራንድ ምርጫዎ አስተዋዎ አድርጎልኛል፡፡				
በማስታወቂያው ስጥ ያለው መረጃ ለብራንድ ምርጫዎ ጉልህ ድርሻ አላቸው				
ስለ እቃው ጥራት እንዲሁም ስለሚሰጠው ትቅም ማስተዋወቅ ለብራንድ ምርጫዎ ድርሻ አለው				
የሶፊ ማልት ማስታወቅ ያንበራንዲን እንደ ጠቅም ፍላጎቴን ጨምሮ ታል				
የአምራቹ እና የማስታወቂያው ድርጅት ታማኝነት ጉልህ ድርሻ አላቸው				
የተጠቃሚውን እና የድርጅቱን ፍላጎት ማስታወቂያው ስጥ ማንጸባረቅ ለብራንድ ምርጫዎ እገዛ አድርጎልኛል				
ማስታወቂያ ላይ ሙዚቃ መጠቀም ለብራንድ ምርጫዎ እገዛ አድርጎልኛል				

የማስታወቂያውጥራትለብራንድምርጫዬአገዛድርጎልኛል					
<b>የብራንድምርጫ</b>					
የሬድዮማስታወቂያዎችካንቤቢዳይፐርብራንድምርጫዬ ጉልህአስተዋጽኦአድርጎልኛል					
የመጽሔትማስታወቂያዎችካንቤቢዳይፐርብራንድምርጫዬ ጉልህአስተዋጽኦአድርጎልኛል					
የቴሌቪዥንማስታወቂያዎችካንቤቢዳይፐርብራንድ ምርጫዬጉልህአስተዋጽኦአድርጎልኛል					
የጋዜጣማስታወቂያዎችካንቤቢዳይፐርብራንድምርጫዬ ጉልህአስተዋጽኦአድርጎልኛል					
የመንገድላይማስታወቂያዎች (ቢልቦርድ) ካንቤቢዳይፐር ብራንድምርጫዬጉልህአስተዋጽኦአድርጎልኛል					
የቅርብጊዜውየሶፊማልትማስታወቂያለኦቃውፍላጎት እንዲኖረኝአድርጎኛል					
የቅርብጊዜውየሶፊማልትማስታወቂያለኦቃውንገዝቼ እንድጠቀምአድርጎኛል					
የቅርብጊዜውየሶፊማልትማስታወቂያለኦቃውግንዛቤ እንዲኖረኝአድርጎኛል					