



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
PROGRAM OF BUSINESS ADMINISTRATION (MBA)**

**The Effect of Media Advertising on Consumer Buying Behavior:  
The Case of Top Water Company**

**BY:  
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**JANUARY, 2022**

**ADDIS ABABA, ETHIOPIA**

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**Effect of Media Advertising on Consumer Buying  
Behavior: The Case of Top Water Company**

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**A thesis proposal submitted to St. Mary's University School of  
Graduate Studies in partial fulfillment of the requirement for the  
Masters of Business Administration**

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**Addis Ababa, Ethiopia**

## DECLARATION

I hereby declare that this thesis entitled “Effect of Media Advertising on Consumer Buying Behavior: The Case of Top Water Company”, has been carried out by me under the guidance and supervision of Dr. Ephrem Assefa (Ph.D).

The thesis is original and has not been submitted for the award of degree of diploma any university or instruction.

Researcher’s Name

Date

Signature

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# The Effect of Media Advertising on Consumer Buying Behavior: The Case of Top Water Company

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## **ABSTRACT**

*This study was conducted with an overarching objective to investigate the relationship between media advertisement and consumer buying behaviour of Top Water Company in Addis Ababa. Three media mediums (Print media, outdoor media and broadcast media) and five socio-economic variables were considered to analyze Consumer buying behaviour. For this purpose, thirteen observed items divided into 3 media outlets and 6 items of customer buying behaviour were used. A cross-sectional data with a total of 270 sample units were used and these samples were analyzed through descriptive analysis and OLS regression. Eight regressors are included in the OLS estimation. Seven of them have been found statistically significant, whereas one regressor is found to be statistically insignificant. That is; sex, education, income, print media, outdoor media, and broadcast media have a positive and significant association with customer buying behaviour. However, one variable (occupation) has found to be negatively related with customer buying behaviour and another variable (age) was found statistically insignificant. Regarding socio-economic variables, found that being a female and customer buying behaviour is positively linked. And, customers who are more educated and engaged in paid-employment works tend to have better buying behaviour than their counterparts. Moreover, the results further report that income of the consumer found to be determinate factor that influence customers buying behaviour. In addition, the results of our investigation verify that from eight proposed hypotheses, seven hypotheses have been accepted while one hypothesis has been rejected as it shows the significance level above 10%. The study concluded that the Company has to continue in using media advertising as it is more effective and striking in informing and persuading people. In the study, high income found to promote a positive buying behaviour. On contrary, less income tended to have negative buying behaviour. Hence, the Company should meet the need of less income customers by producing a product that fit the size of them.*

**Keywords:** Media Advertising, Customer, Buying Behaviour and Top Water.

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## LIST OF ACRONYMS

BTL: Below the Line

APL: Above the Line

AIDA: Attention-Interest-Desire-Action

AIDCA: Attention- Interest- Desire-Conviction-Action

CBE: Commercial Bank of Ethiopia

OLS: Ordinary Least Square

VIF: Variance Inflation Factor

# CHAPTER ONE

## 1. Introduction

This chapter provides an introduction to the study. It includes the background of the study, background of the organization, statement of the problem, research question, research objectives, significance of the study, scope and limitation of the study, definition of key terms, and finally organization of the study.

### 1.1. Background of the study

Today, advances in new technologies have accelerated the dissemination of information and made communication easier than ever before. The development of various media platforms assists businesses in introducing and attracting buyers to their products. Companies are now attempting to communicate with a broader segment of the population in a variety of ways, and one of how companies communicate with their customers is through media advertisements. Advertising is the most widely used promotional tool in marketing today (Romaniuk and Sharp, 2004).

According to Gilaninia et al. (2013), the most important factor in successful marketing and advertising strategies is an understanding of consumer behavior. This is why nowadays companies spend a lot of money on advertising mainly to introduce new products, raise awareness and ultimately influence consumer buying behavior. Thus, advertising over different media platforms by various companies influences consumer behavior (Sama, 2019).

Advertisements play a critical role in changing the behavior and attitude of consumers toward the products shown in advertisements in today's world of information explosion and the media world. Advertisements not only alter the way a product is consumed by the user, but also the attitude with which they view the product. Advertisements have been used for a wide range of brands all over the world since the beginning of time. In recent decades, there has been a significant increase in the number of advertisements per brand. Customers' purchasing decisions for specific brands are influenced greatly by advertisements. It is a well-known fact that advertisements can bestow special characteristics on their product or service that they may have lacked otherwise (Rai, 2013).

According to Zinyemba and Manase (2015), advertising is a promotional tool used by marketers to communicate with consumers in various ways using various media. According to Jalees (2006), advertising is the most effective marketing tool for any organization. Milner (1995) defined advertising as an influential communication force and a critical marketing tool that aids in the sale of goods, services, images, and ideas through a channel of information and persuasion. Furthermore, advertising is an important component of marketing (Strauss and Frost, 2001) and one of many brands' current promotional strategies (Rai, 2013). Advertising is done in two ways. These are offline advertising through traditional media and online advertising through the internet (Solomon and Druin, 1996).

Nowadays, most businesses must rebuild their brands, and the most effective way to do so is through advertising, as it is the most widely used marketing communication tool in brand rebuilding. Advertising has evolved into a multibillion-dollar industry that influences the purchasing habits of billions of people worldwide. The goal of advertising is to persuade customers to buy a product and to create an image in their minds (Zinyemba and Manase, 2015). As a result, the overarching goal of advertisements is to draw attention to the product while also ensuring long-term association with consumers and recalling brands in the minds of customers (Rai, 2013).

Results of different studies have shown that companies who engaged in advertisement have better business positions and significant benefits than others who are not. In this regard, Rai (2013) stated that if a consumer observes advertisements of products from two different companies, the one company product's message contains a better advertisement than the other; it is obvious that the better advertisement's product will definitely have more features and so be of higher value. Hence, the extent to which the company imprints its brand in the mind of a customer will change the beliefs and attitudes of people towards its product. It is therefore, important to analyze the effects of media advertisement in influencing the customers' attitude to purchase mineral water and the main objective of this study is to find out the effects of media advertising on the buying behavior of customers of Top mineral water and Addis Ababa is chosen as a case study.

## **1.2. Background of the organization**

Currently, there are 67 water bottling companies in Ethiopia of which the majority are located in the Oromia Region close to Addis Ababa where they can access the biggest number of consumers in the country. Altogether the water bottling factories produce close to 3.5 billion bottles of water per year serving only 5% of Ethiopia's population (105 million)<http://newbusinessethiopia.com>.

The Top Water Company is located in the Oromia Region of Ethiopia around the TatekGeffersaNono area – some 18 kilometers from the capital Addis Ababa. The Top Water bottling plant has the capacity of bottling and packing 18,000 bottles and 920 jars per hour, according to Abebe Dinku, owner of the company named after his name. The fully automated top water bottling plant is installed within the 11,000 square meters of land, the company leased from Oromia Regional State.

Top bottled water has two major advertising methods. The first one BTL (below the line) which is by printing t-shirt, pens, hasps, etc with physical contact with peoples. The second one is APL (above the line) which is adverting with different media platforms.

**Vision of the organization-** is to be outstanding, deliver beyond excellence and have TOP bottled which have a brand of Ethiopian by 2023. The company commitsits vision through making its business, society and environment sustainable.

**Mission of the organization-** to be the first choice of bottled water and non-alcoholic beverage companies in Ethiopia by partnering with the customer, supplier and community. It strives to be an outstanding corporate by being honest, fair and integral in everything the company does.

**Goals and values-** Being committed to understand, meet, and amaze its customer. Being committed to high level of job performance, outstanding customer service delivery, organizational excellence, and continuous improvement. Being enthusiastic and committed to build sustainable business that ensures financial sustainability while making the company as great corporate citizen.

### **1.3.Statement of the problem**

The quality of information reported to potential and existing consumers during an advertising campaign aimed at forming the image and awareness of the products as well as achieving a specific economic result determined before and after the transmission of the advertising message is referred to as advertising effectiveness (Shakho, &Panasenko, 2012). However, determining the impact of media advertising on financial outcomes, whether from advertising or other promotional activities, is difficult.

The media is the vehicle through which the message is delivered. Television, radio, newspapers, magazines, direct mail and mail order, outdoor display, and transportation are all important advertising tools (Wells et al., 2000).

In today's competitive and dynamic environment, all marketers use advertising to communicate with their target markets. Their communication style and the information contained in their advertisements are insufficient to pique the interest of consumers. When the information is insufficient or irrelevant, advertising has no chance of influencing consumers' purchasing decisions for their products or services (Mittal & Pachauri, 2013).

Without advertising, the world would most likely be smaller or very different. A good advertisement persuades the customer to make the final purchase and keeps them motivated to perform a specific action (Kenneth and Donald 2010). As a result, advertising plays an important role in today's businesses. Advertising not only persuades customers to buy but also provides them with options to consider when purchasing to distinguish the products from the crowd. So, when the customer goes to buy something, he or she will first believe that there is a specific product with certain features (Agwu, 2013; Ikpefan, et al., 2014).

The primary goal of advertising is to inform the user or customer that there is something new on the market. However, when we dig deeper, advertising serves as a source to persuade or attract customers about a product to perform a specific action, which is usually to purchase a product (Kenneth and Donald, 2010). Advertising aids in informing consumers about new products or services, as well as new promotions on existing products and services. Advertising aids in visually describing the features and characteristics of a product or service so that the customer

can easily understand it. As a result, advertising is now more important than ever for business (Bardi, 2010).

Considering the varied influence of the different media platforms, Opeodu&Gbadebo (2017) pointed out that media platform in context to the advertisement is considered a compelling factor influencing consumer's choice. Thus, a wise choice of the media platform for the advertisements is important for the promotion of products or services (Singh, 2012). It was stated by Srivastava (2014) that advertisements have wide acceptance as the source of information among the consumers compare to other sources on different media platforms; as a result, media mix decisions are a crucial decision for advertisers.

Advertising is a marketing concept that aims to influence customer purchasing behavior (Guolla, 2011) and one of the key marketing weapons renowned for its long-lasting impact on customers' minds due to its much broader exposure (Katke, 2007). Ferguson et al. (2012) identified advertising as an effective tool for creating product awareness in the minds of potential consumers for them to make an eventual purchase decision. Furthermore, Latif and Abideen (2011) stated that advertising through all mediums influences the customer population, but advertising through media is one of the strongest mediums of advertising due to its reachability and the extent to which it influences the customer population. Therefore, it is very essential to research to find out the extent to which the media advertisement influences the consumer buying behavior in the Mineral water sector.

Several authors have studied the relationship between advertising and customer buying decisions in various contexts (Hawi T., 2019, Yordanos, 2020; Eden, 2018). For example, Yordanos (2020) has studied the relationship between media advertising and customers' buying behaviour in East Africa bottling S.C product (Coca-cola, Sprite and Fanta). From the finding it is concluded that there is statically significant and moderate relationship between consumers' perception of media advertisement and consumer buying behaviour. Eden (2018) has studied the effect of media advertising on consumer buying behaviour in the breweries sector. The finding of the study indicates that there is positive relationship between media advertisement and customer's product choice, and also there is also strong relationship between advertisements on quality of products with customers' product choice. However, to the best of the researcher's knowledge, this study is the first of its kind to be undertaken in the mineral water sector although the question of our



inquiry is similar to the previous studies. The present study, therefore, intends to fill this gap with an overarching objective of examining the effects of media advertising on the customers' buying behavior in the mineral water sector with a particular reference to Top mineral water.

#### **1.4. Research Questions**

1. What is the perception of consumer's towards advertisement being undertaken by Top Water Company?
2. What is the level of consumer buying behaviour in the case of Top Water Company?
3. What is the effect of broadcast media ads on consumers' buying behaviour?
4. What is the effect of print media ads on consumers' buying behaviour?
5. What is the effect of outdoor media ads on consumers' buying behaviour?

#### **1.5. The objective of the study**

##### **1.5.1. General objective**

The general objective of the study is to determine the effect of media advertising on consumer buying behaviour in the case of Top Mineral Water Company.

##### **1.5.2. Specific objectives**

1. To assess the perception of customer's towards advertisement being undertaken by Top Water Company
2. To assess the level of consumer buying behaviour in the case of Top Water Company.
3. To test the effect of broadcast media ads on consumers' buying behaviour in the case of Top Water Company.
4. To examine the effect of print media ads on consumers' buying behaviour in the case of Top Water Company.
5. To investigate the effect of outdoor media ads on consumers' buying behaviour in the case of Top Water Company.

#### **1.6. Significance of the study**

This study helps to identify the effect of media advertising on consumer buying behavior. If the companies can see their relationship and adopt properly formulated marketing strategies for the identification of purchase intention of consumers, the findings of the study are expected to contribute to enhancing organizational performance.

Therefore, the study provides evidence to those who are interested in the industry and overall sector so that appropriate interventions and correct choices would be made concerning allocating resources to an area where a real difference is possible.

As the matter under investigation is known for its resource scarcity, this research contributes a lot to the academic community by igniting the interest of other researchers to carry out similar studies in Ethiopia as a whole. Therefore, the findings of this study give/serve as a wake-up bell for the stakeholders to find possible solutions.

### **1.7.Delimitation/ Scope of the study**

The scope of the study can be discussed in terms of the issue under investigation (conceptual scope), geographical area and the methodology adopted.

- **Conceptual scope:** This study is delimited to the effect of media advertising on consumer buying behavior at the Top Water Factory. The researcher selects this factory purposively due to the living area by supposing the selected factory is representative enough to infer the effect of media advertising on consumer buying behavior in this factory. It is known that different factors other than advertising may affect consumer buying behavior. A company may attract customers and divert their buying behaviour by using sales promotion and public relations marketing strategies. Researching the upheaval of consumer buying behavior due to all these marketing strategies is a complex task since it requires huge finance, time, and data source. Due to the above constraint, the researcher is forced to undertake a single marketing strategy that is media advertising. However, this study is delimited only to media advertisement. The scope of the study covers advertising on consumer buying behavior, its economic contribution, its spatial effects, and challenges that experience in the course of running their activities within the factory.
- **Geographical scope:** In terms of geographical area, the study is delimited to one organization called Top Water Company located in Addis Ababa, Ethiopia.
- **Methodological scope:** As far as the research methodology is concerned, pertinent data will be gathered via questionnaire. Moreover, mixed research approach and explanatory research design were used to attain the research objectives.

### **1.8.Limitations of the study**

This study takes consumer of Top Water Company who are using Top Water at different place as its respondents. Hence, other consumer of the Company those who have not accessed at the time of the data collection are not considered. This may affect the effectiveness and generalizability of the findings. Moreover, the paper will not make any comparison between the buying behaviour between consumers who have use only advertisement to purchase Top Water and those who have use other type other than advertising which influence their buying behaviour. This is due to the fact that those who have use only advertisement have limited experience to compare those who have use other type other than advertising, but those who have use other type other than advertising have more option to compare the buying behaviour at various company, and thus they have different feeling of intentions. From this point of view, in this paper we treat these two different consumer as if they have the same buying behaviour regardless of how many different methods do they have.

### **1.9. Definition of key terms**

- **Advertising:** Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Belch, 2012).
- **Consumer:** a consumer is a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product (Schifman, 2010).
- **Consumer Behavior:** The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria, 2008).
- **Awareness:** Awareness is the cognitive stage to attract customers and is the first step of communication process (Ashcroft and Hoey, 2001).
- **Effective advertisement:** Effective advertisement is described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley (1984).

### **1.10. Organization of the study**

This research report is organized in five chapters. Chapter one provides a general introduction to the study. More specifically, it includes background of the study, background of the

organization, research questions, research objectives, significance of the study, scope and limitations of the study, and definition of key terms. Chapter two describes the review of related literature, i.e., review of theoretical and empirical literature, conceptual framework of the study and research hypotheses. Chapter three provides a detailed description of the methodology employed by the study. Chapter four is about data presentation, analysis and interpretation. Finally, chapter five discusses summary of the major findings, conclusion and recommendation.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Conceptual review**

##### **2.1.1. Advertising**

###### **2.1.1.1. The concept of advertising**

Advertising is a subset of the promotion mix, which is one of the four components of the marketing mix, which also includes product, price, place, and promotion. Advertising is a promotional strategy that is used to create product awareness in the minds of consumers in order for them to make purchasing decisions (Latif & Abideen, 2011). It is a marketing communication tool. Advertising has an impact on people's attitudes, behaviors, and lifestyles. It is a major source of communication between the producer and the product's user. For a company's product to become a well-known brand, it must invest in promotional activities, particularly advertising (Hussein et al, 2008). According to Latif and Abideen (2011), advertising have the potential to contribute to brand choice among consumers.

Arens (1996) defined advertising as a communication, marketing, economic, social, or public relations process, as well as an information and persuasion process. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by businesses, non-profit organizations, and individuals who are identified in some way in the advertising message and who hope to inform or persuade members of a specific audience. According to Morden, 1991 (as reported in Zainul-Abideen (2012)), the purpose of an advertising message is to create a basic awareness of the product or service in the mind of the potential consumer and to build knowledge about it. Advise Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Ayanwale et al, 2005; Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003) Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enable message of advertising to reach wide variety of audience or consumers and is one of the best advertising medium especially of goods and services, organizations, idea etc.

### **2.1.1.2. Classifications of Advertising**

The nature and purpose of advertising differ from one industry to the next and/or from situation to situation. The targets of an organization's advertising efforts frequently change, as do the role and function of advertising in the marketing program. One advertiser may want to elicit an immediate response or action from the customer, whereas another may want to build awareness or a positive image for its product or service over time. Marketers use national and retail/local advertising to reach the consumer market, which can stimulate primary or selective demand. They use business-to-business, professional, and trade advertising for business/professional markets (Belch & Belch, 1998).

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

**b. Retail/Local Advertising-** is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Because retailers are concerned with increasing store traffic, their promotions frequently take the form of direct-action advertising intended to generate immediate store traffic and sales (Belch G.E. and Belch, M. A. 2009).

#### **c. Primary- versus Selective-Demand Advertising**

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

- d. **Business-to-business advertising** is aimed at individuals who purchase or influence the purchase of industrial goods or services for their companies. Business to Business advertising is divided into three categories: Individuals in businesses who buy or influence the purchase of industrial goods or other services are the target audience for industrial advertising. Industrial goods are products that either become a physical component of another product (raw material or component parts), are used in the manufacture of other goods (machinery), or are used to assist a company in its operations (e.g., office supplies, computers). Banks, insurance, travel services, and health care are examples of commercial services.
- e. **Professional advertising** is advertising directed at professionals such as doctors, lawyers, dentists, engineers, or professors in order to persuade them to use a company's product in their day-to-day operations. It could also be used to persuade professionals to recommend or specify the use of a company's product by end users. Trade advertising is marketing to members of the marketing channel such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell branded products from the manufacturer to their customers (Belch G.E. and Belch. M. A., 1990).

### **2.1.1.3.Types of Media Advertising**

Advertisers create and place ads for a variety of reasons. Some of the most fundamental types of advertising are based on functional goals, or what the advertiser is attempting to accomplish. Advertising functional goals include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn, C.T., Allen, C.T., and Semenik, R.J. 2000). There are numerous media that can be used effectively for advertising.

**Print Media Advertising-** Newspaper, magazine, brochures, and flyers are examples of print media advertising. Print media has always been a popular medium for advertising. It is common practice to advertise products in newspapers or magazines. To be of interest to advertisers, print media must be able to attract large numbers of readers or a highly specialized audience. Magazines and newspapers have been used as advertising mediums for over two centuries, and for many years they were the only major media available to advertisers. Reading habits have declined as the broadcast media, particularly television has grown in popularity. More consumers turned to television viewing not only for entertainment but also for news and information. But



despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000).

**Outdoor advertising-** It has most likely existed since the time of cave dwellers. It was used by both the Egyptians and the Greeks as early as 5,000 years ago. Outdoor communication is undoubtedly one of the most common, especially if you live in a city or suburb (Belch & Belch, 2003). Outdoor advertising is also a popular form of advertising that employs a variety of tools and techniques to attract customers outside. Billboards, kiosks, and various events and tradeshows organized by the company are the most common examples of outdoor advertising. Billboard advertising is very popular; however, it must be very brief and catchy in order to capture the attention of the audience. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

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

Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions an essential part of broadcast advertising. In comparison to print media, broadcast media such as radio and television reach a larger audience.

Radio and television commercials are examples of mass marketing because they can reach both a national and global audience. The purpose of broadcast advertising is to persuade consumers of the product's benefits. It is regarded as a highly effective advertising medium. The cost of advertising on this channel is determined by the length of the commercial and the specific time it is shown. For example, the cost of an ad in the premium slot will be greater than in any other slot (Management Study Guide, 2013). A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013).

Television advertising is typically associated with corporate giants, but small businesses can benefit from it as well. A strong audio and video combination is essential for the commercial's success. However, it is also critical that the audio and video work independently. For example, if a person is not watching TV but is only listening to it, he or she should get the idea, and vice versa (Nartey, G. K. 2010).

Internet or online advertising makes use of the Internet or the World Wide Web to entice customers to buy their products and services. Ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing are all examples of this type of advertising. Online advertising has advantages, one of which is the immediate publication of the commercial and its availability to a global audience. However, along with the advantages, there are drawbacks. Advertisers nowadays use distracting flashing banners or send out mass email spam messages to people. This can irritate customers, and even legitimate advertisements may suffer as a result. Therefore, ethics in advertising is very important for it to be successful. Whatever the mode of advertising broadcast advertising is an inherent part of any advertising campaign these days (Tailor, W. 2013).

**Word-of-Mouth:** Among consumers, word-of-mouth is still a powerful marketing tool. However, television advertisements continue to be the most influential tool in persuading the Y-Generation to buy a product, with half of the generation citing internet advertisements as the most frequently avoided. Even among Generation Y, word-of-mouth marketing reigns supreme.

According to a recent SITEL study, only 28.7 percent of Generation Y purchases are influenced by what their friends "like" on social media. Word-of-mouth influences 44.3 percent of Generation Y decisions. Generation Y consumers spread the word about brands they care about to their friends, peers, colleagues, and family members. One indicator of a viral marketing campaign's success is the amount of word-of-mouth generated by the campaign. 50% of word-of-mouth conversations referring to a brand include a reference to a traditional form of media advertising. Based on analysis of word-of-mouth conversations, the most influential media is television and the second most influential media is the Internet (Keller.2007). Therefore, traditional and online advertising cannot be ignored in companies' efforts to reach consumers. However, word-of-mouth is especially crucial when attempting to reach the more sceptical and connected college-aged consumers (Lamb et.al.2008). One of the most powerful tools that social networks offer is access to credible word-of-mouth information about company products and services.

Word of mouth is regarded as the most effective form of product-related consumer contact due to its credibility, which stems from the fact that the consumer, rather than the marketer, is in control (Keller.2007). According to research on the influence of word of mouth, nearly half of those who receive word-of-mouth information about a product or service intend to share that information with others, and half intend to make a purchase decision based on that information (Keller.2007). Online word of mouth is expected to play an even larger role in the purchasing habits of people aged 15 to 24. This generation is more involved in online communication than previous generations. As an example, in selecting entertainment, 48% of the 13-24 year-old age groups is influenced by online word of mouth (Riegner, 2007).

## **2.2.Theories of Advertisement**

Advertising means that, it is a potent vehicle which includes imagination, creativity, concepts, ideas and innovation to promote new products and remind about changes in the old one. Advertising simply means selling but for this one need a creativity of mind with the work of beauty and art. Advertising has been a subject discussed over centuries ago, mostly in the 20th and 21st centuries whether advertising increases prices or lower prices one of the most controversial issues. The figure below describes the three stages through which a consumer passes through before making the decision to purchase a product namely cognitive, affective, and

behavioral stage, in that order. The stages are described by using four models of advertising namely; AIDA model, Hierarchy of effects model, innovation-adoption model and Hierarchy of needs model. This study used the AIDA Model.

### **2.2.1. AIDA Model**

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

### **2.2.2. Hierarchy of effects model**

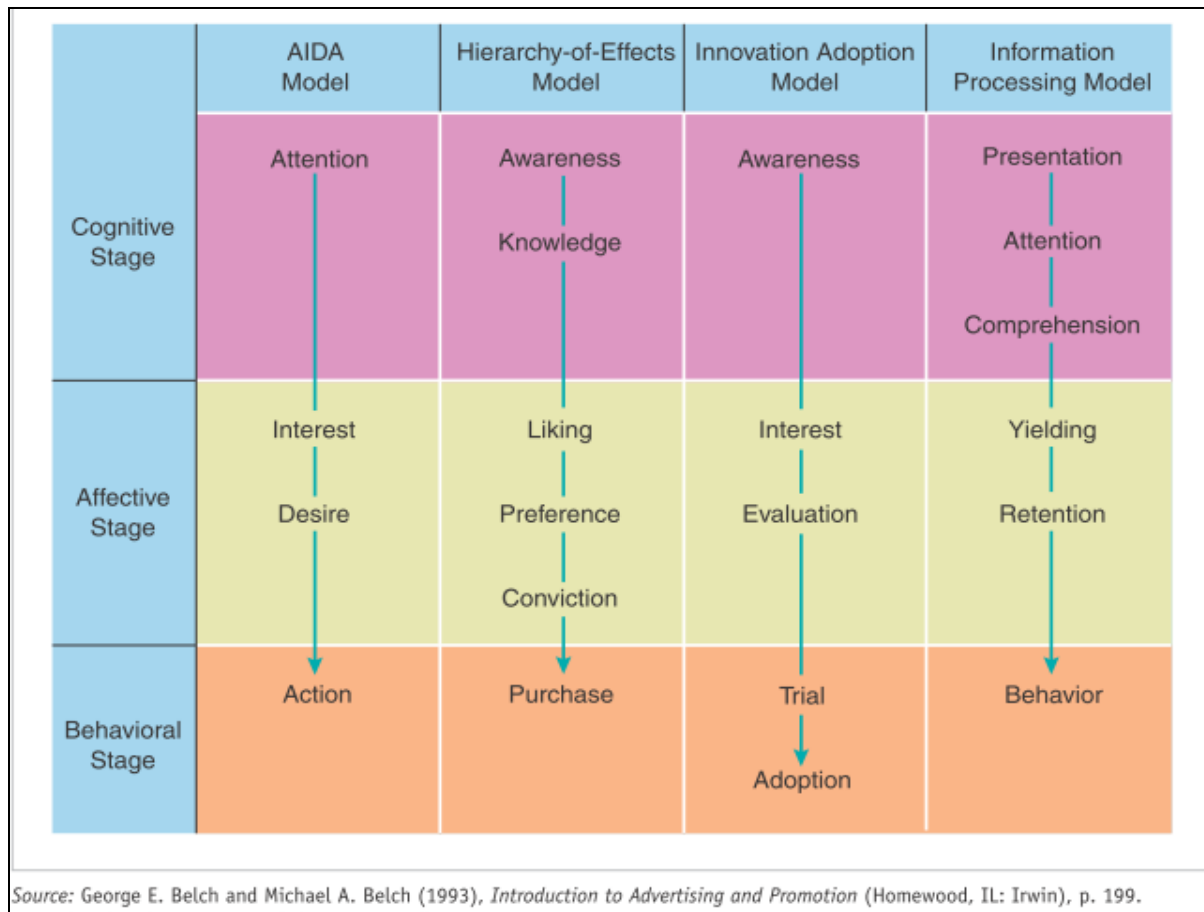
These models are used as preparation basis of marketing communication strategy. Proponent of traditional hierarchy framework suggest that audiences respond to messages in a very ordered way that is firstly cognitively (thinking), then affectively (feeling) and thirdly cognitively (doing). Cognition is typically defined as ‘mental activity’ as reflected in knowledge, beliefs or thoughts that someone has about some aspect of their world (Barry and Howard, 1990). While the affective component is any degree of feeling and emotion, in a general sense, which can be attributed to the brand and conation refers to either intension to perform a behavior (e.g. purchase) or the behavior itself (Egan, 2007: 43).

### **2.2.3. Hierarchy of needs**

One reason to use this model is that determining hierarchical processes allows us to predict behavior (Preston & Thorson, 1983; Barry & Howard, 1990). Yet, the easiest way to predict what someone will do is simply to ask them what they intend to do (i.e., the intention-behavior-relationship). A second reason is that understanding the hierarchy of effects provides information on what advertising strategy to emphasize. A third reason is that the hierarchy of effects has proven valuable for helping to organize planning, training, and conceptual tasks within a firm (Barry & Howard, 1990: 108).

#### **2.2.4. Innovation adoption model**

The adoption process concerns a sequence of stages a potential adopter of an innovation passes through before acceptance of the new product. Rogers (1995) defines the adoption process as “the process through which an individual or other decision making unit passes from first knowledge of an innovation, to forming an attitude toward the innovation, to a decision to adopt or reject, to implementation of the new idea, and to confirmation of this decision”. With respect to organizational adoption, commonly two main stages (consisting of different sub-stages) are distinguished: initiation and implementation (e.g. Zaltman, Duncan and Holbek 1973; Gopalakrishnan and Damanpour 1997). The actual adoption decision occurs between the initiation and the implementation phase. In the initiation stage, the organization becomes aware of the innovation, forms an attitude towards it and evaluates the new product or idea (Gopalakrishnan and Damanpour 1994); it encompasses the awareness, consideration and intention stages. In the implementation stage, the organization decides to purchase and make use of the innovation (adoption and continued use).



**Figure2. 1** *introduction to advertising and promotion*

## 2.3.Consumer Buying Behaviour

### 2.3.1.1.The concept of consumer buying behaviour

Consumer purchasing behaviour is defined as the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services to meet their needs and desires (Schifman& Kanuk, 2009). It includes people engaging in the exchange process's purchasing and other consumption-related activities. Consumer behaviour, according to Solomon, Bamossy, Askegaard, and Hogg, is the study of the process by which individuals or groups select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumer purchasing behavior is influenced by economic factors such as income expenditure pattern, product price, and cost of coprice of products price of complementary products, substitute goods and elasticity of demand (Abraham, 1997; Kotler; Weng, Sanders & Armstrong 2001). It is also affected by psychological

perception, attitudes and learning (Kotler et al, 2001). Consumer behaviour is affected by social and cultural factors that affects individuals buying decision but determines the kind of product to buy (Arnould& Thompson, 2005); Perault, Jerome &Mccarthy, 2005).

### **2.3.1.2.Types of Consumer Behaviour**

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

#### **1) Dissonance reducing buying behaviour**

Dissonance reduces purchasing behaviour when the customer finds it difficult to differentiate between brands. As a result, customers may respond primarily to a lower price. Following the purchase, the consumer may experience post-purchase dissonance (after sales discomfort). This is the type of consumer behaviour exhibited primarily by uninformed consumers (Kotler and Keller, 2006).

#### **2) Habitual Buying Behaviour**

A consumer purchase decision in which the consumer's level of involvement is low is referred to as habitual buying behaviour. This means that consumers do not look for much information among the available brands, do not notice significant differences between brands, and purchase the product without a high level of involvement. If customers continue to buy the same brand, it becomes a habit (Kotler and Keller, 2006).

#### **3) Variety Seeking Buying Behaviour**

In the case of variety seeking purchasing behavior, consumer involvement is low, but consumers perceive significant differences between brands. Consumers who seek variety in their purchasing habits frequently switch from one brand to another (Kotler and Keller, 2006). This is a common purchase decision made by consumers who want to stay on top of the latest fashion trends.

#### **4) Complex Buying Behaviour**

When consumers are heavily involved in making a purchase decision, they exhibit complex buying behaviour. Complex purchasing behaviour necessitates a high level of involvement on the part of the consumer. Consumers distinguish salient differences between competing brands

when they are highly involved. When it comes to expensive and self-expressive products, consumers are extremely involved (Kotler and Keller, 2009).

### **2.3.1.3. Stages of Consumers' Buying Process**

There are five steps in the consumer decision-making process. The purchasing process begins long before the actual purchase and continues for a long time afterwards. Marketers must concentrate on the entire purchasing process rather than just the purchase decision. Every purchase takes the consumer through all five stages. In more routine purchases, however, consumers frequently skip or reverse some of these stages. A woman purchasing her usual brand of toothpaste would recognize the need and proceed directly to the purchase decision, bypassing information search and evaluation. However, the model depicted in the Figure below is used because it depicts all of the considerations that arise when a consumer is faced with a new and complex purchase situation (Tamboli, 2008; Kotler & Keller et al., 2012).

#### **1) Need recognition:**

The first stage of the buyer decision process in which the consumer recognizes a problem or need. Internal stimuli can trigger the need when one of the person's normal needs, such as hunger or thirst, rises to a level high enough to become a drive. External stimuli can also trigger a need (Furaiji, atuszyska, & Wawrzyniak, 2012; Kotler, 2000; Kotler & Keller, 2012).

#### **2) Information search:**

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



commercial sources— those controlled by the marketer (Yakup&Jablonsk, 2012). The most effective sources, however, tend to be personal. Commercial sources normally inform the buyer, but personal sources legitimize or evaluate products for the buyer. As more information is obtained, the consumer's awareness and knowledge of the available brands and features increase. In your car information search, you may learn about the several brands available. The information might also help you to drop certain brands from consideration. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers 'sources of information and the importance of each source (Jakštien, Susnien and Narbutas, 2008).

### **3) Alternative evaluation:**

The stage of the buyer decision process in which the consumer uses information to compare and contrast different brands. Marketers must understand alternative evaluation, or how consumers process information to make brand decisions. Unfortunately, consumers do not use a standardized and consistent evaluation process in all purchasing situations. Rather, several evaluation processes are in operation (Schiffman & Kanuk et al., 2004).

A consumer's attitudes toward various brands are formed as a result of some sort of evaluation procedure. The process by which consumers evaluate purchase alternatives varies depending on the individual consumer and the specific buying situation. Consumers use careful calculations and logical thinking in some cases. At other times, the same consumers do little or no evaluating; instead, they buy on the spur of the moment and rely on intuition. Consumers sometimes make their own purchasing decisions; other times, they seek purchasing advice from friends, online reviews, or salespeople. Marketers should research buyers to learn how they evaluate brand alternatives. Marketers cannot compete if they are aware of the evaluative processes that take place, they can take steps to influence the buyer's decision (Schiffman & Kanuk, 2004).

### **4) Purchase decision:**

This is the buyer's choice of which brand to buy. The consumer ranks brands and forms purchase intentions during the evaluation stage. In general, the consumer will buy the most preferred brand, but two factors can intervene between the purchase intention and the purchase decision. The first factor is other people's attitudes. If someone important to you believes that you should

buy the cheapest car, your chances of purchasing a more expensive car are reduced (Yakup&Jablonsk, 2012)

Unexpected situational factors are the second factor. A consumer's purchase intention can be influenced by factors such as expected income, expected price, and expected product benefits. Unexpected events, on the other hand, may alter the purchase intention. For example, the economy could deteriorate, a close competitor's price could fall, or a friend could report being dissatisfied with your preferred vehicle. As a result, preferences and even purchase intentions do not always translate into actual purchase decisions (Schiffman & Kanuk, 2004).

### **5) Post-purchase behaviour:**

This is the stage of the buyer decision process in which consumers take additional action after making a purchase based on their satisfaction or dissatisfaction with it. The marketer's job does not end once the product is purchased. After purchasing the product, the consumer will be either satisfied or dissatisfied, and will engage in post-purchase behaviour that the marketer is interested in. If the product falls short of expectations, the customer is disappointed; if it meets expectations, the customer is satisfied; and if it exceeds expectations, the customer is delighted. The greater the gap between expectation and performance, the more dissatisfied the consumer. This implies that sellers should promise only what their brands can deliver so that buyers are satisfied (Kokemuller, Available at: <http://www.ehow.com/>; Kotler& Keller,2012).

### **2.3.2. Factors that Influence Consumers' Behaviour**

The numerous factors that influence acquisition, usage, and disposition decisions can be classified into four broad domains: the psychological core, decision-making process, consumer culture, and consumer behaviour outcomes. Consumers must first engage in processes described in the psychological core before making decisions that affect outcomes, such as purchasing new products. They must be motivated, capable, and have access to information in order to perceive, perceive, and attend to it. They must consider this information, form opinions about it, and remember it. What motivates consumers, how they process information, and the types of decisions they make are all influenced by their cultural environment. Age, sex, social class, ethnicity, families, friends, and other factors affect consumer values and lifestyles and, in turn,

influence the decisions that consumers make and how and why they make them (Hoyer & Macinnis, 2010).

### **2.3.2.1. Media Advertising**

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. The functional goals for advertising include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn, Allen and Semenik, 2000). According to Callaway ([http://www.ehow.com/about\\_6642523\\_influence-advertisingbusiness.html](http://www.ehow.com/about_6642523_influence-advertisingbusiness.html)) advertising is explained as the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new products /services to the customers. Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget.

There are several reasons for advertising some of which are as follows:

- Increasing the sales of the product and service
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising.

**Print Media Advertising** – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of

entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Button, Available at <http://www.ehow.com/info>).

**Outdoor advertising:** It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

**Broadcast Advertising** – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radiomight have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009). Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions an essential part of broadcast advertising. The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass

marketing as the national as well as global audience can be reached through it. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot (Management Study Guide, 2013).

### **2.3.2.2. Internal influences**

Internal influences originate within the consumer. Perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions are examples of personal thoughts and feelings. These are referred to as psychological influences. These influences describe how consumers interact with their surroundings, recognize their feelings, gather and analyse information, form thoughts and opinions, and take action. Internal consumer influences can be used to better understand the why and how of specific behaviors. The sections that follow will help you better understand each of these influences (Laura, 2010).

#### **a) Motivation and emotion**

Motivation is the internal driving force that propels people to action. This driving force is generated by a state of tension caused by an unfulfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behaviour that they anticipate will fulfil their needs and thus relieve them of the stress they feel (Schiffman & Kanuk, 2004). (Schiffman & Kanuk, 2004). Emotions, according to Lindquist and Sirgy (2003), are affective responses that reflect the activation of deep-seated and value-laden beliefs within the consumer.

#### **b) Perception**

Perception is representative of how a consumer processes and interprets information. You could describe perception as the way that consumers see the world around them — the world that includes your products and services (Schiffman, 1987) cited in (Tamboli, 2008). Perceptions are unique and determine purchasing behavior in every consumer differently. According to the Webster's Revised Unabridged Dictionary (1913) cited in Durmaz&Diyarbakirlioglu (2011), perception is the quality, state, or capability, of being affected by something external; sensation; sensibility. Another definition is that is the process by which

an organism attains awareness or understanding of its environment by organizing and interpreting sensory information. Perception means the adaption of reality. Attitude-is that lasting general evaluation of something. It represents how consumers feel about products, services, and companies. Attitudes can tell you a lot about your consumers and how well you are accepted in the marketplace. Just remember that consumers easily screen information that conflicts with their own attitudes (Laura, 2010).

### **c) Self-concept and lifestyle**

Self-concepts explain why people dress in certain ways, buy certain products, and drive certain cars. They influence a consumer's behaviour because they represent how the consumer perceives herself and how she believes others perceive her. When you understand the functions of self-concepts, you can use them to better target your marketing message and advertising to potential customers (Laura, 2010). The outward appearance of consumers' internal and external influences reflects their lifestyle. When you consider all of the factors to gain a better understanding of your consumers' lifestyles, you can target promotional plans to those consumers. You can also identify market opportunities(Laura, 2010) and (Yakup&Jablonsk, 2012).

### **2.3.2.3.External influences**

Consumers are faced with many external influences, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these external influences because the source of the influence comes from outside the person rather than from inside (which would be internal, or psychological, influences). You also could refer to them as socio cultural influences; because they evolve from the formal and informal relationships the individual has with other people (Laura, 2010).

#### **a) Culture and subculture**

Culture is a pattern of values, beliefs, attitudes, opinions, and learned behaviour that are held in common and transmitted by the members of any given society. They in turn shape the individuals attitude toward products and buying decisions. Culture also meets many of the emotional needs of individuals, so they strive to protect the beliefs and values of their cultures. This protection is reflected in their behaviour as consumers (Kotler & Keller, 2012). Subculture

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

#### **b) Household structures**

Household structures represents how many live in a home, what the ages of the occupants are, and what the household income is. Household structure is important to consumer behaviour because the structure affects the consumption and purchasing patterns of the individuals within the home. Each member of the household structure also has a role in the decision-making process, and when you understand those roles, you can be more effective in helping those consumers make decisions on whether to purchase your product (Laura, 2010).

### **2.4. Empirical literature**

This part of the study assesses and summarizes the different studies conducted by different researchers in different time and setting regarding the study under investigation which is The Effect of Advertisement Media on Consumer Buying Behaviour.

#### **2.4.1. Review of local studies**

Research study conducted by Yordanos D. (2020) the effect of media advertising on consumer buying behaviour in East Africa bottling S.C product (Coca-cola, Sprite and Fanta) which are found in Addis Ababa city. From the finding it is concluded that there is positive relationship between the advertisement and consumer buying behaviour, there is statically significant and moderate relationship between consumers' perception of media advertisement and consumer buying behaviour.

Bekele K. (2019) examined the effect of media advertising on consumers' buying behaviour in the banking service in the case of Commercial Bank of Ethiopia west Addis Ababa city branches. The results of the study revealed that media ads were the most important sources of information; and the types of media ads (broadcast & print media ads) and the objectives of media ad messages have significant effect on consumers' buying behaviour. The findings showed that TV has the most powerful influence on consumers' buying behaviour due to the

combinations of audio-visual presentations. The informative ads, perception about the bank, the colour of the logo and the brand name were the imperative factors that motivated consumers to respond to CBE's media ads.

Eden G. (2018) investigated the Effect of Media Advertising on Consumer Buying Behaviour at HBSC products which are found in Addis Ababa City. From the finding it is concluded that there is positive relationship between media advertisement and customers product choice, there is also strong relationship between Advertisements on quality of products with customers' product choice, there is a statistically significant and moderate relationship between Customers' perception of media advertisement and Customers product choice. The finding shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behaviour followed by Eye catching advertisement. One variable which is simple advertisement is found to be not statically significant to influence the dependent variable.

#### **2.4.2. Review of similar studies in other countries**

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

K. Nirmala, and SuganthiPais (2016)conducted a study on advertisement and its impact on consumer buying behaviour on healthcare products in Bangalore City on a sample of 100 respondents. The results of the study show that the advertisements has positive impact on the customers buying behaviour and most of the time advertisements mislead the customers in choosing their products.



A study by Adnan V. and Ahmed A. (2016) designed to answer the role of social media advertising on consumer buying behaviour in retail industry Istanbul-Turkey. The researchers found out weak relation between social media advertising and consumer need recognition. They also reported no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behaviour, as those steps represent the five steps need recognition model in consumer buying behaviour. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level. However, there were changes between Females and males in the relation with consumer need recognition, and search for information.

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

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

A study by Malembo Amir (2015) assessed the role of advertisement media on consumer buying behaviour in the airline industry in Tanzania. More specifically, the study intended to identify the relationship between print media, radio advertisement, television advertisement and online

advertisement and the consumer buying behaviour. The study was conducted in Dares Salaam at fast jet headquarters and Julius K Nyerere Airport by taking a sample size of 150 respondents from Fast jet staffs and customers found out that advertisement has direct influence on consumer buying behaviour. Moreover, the study found out that television advertisement appears to be the most influencing factor. Furthermore, the study found out that, an online advertisement has begun to gain trust to consumer in buying products online.

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

#### **2.4.3. Summary of empirical literature**

When we summarize the finding of all empirical studies stated above (both local studies and studies in other countries) they reported almost findings indicating that media advertisement has a positive and significant effect on consumer buying behaviour. For example, the finding of Yordanos D., (2020), Bekele K., (2019) and Eden G. (2018) shows there is statistically significant and moderate relationship between Customers' perception of media advertisement and Customers product choice, even if their focus area are different that is East Africa bottling S.C product, Commercial Bank of Ethiopia and HBSC products respectively.

## 2.5. Conceptual framework of the study

According to Chimwani et al. (2014), a conceptual framework is a research tool intended to assist a researcher to develop awareness and understanding of the situation under scrutiny and to communicate this. In view of the foregoing literature, in particular, the theories, the following conceptual framework developed to examine the effect of media advertising (broadcast media ads, Print media ads and Outdoor media advertising) on the consumer buying behaviour.

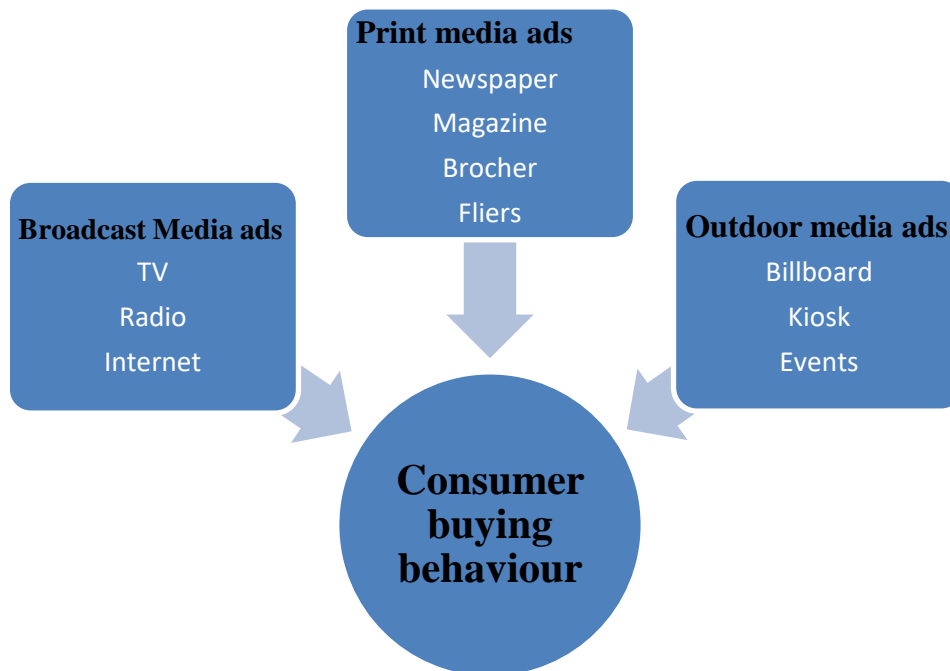


Figure2. 2 conceptual framework of the study

## 2.6. Research hypotheses

- H<sub>1</sub>: Sex has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>2</sub>: Age has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>3</sub>: Education has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>4</sub>: Occupation has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>5</sub>: Income media advertising has a positive and statistically significant effect on consumer buying behaviour.

- H<sub>6</sub>:Broadcast media advertising has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>7</sub>:Print media advertising has a positive and statistically significant effect on consumer buying behaviour.
- H<sub>8</sub>:Outdoor media advertising has a positive and statistically significant effect on consumer buying behaviour.

## **CHAPTER THREE**

### **3. Research methodology**

This chapter discusses the research methodology applied to conduct the study including research approach; research design; data source and methods of data collection; population, sample size and sampling techniques; description of variables; reliability and validity of data collection instruments; methods of data analysis, and ethical considerations.

#### **3.1. Research approach**

This study applied a combination of qualitative and quantitative approaches (mixed research approach) to benefit from each of these approaches. Qualitative approach aims to get a better understanding through first-hand experience, truthful reporting and quotations actual conversation. In addition, to understand how the participants derive meaning from their surrounding and how their meaning influence their behaviour (allow to explore ideas and experiences in depth). On the other hand, quantitative approach is used to generate knowledge and create understanding about the social world and allows testing a hypothesis by systematically collecting and analysing quantitative data.

#### **3.2. Research design**

Descriptive and explanatory types of research designs were used in this study. Descriptive type of research is used because it helps to describe the status of advertising and consumer buying behavior in the case organization. The study also adopted explanatory design to explain the impact effect of advertising on consumer buying behavior. The study was used a cross-sectional method in the sense that first-hand and relevant data are collected at one point in time.

#### **3.3. Target population, sample size and sampling techniques**

##### **3.3.1. Target Population**

The population of this study is composed of consumers of Top Mineral Water in Addis Ababa city. The target population of the study was the customers of Top Mineral Water in Addis Ababa. However, the target population of the study is considered infinite because the top water users cannot be exactly identified and easily accessed for data collection.

### 3.3.2. Sampling Techniques

There is no accurate official data on the population size and the exact place of the consumers of Top Mineral Water Company in the study area. Due to this, the study used convenience sampling method to approach and distribute questionnaire to customers. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people who can be contacted easily where the population is unknown, the sample size can be derived by computing the minimum sample size required for accuracy.

### 3.3.3. Sample Size

The population of this study does not include all consumers who are using this bottled water in the city due to a limitation of resources such as time and money. The Cochran formula (1953) allows calculating an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population. Therefore, 272 samples were chosen based on sample size determination formula for infinite population at 95% level of significance.

The Cochran formula is:

$$n_o = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population that has the attribute in question,
- q is  $1 - p$  (p = 0.5 and q = 0.5)
- $((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 272$

### 3.4. Source of data

To achieve the objective of the study, quantitative and qualitative data were gathered from both primary and secondary sources. The primary data obtained from the consumer and administration offices of the factory through questionnaire. This helps to get first-hand information from the participants and officials about consumer buying behavior. Secondary data

collection constitutes an extensive survey of literature from different sources including books, journals, official documents, websites, and reports from the factory.

### 3.5.Method of data collection

Structured questionnaire was used to gather information from a sample population of 272 households from Bole sub city specific target population from different areas that top mineral water consumers are available. The structured questionnaires were organized into two main sections; the first section is about personal information of the respondents which includes gender and age composition, marital status, and educational level. The second section of the questionnaire was focused on obtaining data about media advertising and consumer buying behaviour.

### 3.6.Reliability and validity of data collection instruments

In order to check the reliability of the factors, a Cronbach alpha was calculated. It is assumed that a Cronbach alpha value of greater than or equal to 0.70 is considered acceptable for the factor to be reliable. In the present study, all the variables and the overall reliability coefficient had satisfactory values of Cronbach alpha. The Cronbach alpha value for each of the independent and dependent variables exceed 0.70 implying that the items to measure the independent and dependent variables were reliable. This is considered good in the reliability interval. Thus, the variables are reliable and the data collection instruments (questionnaires) are standard.

The questionnaire and Likert scale are adopted from: Pirakatheeswari, (2013); Dominic, &Kwamena, (2014) &Gulmez, Karaca, &Kitapci, (2010). The questionnaire has mid-point Likert scale and this showed that it is reliable (Madden &Klopfer, 1978), Eden, (2018) and satisfactory (Krosnick, Narayan, & Smith, 1996).

**Table3.1 Summary of the reliability and validity of data collection instruments**

Variable name	Number of items	Reliability coefficient	Name of the scholar (who developed the scale) and year of publication
Print media advertisement	5	0.81	Pirakatheeswari, (2013); Dominic, &Kwamena, (2014) &Gulmez, Karaca, &Kitapci, (2010).
Outdoor media advertisement	5	0.71	Pirakatheeswari, (2013); Dominic, &Kwamena,

			(2014) & Gulmez, Karaca, & Kitapci, (2010).
Broadcast media advertisement	3	0.74	Pirakatheeswari, (2013); Dominic, & Kwamena, (2014) & Gulmez, Karaca, & Kitapci, (2010).
Consumer buying behavior	11	0.81	Pirakatheeswari, (2013); Dominic, & Kwamena, (2014) & Gulmez, Karaca, & Kitapci, (2010).

### 3.7. Methods of Data Analysis

#### 3.7.1. Measurements of Variables

In this study, the dependent variable (consumer buying behaviour) was measured by computing the mean score values of 11 items constructed using five point Likert scale. Concerning the measurement of independent variables, the following scales were used. Print media advertisement measured by computing the mean score values of 5 items, outdoor media advertisement measured by computing the mean score values of 5 items, broadcast media advertisement measured by computing the mean score values of 3 items constructed using five point Likert scale.

In the present study, both descriptive and econometrics analyses were employed. The descriptive statistics was used to summarize data into percentages, frequency tables and to compute summary statistics such as means and standard deviations. In addition, Pearson's correlation coefficient was executed to determine the relationship among media advertising and consumer buying behaviour.

A multiple linear regression (OLS) data analysis was used for this study. Procedurally, this study initially identified the factor affecting consumer buying behavior (media advertisement) out of 24 items and consumer buying behaviour variable out of 11 attributes using Stata software. Then multiple linear regression analysis (OLS) was conducted based on earlier finding from the mean score computations. Hence, 3 media advertising items and one consumer buying behaviour variables (I was used Likert scale as a measurement unit) that come out of the mean score



calculations was treated as independent and dependent variables for the subsequent OLS regression analysis, respectively.

### 3.7.2. Model specification

In this study, we has used OLS regression model and the general functional form of the model is specified as follows.

$$CBB_i = \beta_0 + \beta_1 BMA + \beta_2 PMA + \beta_3 OMA + \beta_4 SX + \beta_5 AG + \beta_6 OCC + \beta_7 EDU + \beta_8 INC + Gu_i(1)$$

Where  $CBB_i$  =stands for the dependent variable, representing Consumer buying behaviour  $\beta_i$  = slope of the independent variables (BMA, PMA, OMA, SX, AG, OCC and INC)

Where,  $CBB_i$  is Consumers Buying Behavior,BMA is Broadcast Advertisement, PMA is Print Media Advertisement, OMA is Outdoor Media Advertisement,SX is Sex, AG is AGE, OCC is Occupation, EDU is Educationand INC is Income.

$$CBB_i = \beta_0 + \beta_1 BMA + \beta_2 PMA + \beta_3 OMA + \beta_4 SX + \beta_5 AG + \beta_6 OCC + \beta_7 EDU + \beta_8 INC + Z_i + u_i(2)$$

Where,  $CBB_i$ stands for the dependent variable representing the Consumer buying behaviourforindividuali. The vector  $Z_i$ includes demographic, socio-economic and institutional independent variables listed in Table 1. Rewriting equation 2 into a standard regression form gives the following general equation.

$$CBB_i = X' \beta + u \quad (3)$$

Here, X is thevector of the all explanatory variables listed in Table 1.

**Table3.2 List of Variables to be used in multiple regression analysis and their expected signs**

Variable	Definition of Variables	Expected Sign
Consumer buying behavior	The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria, 2008).	+

Broadcast media advertisement	Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet (Merugu, N.M 2009).	+
Print media advertisement	Newspaper, magazine, brochures, and flyers are examples of print media advertising (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000).	+
Outdoor media advertisement	Billboards, kiosks, and various events and tradeshows organized by the company are the most common examples of outdoor advertising (Omcreddy, 2010).	+

### **3.8.Ethical considerations**

Participants of the research were informed about the major objectives of the research emphasizing that the data will be used only for academic purposes. The data was collected using questionnaire and doing with the full willingness of the participants. A statement that indicates their participation is only voluntary and they are advised not to include their names and address on the questionnaire. Careful attention was given to respecting the rights, needs, and values of the participants; and maintaining the confidentiality of the data, and acknowledging sources of information.

## CHAPTER FOUR

### 4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1.1. Reliability Test

In order to check the reliability of the factors, a Cronbach alpha was calculated. It is assumed that a Cronbach alpha value of greater than or equal to 0.70 is considered acceptable for the factor to be reliable. In the present study, all the five variables had satisfactory values of Cronbach alpha. Thus, the variables are reliable.

**Table 4.1 Results of the Reliability Test**

Variable Items	Cronbach Alpha of the sample	Number of
Printing Media	0.76	5
Outdoor Media	0.84	5
Broadcasting Media	0.78	3
Customer Buying Behavior	0.87	6

**Source:** Survey Data, 2021

#### 4.1.2. Diagnostic Tests

Prior to present empirical results and make discussion on regression coefficients, the researcher needs to check the data for the essential diagnostic tests of Ordinary Least Square (OLS) regression. An assessment of the normality of data is a prerequisite for OLS regression. For this purpose, the researcher has used a Shapiro-Wilk normality test to check out as to whether the null hypothesis that the data come from is normally-distributed or not. Shapiro-Wilk test rejects the hypothesis of normality when the significant value is less than or equal to 0.05. Accordingly, the test result shows that significant value is above 0.05, which reflects that the hypothesis of normality is accepted and data are assumed to be approximately normally distributed.

As the researcher has used cross-sectional data, the possible trouble worthy looking is the problem of heteroscedasticity (Greene, 2008). The researcher has estimated Breusch-Pagan test for heteroscedasticity to check the presence of heteroscedasticity and found that the error term has homoscedasticity across all observations. Another serious problem lending detection is

multicollinearity. The researcher has executed the VIF test to check the existence of multicollinearity for the survey data and the VIF values for all regressors are less than 10%, implies absence of strict multicollinearity among explanatory variables. Another test the researcher has performed was model specification test. The Ramsey RESET test result affirmed that the regression model we implemented in this analysis is correctly specified.

**Table 4.2 Summary of Diagnostic Tests**

Diagnostic Test	Executed Test	P-value	Decision
Normality Test	Shapiro-Wilk	0.35286	Normally Distributed
Heteroscedasticity Test	Breusch-Pagan test	0.7626	Homoscedasticity
Model Specification Test	Ramsey RESET test	0.1772	No omitted variables
Multicollinearity Test	VIF	Mean VIF (1.20)	No Multicollinearity

**Source:** Survey Data, 2021

## 4.2. Demographic Characteristics of Top Water Users

Descriptive analysis was used in order to explain the demographic and socio-economic characteristics of Top spring water users involved in the present study. Initially the survey data were checked for uniformity and completeness and the researcher found that 270 questionnaires out of 272 were fully usable. This represents 99.26% response rate. When a selected customer of the Company was unwilling to fill the questionnaire, a replacement customer was selected randomly.

When the sample distribution analyzed in terms of sex, the study found that 62.22% of the respondents were male and the rest 37.78% were female counterparts. This result indicates that majority of the respondents of this study were males.

**Table 4. 3 Sample distribution by Sex**

Sex of Respondents	Frequency	Percent
Male	168	62.22
Female	102	37.78
<b>Total</b>	<b>270</b>	<b>100</b>

**Source:** Survey Data, 2021

Table 4.2 contains the age of sampled respondents. The average age of respondents who had participated in this survey was 32.02 years with the minimum and maximum ages of 18 and 65 years, respectively. This average age of respondents implies that the largest groups of Top mineral water users were middle age adults.

Table 4.3 presents the education level of sampled respondents. The undergraduate education level was dominant which had the highest response rate (48.15%) followed by a diploma level (25.93%). These were 6.30% and 15.19% for the education levels of high school and postgraduates, respectively. The lowest educational attainment of respondents next to no education (0.37%) was primary education (4.07%).

**Table 4.4 Sample distribution by Age**

Age of Respondents	Mean	Std. Dev.	Min	Max
Age	32.02	8.337426	18	65
Observation	<b>270</b>			

**Source:** Survey Data, 2021

**Table 4.5 Sample distribution by educational status**

Education level	Frequency	Percent
No education	1	0.37
Primary education	11	4.07
High School education	17	6.30
Diploma	70	25.93
Bachelor degree	130	48.15
Postgraduate degree	41	15.19
<b>Total</b>	<b>270</b>	<b>100</b>

**Source:** Survey Data, 2021

Table 4.4 depicts the marital status of sampled respondents. The composition indicates that 32.22% were single, 63.33% were married, 3.33% were divorced, while 0.37% and 0.74% of

respondents were widowed and widower, respectively. This implies that the vast majority of the respondents were married.

**Table4.6 Sample distribution by marital status**

Marital Status	Frequency	Percent
Single	87	32.22
Married	171	63.33
Divorced	9	3.33
Widowed	1	0.37
Widower	2	0.74
<b>Total</b>	<b>270</b>	<b>100</b>

**Source:** Survey Data, 2021

Table 4.5 repeats the occupation composition of sampled households. 79.93% of the respondents were paid employees, 13.38% were self-employed, 2.60% were retired and the remaining 4.09% were unemployed. The occupational distribution reflects that the majority of the respondents were salaried employees.

**Table4.7 Sample distribution by Occupational status**

Occupations	Frequency	Percent
Paid-employed	215	79.93
Self-employed	36	13.38
Retired	8	2.60
Unemployed	11	4.09
<b>Total</b>	<b>270</b>	<b>100</b>

**Source:** Survey Data, 2021

Table 4.6 shows the monthly income of the sampled respondents. The reported monthly income of the respondents revealed that majority of the respondents (39.26%) earn more than ETB 5000 per month, 14.44% earn ETB 4000–5000, 17.41% earn ETB 3000-4000. Similarly, 11.85% and 11.11% of the respondents earn ETB 2000–3000 and ETB1000-2000 per month, respectively.

Finally, 5.93% of the respondents earn a monthly income of less than ETB 1000. The result indicates that most of the respondents are getting a monthly income exceeding ETB 5000.

**Table4. 8 Sample distribution by Income level**

Monthly Income	Frequency	Percent
Less than ETB 1000	16	5.93
ETB 1000-2000	30	11.11
ETB 2000-3000	32	11.85
ETB 3000-4000	47	17.41
ETB 4000-5000	39	14.44
Above ETB 5000	106	39.26
<b>Total</b>	<b>379</b>	<b>100</b>

**Source:** Survey Data, 2021

Table 4.7 contains the time-length of the respondents in using Top spring water. The average year of usage by respondents was 2.016 years with the minimum and maximum years of 1 and 4 years, respectively. This average value implies that the majority of respondents had started to use Top water lately as compared to the year in which the Spring Water was introduced in Addis Ababa.

**Table4.9 The time-length of respondents in using Top Mineral Water**

Time-length	Mean	Std. Dev.	Min	Max
Year	2.16	2.1962	1	4
Obs	<b>270</b>			

**Source:** Survey Data, 2021

Table 4.8 shows the frequency in which the respondents are using the Top spring water. Accordingly, 30.37% of respondents replied that they use the Spring Water at least once a week while 14.44% of the respondents said that they are using the Spring Water twice a week. Similarly, 21.48% of the respondents answered that they are using the spring water twice a month (fortnightly) and 10.37 replied that they are using it once a month. However, 4.07% of respondents replied that they are using the spring water daily.

**Table4. 10 The frequency of respondents in using Top water**

Travel frequency	Frequency	Percent
Everyday	11	4.07
Every other day	14	5.19
Twice a week	39	14.44
Once a week	82	30.37
Twice a month	58	21.48
Once a month	28	10.37
Other	38	14.07
<b>Total</b>	<b>270</b>	<b>100</b>

**Source:** Survey Data, 2021

#### 4.2. Descriptive statistics for study variables

On the basis of a five points Likert scale, the overall mean (M) score between **1-2.33** is considered as low, the score between **2.34-3.67** is considered as moderate, and the mean score between **3.68-5** is taken as high value (Zaidatol et al, 2012). The interpretation of mean values is based on this criterion. The aggregate mean for print media advertisement is 2.93 which is moderate, for outdoor media advertisement is 3.118 and also which is moderate, for broadcast media advertisement is 2.99 as such moderate and at last for the dependent variable consumer buying behaviour is 3.16 which is moderate.

**Table4.11 Descriptive statistics of the variables**

Items	Mean	Std. Dev.
<b>Printed media</b>		
Exposure to magazine advert influences my purchase.	3.14	1.316
Magazine adverts provide me with enough information.	2.53	1.284
Promotions by through newspaper increase my loyalty.	3.14	1.188
I will subscribe to a product if the advert is through newspaper.	2.93	1.254
I trust printed media such as newspapers and magazines.	2.89	1.692



<b>Aggregate</b>	2.93	
<b>Outdoor media ads</b>		
Information on outdoor advertisements is persuasive.	2.99	1.327
Attractive outdoor advertising impacts consumer behaviour.	2.91	1.294
More advertisement makes consumer to buy the product.	3.47	1.215
Images, figures and people advert impact consumer behaviour.	2.96	1.246
Billboard location influences consumer decision making.	3.26	1.198
<b>Aggregate</b>	3.118	
<b>Broadcast media ads</b>		
I trust television information aired in choosing the product.	3.18	1.327
I trust internet social networks to choose the product.	2.47	2.171
I find more information about the brands advertised via radio.	3.34	3.329
<b>Aggregate</b>	2.99	
<b>Consumer buying behaviour</b>		
I will introduce the product to friends and relatives.	3.50	1.117
Advertisements influence my buying behaviour.	2.64	1.382
I often notice the advertising message on media.	2.85	1.247
I often make shopping decisions after media advertising.	3.28	1.250
The Company provides the water that I need.	3.34	1.183
The decision that I made to use the water is correct	2.94	1.303
I am totally satisfied with the Company's water.	2.51	1.248
I have a positive emotional relation with the Company.	3.04	1.156
I intend to remain a user of the Company's water.	3.44	1.094
I recommend the water to someone who seek my advice.	3.47	1.079
I continue my relationship with Company in the future.	3.85	1.009
<b>Aggregate</b>	3.16	

**Source:** Survey Data, 2021

Table 4.9 presents the means and standard deviations of the factors involved in the study. The results indicate low- to-high mean values. These statistics describe the extent to which the

sampled respondents agreed or disagreed with the statements used in the questionnaire. The highest mean was 3.85, which reflects the fact that respondents are enthusiastic to continue their relationship with Company in the years to come. In addition, majority of the respondents replied that they have a positive emotional relationship with Company and decided to remain a life-long user the product. They also replied that they recommend the product to other to use it. And, the lowest value was 2.47, which represents respondents are not influenced by internet social networks or online advertisement in buying the product. Thus, it is evident that majority of the respondents agreed that Company provides the best bottled water that meet their expectation although some of the media advertising channels are not good outlets to address the customers need.

Furthermore, the descriptive statistics concerning about the average score of the customers' buying behavior is computed and the estimated the mean score of the overall customers buying behavior is 3.10 indicating that customers of the Company have a good buying behavior. This score further implies that the Company is perceived to be fairly attractive to the existing customers.

#### **4.2.1. Econometrics Estimation Results**

In order to run an OLS regression, the researcher has converted Likert scale factors into continuous variables simply by calculating the mean score of each variable attributes using a Stata. Then, an OLS estimation was made based on these calculated average scores. Table 14 of a model summary statistics indicates that the R-Square of the model is 0.692, which reflects that the seven explanatory variables accounted for 69.2% of the variance in consumer buying behaviour. This means that 69.2% of the variation in consumer buying behavior can be explained by the independent variables. Moreover, the researcher finds that the adjusted R-Square of the model is 0.683, which reflects that additional variables are not contributing to the model.

The researcher begins the empirical analysis and discussion of findings by presenting the OLS regression results. The researcher estimates the link between regressors and customer buying behaviour in the data by running OLS regression based on Eq. (3). Eight regressors are included in the estimation drawn from standard consumer buying theories and empirical studies. Seven of

them have been found statistically significant, whereas one regressor is found to be statistically insignificant as tabulated in Table 4.12. Moreover, the result indicated that six out of seven variables (sex, education, income, print media, broadcast media, and outdoor media) have a positive and significant association with customer buying behaviour. But, occupation has a negative and significant impact on customer buying behaviour whilst age of the respondents was found to have insignificant effect on consumer buying behaviour.

**Table 4.12 OLS Regression Results**

Variables	Coefficients	Robust Std. Err.	t	P> t
Cussex	0.8804259	0.3571228	2.47	0.014**
Cusage	-0.0028045	0.0206925	-0.14	0.892
Cusoccupation	-0.868459	0.5087775	-1.71	0.089*
Cuseducation	4.71568	2.710001	1.74	0.083*
Cusincome	0.2562575	0.1159995	2.21	0.028**
Printmedia	0.2306388	0.0505018	4.57	0.000***
Broadmedia	0.318299	0.0618758	5.14	0.000***
Outdoormedia	0.2705634	0.0551277	4.91	0.000***
Constant	3.842583	1.062384	3.62	0.000
R-Square	0.692			
Adjusted R-Square	0.683			
Observations	270			

*Note:\*\*\* p < 0.01,\*\* p < 0.05, \* p < 0.1.*

**Source:** Survey Data, 2021

#### 4.2.2. Discussion

Table 4.12 reports that sex of the respondents has a positive and significant relationship with customer buying behaviour. The coefficient for sex was 0.880 and it is statistically significant at the 5% level of significance. This coefficient literally indicates that when Company expands the supply of its product by 1%, the buying behaviour of female respondents would positively

change by 0.880, holding other variables remain unchanged. This implies that females tend to buy more of the Company's product than the males. This finding supports the finding by Wekeza and Sibanda (2019) who found that women are the dominant purchasers of a product than men.

The coefficient for the variable customer occupation was -0.868 and it is statistically significant at the 10% level of significance. This estimated value literally shows that when the occupation of the customers of the Company becomes self-employment, the quantity of water sold by the company decrease by -0.849, keeping other variables remain constant. This infers that paid-employed have more tendency to buy the product of the Company. This finding reflects that paid-employed consumers have a stable income and may worry about the quality of products they use. This finding is in line with Basha et al. (2015) and Wekeza and Sibanda (2019) who found that people that are paid-employed can afford products of high quality compared to self-employed people.

Table 4.12 also reports that the coefficient of customer education was 4.716 and it is statistically significant at the 10% level of significance. Theories of customer buying behaviour with respect to education asserted that education attainment and customers buying behaviour are positively linked. The estimated coefficient indicates that when customers of the Company are educated one step ahead, their buying behaviour would positively change by 4.716, keeping other variables remain constant. The magnitude the coefficient is substantial and indicates that being educated is associated with higher customer buying behaviour. This finding supports the theoretical predictions and the idea that being aware about the health benefits of drinking a potable water copiously changes the buying behaviours of individuals. This estimate implies that as customers get more years of education and move from lower grades to higher level of education, they would have a positive buying behaviour, which reflects that education certainly helps customers to improve buying behaviour and make them savvy buyers. This finding is in harmony with the study by Dettmann and Dimitri (2009) who indicates that consumers with a higher education level are more likely to have positive buying behaviour compared to consumers with less or no education.

Table 4.12 reports the empirical finding as to whether the customers buying behaviour have linear relationship with the amount of income or not. We eventually found that buying behavior in the study area are driven by customers income. The coefficient for income was 0.256 and it is

significant at the 5% level of significance. Taking the coefficient literally indicates that when customers' income gets higher by a unit, the buying behaviour of the customers would positively change by 0.256. Our empirical finding concurs with theoretical predictions. It is also consistent with previous empirical studies by Slamet et al. (2016) and Wekeza and Sibanda (2019) who found that the income of the consumer has a positive influence on customers buying decision.

When looking at the results of the three media advertisement variables, first, the study has found that Print media advertisement has a positive and significant effect on customer satisfaction at 1% level of significance. The estimated result indicates that when the Company increases its print media advertising by a unit, the customers buying behaviour would positively change by 0.231, keeping the effect of other independent variables constant. This finding implies that print media advertisement has direct positive influence on consumer buying behaviour and is a useful tool to imprint the brand of the product in the mind of its customers. The finding supports the finding of Yordanos (2020) who found that Print media advertisement has a positive and significant effect on customer buying behaviour. This finding is consistent with hypothesis 2.

Next, the researcher found that outdoor media advertisement has a positive and significant effect on customer buying behaviour at 1% level of significance. The estimated value indicates that when the Company uses outdoor media advertisement, the customers buying behaviour would positively change by 0.271. This finding reflects that outdoor media advertisements are effective in informing and persuading customers. An empirical study by Gulmez et al (2010) proves that outdoor media advertisement has a positive and significant association with customer buying behaviour. This finding is consistent with hypothesis 3.

Furthermore, the study has found that the broadcast media advertisement has a positive and significant impact on customer satisfaction at 1% level of significance. The finding indicates that when the Company advertises its product using a broadcast media medium, the customers buying decision would be greater, by 0.318. The finding further implies that the facilities of giving convenience advertising media to the customers are an essential determinant for improving the purchasing experience of the customers. This finding is consistent with a hypothesis 4 and the earlier empirical findings by Bekele (2019) and Eden (2018) who reached to conclusions that broadcast advertising influences the buying behaviour of customers.

Finally, the model estimation result reveals that age has a negative and insignificant impact on customers buying behaviour and the only factor among the demographic factors reported to be insignificant.

**Table 4.13 Summary of Hypotheses Analysis**

Hypothesis	Variable	Coefficient	P-value	Result	Decision
H <sub>1</sub>	Sex	0.880	0.014**	Significant	Accepted
H <sub>2</sub>	Age	-0.003	0.892	Not significant	Rejected
H <sub>3</sub>	Occupation	-0.868	0.089*	Significant	Rejected
H <sub>4</sub>	Education	4.716	0.083**	Significant	Accepted
H <sub>5</sub>	Income	0.256	0.028**	Significant	Accepted
H <sub>6</sub>	Print Media	0.231	0.000***	Significant	Accepted
H <sub>7</sub>	Outdoor media	0.271	0.000***	Significant	Accepted
H <sub>8</sub>	Broadcast media	0.318	0.000***	Significant	Accepted

*Note:\*\*\* p < 0.01,\*\* p < 0.05, \* p < 0.1.*

**Source:** Survey Data, 2021

## **CHAPTER FIVE**

### **5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

This section presents the summary, conclusion and important recommendations of the current study as follows.

#### **5.1. Summary of the Findings**

This study was conducted with an aimed to investigate the effect of media advertising on consumer buying behaviour in the case of Top Mineral Water Company. To this end, data were gathered from 270 users of Top Mineral Water in Addis Ababa. The present study found that 62.22% of the respondents were male and the remaining 37.78% of the respondents were female. The average age of respondents who had participated in the present survey was 32.02 years. It also found that 48.15% the respondents were in the undergraduate education level followed by a diploma level (25.93%) and 63.33% were married while 32.22% were single. Of the respondents involved in this study, it is found that 79.93% were paid-employed, 13.38% were self-employed, 3.33% were retired and the remaining 0.37% were unemployed.

The econometric findings indicate that variables such as sex, education, income, print media, outdoor media, and broadcast media have a positive and significant association with customer buying behaviour. However, one variable (occupation) has found to be negatively related with customer buying behaviour and another variable (age) was found statistically insignificant.

#### **5.2. Conclusion**

Advertising thought to be an essential tool for the success of a company and plays a crucial role in maintaining and developing sustainable competitive advantage of companies. Thus, this study was conducted with an overarching objective to investigate the relationship between media advertisement and customer buying behaviour of Top Water Company in Addis Ababa. Three media mediums (Print media, outdoor media and broadcast media) and five socio-economic variables were considered to analyze customer buying behaviour. For this purpose, thirteen observed items divided into 3 media outlets and 6 items of customer buying behaviour were used. A cross-sectional data with a total of 270 sample units were used and these samples were analyzed through descriptive analysis and OLS regression.

Eight regressors are included in the OLS estimation. Seven of them have been found statistically significant, whereas one regressor is found to be statistically insignificant. Regarding socio-economic variables, we found that being a female and customer buying behaviour is positively linked. And, customers who are more educated and engaged in paid-employment works tend to have better buying behaviour than their counterparts. Moreover, the results further report that income of the consumer found to be a determinate factor that influences customer buying behaviour. The three media advertising mediums have a positive and significant association with customer buying behaviour. However, occupation has been found to be negatively related with customer buying behaviour and age of the respondents was found statistically insignificant, which implies that it has no attentive effect on customer buying behaviour. Further to this, the study found that broadcast media advertisement has the strongest effect on customer buying behaviour among the three media outlets.

In addition, the results of our investigation verify that from eight proposed hypotheses, seven hypotheses have been accepted while one hypothesis has been rejected as it shows the significance level above 10%. The study concluded that the Company has to continue using media advertising as it is more effective and striking in informing and persuading people. It is therefore important for the Company to use media advertisement in order to create the brand of its product in the mind of customers.

### **5.3. Recommendations**

Based on the empirical findings, this study comes up with the following drastic and applicable recommendations.

- ✚ It is obvious from the finding that print media advertising is one of the significant determinant factors of customer buying behaviour. Thus, the Company should focus on improving the quality of this advertisement medium in order to expand its reachability and retain its customer base. Thus by campaigning simple to understand and impressive advertisement, Top water can attract more consumers in addition to existing consumers.
- ✚ The research finding reveals that broadcast media advertising is the most important determinant that influences customer buying behaviour. Thus, the Company should continue to work hard to improve the quality of this advertisement to stay competent in the spring water industry. By using television and radio to deliver its message without any delay.



- ✚ The finding of the study confirms that customers who are more educated have more buying behaviour than less educated or no education. Thus, the Company should work hard to bring less educated or illiterate people into the list of its customers. By using easiest medias such as television and radio to send information accurately.
- ✚ In the study, high income found to promote a positive buying behaviour. On contrary, less income tended to have negative buying behaviour. Hence, the Company should meet the need of less income customers by producing a product that fit the size of them. By avoiding perceived stereotypes and by going where the consumers are.

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## Annex



**ST. MARY'S UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**PROGRAM OF BUSINESS ADMINISTRATION (MBA)**

**A QUESTIONNAIRE TO BE FILLED BY TOP WATER USERS**

Dear Respondent!

I am conducting a research on “**The Effect of Media Advertising on Consumer Buying Behaviour: The Case of Top Water Company**” for the partial fulfilment of the requirements for the Award of the Degree of Masters of Business Administration. The objective of this questionnaire is to collect relevant information to meet the research objective. The findings of the research will be helpful to the company managers who are striving to meet customer’s satisfaction. The information collected from you will only be used to answer the research questions and be assured that all answers you provide will be kept confidentially. Thus, you are kindly requested to provide your genuine information for all questions according to the instructions given below.

### **General Instructions**

- ✚ Please feel free as your responses are only used for scholastic purpose.
- ✚ You are not supposed to write your name.
- ✚ The questionnaire has two sections.
- ✚ Please **tick** (✓) in the appropriate boxes according to your choice for questions in Section A and **circle** correct numeric response for questions in section B.

✚ Please fill the blank spaces that represent your opinions for all open-ended questions.

We highly appreciate your co-operation in advance!

### Section A: Profile of the Top Water User

Please read the following questions and answer each of them according to the requirement.

1. What is your age? \_\_\_\_\_.
2. What is your sex?    Male             Female
3. What is your highest level of educational attainment?  
No education  Primary (Grade 1-8)  High school (grade 9-12)   
Diploma  Bachelor  Postgraduate degrees
4. What is your marital status?  
Single  Married  Divorced  Widowed
5. What is your employment status?  
Paid-employed  Self-employed  Retired  Unemployed
6. How much is your monthly income? \_\_\_\_\_
7. How long have you used Top Water? \_\_\_\_\_
8. How often you use the Top Water?  
Everyday   
Every other day   
Once a week   
Twice a week   
Once a month   
Twice a month   
When necessary, no specific time

### Section B: Media advertisement items and Consumer Buying behaviour

9. This question contains statements aimed to measure your perception towards the company's media advertisement practices. You can choose from the following aspects of your experience of Top water by using the following scale, where 5 is the highest degree of agreement and 1 is least degree of agreement. The answers are based on

your perception of the product you get from Top Water Company, so it cannot be wrong. Thus, please **circle** correct numeric response to each question.

<b>Media advertisement Items</b>		<b>Survey scale: 1=strongly disagree, 2=disagree, 3=Neutral, 4=agree, 5=strongly agree</b>				
<b>Print media ads</b>						
<b>1</b>	Continuous exposure to magazine advert greatly influences my decision to purchase the water.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2</b>	Magazine adverts provide me with enough information to decide on the network provider or the use of their product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3</b>	Promotions by a network provider through newspaper increase my loyalty.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>4</b>	I will subscribe to a product or service if the advert is made through newspaper.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5</b>	I trust printed media such as newspapers and magazines mostly to choose the product.					
<b>Outdoor media ads</b>						
<b>6</b>	Information on outdoor advertisements of the water company is persuasive.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7</b>	Attractive outdoor advertising is an important factor that impacts consumer behaviour.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>8</b>	The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product of the water company.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>9</b>	Images, figures and people on outdoor advertisements impact consumer behaviour.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>10</b>	Billboard location of the water company influences consumer decision making.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Broadcast Media ads</b>						
<b>11</b>	I trust television information aired by the water company mostly to choose the product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>12</b>	I trust internet social networks or online advertisement made by the water company mostly to choose and get a product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>13</b>	I always take interest in finding out more information about the brands that are present on radio.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

		<b>Survey scale: 1=strongly disagree, 2=disagree, 3=Neutral, 4=agree, 5=strongly agree</b>				
<b>Consumer buying behaviour</b>						
14	I will introduce the water supplied by Top water company to friends and relatives.	1	2	3	4	5
15	Advertisements influence me a lot during my buying decisions.	1	2	3	4	5
16	I often notice the advertising message on media.	1	2	3	4	5
17	I often make shopping decisions while driving based on what I see in media advertising.	1	2	3	4	5
18	Top Water Company provides the water that I need.	1	2	3	4	5
19	The decision that I made to use the Top Water is correct.	1	2	3	4	5
20	I am totally satisfied with water supplied by Top Water Company.	1	2	3	4	5
21	I have a positive emotional relation with the Top Water Company I have chosen.	1	2	3	4	5
22	I intend to remain a user of the Top Water Company I have chosen.	1	2	3	4	5
23	I would always recommend my Top Water Company to someone who seeks my advice.	1	2	3	4	5
24	Based on my experience, I am very likely to continue my relationship with Top Water Company in the years yet to come.	1	2	3	4	5

**SECTION C: OPEN-ENDED QUESTION**

10. In what ways do you think that Top Water Company can further improve its product \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

-----End of Questionnaire -----

**Thank you for your cooperation!**

Contact me: [hamelmalsolomon29@gmail.com](mailto:hamelmalsolomon29@gmail.com)





**በቅዱስትማርያምዩኒቨርሲቲ**

**የገበያአስተዳዳሪትምህርትክፍል**

**የቶፕወ-ሃተጠቃሚዎችየሚሞላመጠይቅ**

ውድመላሾች፡-

ይህመጠይቅየሚዲያማስታወቂያበቶፕወ-ሃተጠቃሚዎችየግዢባህሪላይያለውንተጽእኖለመገምገምታስቦየተዘጋጅጥናታዊጽሑፍነው፡፡የሚሰጡትምላሽበንግድአስተዳደርየሁለተኛዲግሪለማግኘትበማሟያነትበሚዘጋጀውጥናታዊጽሑፍላይኢንደዋናመረጃሆኖያገለግላል፡፡

ይህመጠይቅየተዘጋጀበትዋናዓላማምበቶፕወ-ሃተጠቃሚዎችየግዢባህሪላይያለውንተጽእኖለመገምገምአስፈላጊየሆኑመረጃዎችንለመሰብሰብነው፡፡ስለሆነም፣ለጥናቱውጤትማማርናመፍትሄለማምጣትእርስዎምሚሰጡትመረጃትልቅአስተዋጽኦስላለው እባክሆ

በኃላፊነትናበጥንቃቄይሙሉት፡፡ስለዚህ፣ሁሉንምጥያቄዎችበመሙላትእንዲሳተፉትብብርዎንእየጠየቅንየሚሰጡንን ማንኛውንምመረጃ ሆነአስተያየትሚስጥራዊነቱን በመጠበቅለጥናቱ አገልግሎት ብቻ የሚውል ይሆናል፡፡

**ጠቅላላመመሪያ**

- ✚ በመጠየቂያቅፁላይስሞትንመፃፍአይጠበቅቦትም፤
- ✚ መጠይቁሁለትክፍሎችአሉት (ክፍል 'ሀ' እናክፍል 'ለ') ፤
- ✚ በክፍል 'ሀ' ስርለሚገኙጥያቄዎች (✓) ምልክትያስቀምጡ፤በክፍል 'ለ' ስርለሚገኙጥያቄዎችደግሞበእርስዎአመላካከትትክክለኛውንምርጫየያዘውንቁጥርያክብቡ፤
- ✚ እባክዎባደቦታለተተወላቸውጥያቄዎችየእርስዎሀሳብወይምአመለካከትይሙሉበት፤
- ✚ እባክዎሁሉንምጥያቄዎችበትዕግስትይመልሱ፡፡

**ክፍል ሀ: የቶፕወሃተጠቃሚዎች መሰረታዊ መረጃዎች**

እባክዎ የሚከተሉትን ጥያቄዎች ካነበቡ በኋላ ተገቢውን መልስ ይሙሉ፡፡

11. ዕድሜ: \_\_\_\_\_

12. ያታ: ወንድ  ሴት

13. የትምህርት ደረጃ:

አልተማርኩም  ኛ ደረጃ ከፍተኛ ሁለተኛ

ዲፕሎማ  ዲግሪ  ማስተራሰብ

14. የጋብቻ ሁኔታ:

ያላገባ ያልገባ ፈታባል የጋብቻ ማስተራሰብ

15. የስራ ሁኔታ:

ተቀጣሪ የስራ ጠረቃ ስራ ፈ

16. አማካኝ ወር ዋጋዎ ምን ያህል ነው?

ከብር 1000 በታች

ከብር 1000 እስከ ከብር 2000

ከብር 2000 እስከ ከብር 3000

ከብር 3000 እስከ ከብር 4000

ከብር 4000 እስከ ከብር 5000

ከብር 5000 በላይ

17. ቶፕወሃን መጠቀም ከጀመሩ ምን ያህል ጊዜ ይሆኖታል? \_\_\_\_\_

18. የቶፕወሃ ምርቶችን መቼ መቼ ይጠቀማሉ?

በየቀኑ

በየሁለት ቀኑ

በሳምንት-ሁለት-ጊዜ

በሳምንት-አንድ-ጊዜ

በወር-ሁለት-ጊዜ

በወር-አንድ-ጊዜ

ሌላካለ፣ እባክዎ ይጥቀሱ \_\_\_\_\_

**ክፍል ለ: የሚዲያ ማስታወቂያ እና የሸማቾች ግዢ ባህሪን በተመለከተ**

19. የሚከተሉት ጥያቄዎች የሚያተኩሩት የሚዲያ ማስታወቂያ እና የሸማቾች ግዢ ባህሪ ላይ ነው፡፡

በቶፕ ውሃ አጠቃቀም ምዘብ ሪፖርት ለምድረ ሚቀርቡት ጥያቄዎች በከፍተኛ ሁኔታ ከተስማሙ ከተቀመጡት ደረጃዎች ውስጥ 5 ቁጥርን ይምረጡ፤

በጣም ዝቅተኛ ከሆነ ደግሞ 1 ቁጥርን ይምረጡ፡፡

ምላሾቹ ከቶፕ ውሃ ላይ ምንም ዓይነት ሚያገኙት ምርት ላይ ባሉት አመለካከት ላይ የተመሰረቱ ናቸው፡፡ ስለዚህ፣ በእርስዎ አመለካከት ከቀረቡት 5

ደረጃዎች ውስጥ ያገኙትን አገልግሎት ይወክላል የሚሉትን ደረጃ (ቁጥር) ያክብቡ፡፡

<b>የሚዲያማስታወቂያ መመዘኛዎች</b>		<b>ደረጃ መለኪያዎች:</b> 1 = በጣም አልሰማም 2 = አልሰማም 3 = ገለልተኛ 4 = እስማማለሁ 5 = በጣም እስማማለሁ				
<b>የህትመት ሚዲያማስታወቂያ</b>						
1	ለመጽሔት ማስታወቂያ የለማቻ ረጥመጋ ለጥውሃውን ለመግዛት ባደረግኩት ውሳኔ ተጽዕኖ ያሳድራል።	1	2	3	4	5
2	የመጽሔት ማስታወቂያዎች ነፃነት ወርክ አቅራቢ ውይይት ለመጠቀም ለማቆም ተጠቃቂዎች ውለይ ለመወሰን በቂ መረጃ ይሰጡኛል።	1	2	3	4	5
3	በነፃ ወርክ አቅራቢነት በጋዜጣ የሚደረግ ማስታወቂያዎች ታማኝነቱን ይጨምራሉ።	1	2	3	4	5
4	የምርት ወይም የአገልግሎት ማስታወቂያዎች በጋዜጣ ከተሰሩ እመዘገባለው።	1	2	3	4	5
5	ምርትን ለመምረጥ እንደጋዜጣች እና መጽሔቶች ያሉ የህትመት ማስታወቂያዎችን አምናለሁ።					
<b>ከቤት ውጭ ሚዲያማስታወቂያ</b>						
6	ከቤት ውጭ በሚደረግ ማስታወቂያዎች ላይ ያለው መረጃ አሳማኝነት።	1	2	3	4	5
7	ማራኪያው ጨማሪ ማስታወቂያዎች በተጠቃሚዎች ባህሪ ላይ ተጽዕኖ የሚያሳድር አስፈላጊ ጊንገር ነው።	1	2	3	4	5
8	ማስታወቂያ በተገልጋይ በታዩ ቁጥር ሽማግሌ ይምርቱን የመግዛት እድሉ ይጨምራል።	1	2	3	4	5
9	በውጭዊ ማስታወቂያዎች ላይ ያሉ ስሎች ፡ አቃዞች እና ሰዎች በተጠቃሚዎች ባህሪ ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
10	የቢልቦርድ መገኛ በሽማግሌ ውሳኔ አሰጣጥ ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
<b>የብሮድካስት ሚዲያማስታወቂያ</b>						
11	ምርትን ለመምረጥ የቴሌቪዥን መረጃን አምናለሁ።	1	2	3	4	5
12	ምርትን ለመምረጥ እና ለማግኘት የበይነመረብ ማህበራዊ አውታረ መረቦችን ወይም የመስመር ላይ ማስታወቂያን አምናለሁ።	1	2	3	4	5
13	በሬዲዮ ላይ ስላሉት የምርት ስም ስለመረጃ ለማግኘት ሁልጊዜ ፍላጎት አለኝ።	1	2	3	4	5

<b>የሚዲያማስታወቂያ መመዘኛዎች</b>		<b>ደረጃ መለኪያዎች:</b> 1 = በጣም አልሰማም 2 = አልሰማም 3 = ገለልተኛ 4 = እስማማለሁ 5 = በጣም እስማማለሁ				
<b>የሽማግሌ ግዢ ባህሪ</b>						
14	በቶፕ ደውላኩ ባንድ የሚሰጠውን ውሳኔ ለጋደኞች እና ዘመዶች አስተዋውቃለሁ።	1	2	3	4	5
15	በግዢው ሳይወድቅ ማስታወቂያዎች ብዙ ተጽዕኖ ያሳድራሉ።	1	2	3	4	5
16	ብዙ ጊዜ የመገናኛ ብዙሃን የማስታወቂያ ልዩነቶችን አስተውላለሁ።	1	2	3	4	5
17	በመገናኛ ብዙሃን ማስታወቂያ ላይ ባሉት መሰረት መኪና እየነዳሁ የግዢው ሳንዎችን አደርጋለሁ።	1	2	3	4	5
18	ቶፕ ደውላኩ ባንድ የሚፈገውን አይነት ውሳኔ ቀርቧል።	1	2	3	4	5
19	ቶፕ ደውላኩ ለመጠቀም የወሰን ኩነት ሳይከፈልኩ።	1	2	3	4	5
20	የቶፕ ደውላኩ ባንድ የሚሰጠው ውሳኔ ለሌሎች ሊረከቻለሁ።	1	2	3	4	5
21	ከመረጣኩት ቶፕ ደውላኩ ባንድ ጋር አውንታው የስሜት ግንኙነት አለኝ።	1	2	3	4	5
22	የቶፕ ደውላኩ ባንድ ተጠቃሚ ለመሆን አስባለሁ።	1	2	3	4	5
23	ምክሬን ለሚፈገው ሁሉ እኔን ከፍተኛ የውሳኔ ባንድ እመክራለሁ።	1	2	3	4	5
24	ካለኝ ልምድ በመነሳት በመጭዎቹ አመታት ከቶፕ ደውላኩ ባንድ ጋር ያለኝን ግንኙነት መቀጠል በጣም አፈላጊ ሲሆን።	1	2	3	4	5

-----**መጠይቁ ተጠናቋል።**-----

**ስለ ትብብር ዎ እጅግ በጣም አመሰግናለሁ።**