THE EFFECTS OF MEDIA ADVERTISEMENT ON BRAND PREFERENCE OF LUBRICANTS: THE CASE OF NATIONAL OIL ETHIOPIA PLC.

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

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SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

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APPROVED BY BOARD OF EXAMINERS

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DECLARATION

Elelta Solomon, hereby declares that this thesis titled, "Assessment of effects of advertisement on brand preference of lubricants: the case of National Oil Ethiopia PLC "is my own original work. I have carried out the present study independently with guidance and support of my thesis advisor, Mulugeta G/Medhin (PhD).

All other research or academic sources used in this study have been duly acknowledged that this study has not been submitted for the award of any Degree nor Diploma program to this or any other institution prior to this date.

Student	**Signature**	**Date**
Elelta Solomon	_____	Dec 2021

ENDORSEMENT

This thesis has been submitted to St Mary's University, School of Graduate studies for examination with my approval as a university advisor.

MULUGETA G/MEDHIN (PhD) _____

St Mary's University, Addis Ababa, Ethiopia December 2021

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LIST OF ACRONYMS

Ad – Advertisement

BP – Brand Preference

BA – Brand Awareness

SPSS- Software package for social science

SMM - social media marketing

Ho – Null Hypothesis

H1 – Alternative Hypothesis

IMC- Integrated marketing communications

NOC– National Oil Company

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ABSTRACT

Measuring the impact of Ads of different forms in consumers brand preference is very essential for every marketer. If resources including money, time and effort spent on Ads such as banners, SMM, and do not create any positive change in consumers' brand preference and get customers and potential customers to prefer the brand from all other similar brands in the market then the resources can be said to be vain,

The study aims to assess the effects of Ads on consumers lubricant brand preference

Media advertisement is among the important company strategy that has powerful effect on brand preference. The objective of this study is to analyze the effect of Media advertisement on brand preference in the case of National Oil Company (NOC). The sample populations of the study were owners and drivers of motor vehicle in Addis Ababa. Quantitative research approach and non-probability convenience sampling had been adopted in selecting a sample size of 384. Data were collected using structured questionnaire and analyzed using SPSS 20 and descriptive research design was used. The results of the study revealed that Media advertisement have a relationship with brand preference of owners and drivers of motor vehicle. Therefore, it is essential for National Oil Company (NOC) to pay more attention in increasing their Media advertisement practice specifically should pay more attention to the activities and means of product attributes since the study results showed a weakness on some of contributors of originality, in influencing the brand preference of both the retailers and the company as a whole. Finally, the researcher is recommended to National Oil Company (NOC) is that the strategic impact of Media advertisement is best observed when they are designed or built-in strategic plan for all stakeholders in the business area, coordinated with other marketing tools and integrated with the business strategy.

Keywords: Advertisement, Social media Marketing and Brand preference

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Advertisement can be described as an integral part of the marketing between products and the market which aids in generating quick sales by reaching beyond geographical boundaries in motivating purchase Kotler (2010). (Kotler, 2002) also describes advertisement as a very important tool, particularly for companies whose products/services are targeted for mass consumer markets.

(Bennett, 2006) describes advertising as non- personal communication of marketing related information to the target audience, usually paid for in order to reach the specific objectives of the sponsor. Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler and Armstrong, 2010). Products such as lubricants are characterized by the continuous turnover and multiple relatively close substitutes, which is why advertisement r becomes crucial in making consumers aware of the existence and characteristics of products (Keller,2013).

According to Kotler& Keller (2012), "A brand is a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of a seller and differentiate them from competitors." Over the years the functions of brands have grown from this definition. Brands being intangible assets are essential for a Firm's existence. This emerging importance of brands emphasizes the need to effectively manage the brand so as to maximize the profit as well as value of the Firm (Bauer and Keller, 2000, 2008).

Organizations develop brands with the prime intention of attracting and retaining customers as well as differentiating themselves from others (Alvarez, 2005). Lines of research have suggested that people sometimes form relationships with brands in much the same way in which they form relationships with each other in a social context (Fournier 1998; Muniz and O'Quinn 2009).

Brand awareness has been defined by different authors in various ways. Most definitions such as Aaker (1991) who had definer brand awareness as the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category indicate that brand

awareness is much more than just a recognition of brand presence rather extends to how easily a consumer can recognize or recall different elements of the brand which is crucial for the purchase.

The arbitrary marketing experience of people throughout the world indicate the fact that consumers seem to have particular brand preference irrespective of price and quality similarities (Bronnenberg, 2010; Galizzi and Garavaglia,2012) Yet according to Bronnenberg (2010) "consumers often cannot distinguish their preferred brand in a blind taste test". The motivation of studying brand preference is that this area of brand has received significant research attention in recent years. As a result, current marketing studies attempt to conceptualize, measure, and manage brand preference in a way that drives brand market performance, and helps Firm's strategic decision making Yared (2014).

This is why it is important to examine and understand how brands can use media advertisement to build brand equity/awareness and consumer preference. This study will focus on examining one of the elements of marketing mix; advertising and the role it has on building brand awareness and consumer preference.

1.2. Background of the company

National Oil Ethiopia (NOC) Plc is the first indigenous major oil marketer of petroleum products with a wide network of modern service stations strategically located across the country. We focus and continuously strive to improve our product and service offerings and expand our business operations in Ethiopia and other countries in Africa.

Established in April 2004, National Oil Ethiopia Plc (NOC) registered a sterling growth in the marketing of petroleum products in the country. NOC markets one of the world's leading lubricant brand Chevron-Caltex Lubricants, and maintains a major market share in Ethiopia's industry with the supply of over 1—different lubricant grades of industrial and automotive applications. The company aspires to become a leader in retail petroleum products marketing through customer focused professional forecourt service, supply product, state 0f the art facilities and specialized services.

Currently NOC lubricants are being marketed through the major customer segments namely, distributors, resellers and retail consumers dominantly engaged in serving individual

consumers for automotive grades. Whereas, the commercial class of business is being served through a competitive tender dominantly for the industrial grade lubricants.

1.3. Statement of the problem

Consumers almost always approach the marketplace with a well-established set of tastes and preferences (Hoyer & Brown, 1990) although the objective of marketer's principle is to reach their target group and make more than a single sale. The major purpose of advertisements is to be informative and persuasive in presenting the customer with important product features that will lead to favorable attention and can be used as the basis for rational brand preference. Measuring the effectiveness of advertising has become a hot issue for most companies, especially in the tight economic environment because People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives (Arens, 1996).

Pre- and post-evaluations of communication effect can be made for entire advertising campaigns as well. (Kotler & Armstrong, 2013). Advertisements can be measured both before and after they have been run, and this must be done regularly. After an advertisement is run, the advertiser can measure how the advertisement affected consumers recall or product awareness, knowledge, and preference. The final aim of every advertisement is to instigate the actual behavior of the targeted audience, whether purchase intention or actual Consumption.

Various previous studies focused on different factors that affect consumers' brand preference. For instance, Yang et al. (2007) used one factor which is social reference group and some others used two factors such as Singh et al. (2012) used that celebrity endorsement and type of advertising media, Adeole et al. (2005) used that types of advertising media and Age of consumers, as the two factors for the study purpose. Furthermore Vivekananthan (2010) used those three factors such as information, communication, and comprehension. Whereas, Tendon (2011) used those four factors such as source of awareness (advertising & sales promotion), Age, Gender, and Education. Gezachew (2012) also used those four factors such as features of advertisement, contents of advertising message, types of advertising media and reference group influence. As the above literature written by different scholars indicates, studies which were conducted on the impact of advertisement on consumers brand preference by taking two factors; however, some studies were conducted by taking three and four factors or variables.

Each study used only specific factors; they may not comprise all factors that exactly indicate the impact of advertisement on consumers brand preference.

Companies in Ethiopia are challenged to develop relevant content and convey this content through an effective medium that can deliver the message to their target population.

National Oil Ethiopia being in a dynamic industry with numbers of new entrants and competitors joining the market every year must be able to create a differentiation and brand preference within the target audience through its advertisement techniques. In the current National Oil Ethiopia is a recent player in the advertisement initiation and implementation as compare to its major rivals Total Ethiopia and Oilibya, in order to create a brand preference that has been dominated for long by international brands such As total and Oil Libya National Oil Ethiopia must be able to create, implement and measure effectiveness of its advertisement campaigns and programs thus this study deals with these aspects that whether media advertisements of National Oil Ethiopia has brought about the intended effects on consumers brand preference or not based on five of the major media advertising effectiveness measurement tools .

1.4. Research Questions

- How does credibility of media advertising affect customers' brand preference of NOC lubricants?
- How does understandability of media advertising affect customers' brand preference of NOC lubricants?
- How does the message appeal of media advertising affect customers' brand preference of NOC lubricants?
- How does memorability of media advertising affect customers' brand preference of NOC lubricants?
- How does originality of media advertising affect customers' brand preference of NOC lubricants?

1.5. Objectives of the study

- To examine the effect of media credibility on consumer's lubricant brand preference of NOC.
- To assess the effect of media understandability on customer's lubricant preference of NOC.
- To assess the effect of message appeal of media advertisements on customer's lubricant preference of NOC.
- To examine the effect of memorability of media advertisements on customer's lubricant preference of NOC.
- To investigate the effect of the originality of media advertisement on customer's lubricant preference of NOC.

1.6. Hypothesis of the Study

H1: The credibility of media advertisements of National Oil Company (NOC) has a major effect on brand preference of lubricant.

H2: The understandability of media advertisements National Oil Company (NOC) has a major effect on brand preference of lubricant

H3: The message appeal of media advertisements of National Oil Company (NOC) has a major effect on brand preference of lubricant.

H4: The memorability of media of National Oil Company (NOC) has a major effect on brand preference of lubricant

H5: The originality of media of National Oil Company (NOC) has a major effect on brand preference of lubricant.

1.7. Significance of the study

This research examines and provides information on how media advertisement affects brand preference in the Oil and Energy sector by specifically taking into account National Oil Ethiopia's experience. It will guide National Oil Ethiopia in coming up with the best form of advertisement in order to make its lubricant brand preferred in the market. It will also help marketers and other firms measure the effectiveness of advertisement campaigns or techniques

used in creating brand awareness and to make improvements accordingly. This study will also create awareness of the importance of advertisement and the significant effect it has on building brand preference and give an initial insight for other researchers to build and study other factors affecting brand preference besides advertisement.

1.8. Scope of the Study

The scope of the study is focused on media advertisements effect on lubricant brand preference in National oil Ethiopia PLC. It emphasized on only one of the factors influencing brand preference which is media advertisement, this is mainly due to …. In addition to this the study focuses on brand preference of lubricants only among other products marketed NOC. such as pet coke, bitumen, LP Gas and the like. Lubricants were specifically chosen as the main area of focus for the study as they are the products that the company works on advertising and the product that demand's intensive marketing due to the existing competition in the market. The target population for data collection were lubricant customers of National oil Ethiopia found only in Addis Ababa Ethiopia due to the fact that customers in Addis are most likely to be exposed to media advertisements as compared to other regions within the country. Samples for this study were taken from NOC lubricant consumers residing in Addis Ababa taken through convenience sampling technique.

1.9. Limitation of the study

This study is limited to assessing the effect of media advertisements on lubricant brand preference excluding other factors that may affect lubricant brand preference such as Pricing, Quality, Brand Image and the like. The study is geographically limited to Addis Ababa and the samples were taken from the NOC lubricant consuming population found in Addis Ababa through convenience sampling technique was limited to this due to the fact that the target population being undefined thus this technique was found suitable.

1.10. Organization of the study

The research is classified into five sections, each with its own theme. The first chapter deals with introduction of the study and in this part the backdrop of the study, the significance and scope of the research, the research objectives, the problem statement, the research questions, and the research limitations are covered. The second chapter presents a review of relevant literature that includes both a theoretical and empirical analysis. It also includes the current

study's conceptual foundation. The third chapter discusses the population, sample type, and study methods design. It also describes the data sources, data collection processes, and ethical considerations, as well as demonstrating data analysis with the study's reliability and validity. Data presentation, analysis, and interpretation are all covered in the fourth chapter. The study's findings are reviewed once the proposed hypotheses have been validated. Finally, chapter five contains summaries of the study's principal results, conclusions, and suggestions.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter aims to provide a review of literature related to the subject of this study. In line with the objectives of this study, this chapter covers concepts related to advertising, importance of advertising, brand, and concept of brand preference. In addition to these the findings of previous research from different authors as well as the theoretical framework of this study is also included.

2.1. Theoretical Review

2.1.1. Advertisement

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view (Bov'ee and Arens, 1989). According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. (Kotler and Keller, 2012).

According to BeeHive Digital, the origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town. As much as some three thousand years ago, Papyrus sheets were used in Thebes in Egypt for announcing the reward for return of runaway slave. The first advertisement was somewhat in the form of stenciled inscriptions, which were found on earthen bricks prepared by the Babylonians about three thousand years before Christ.

Cohen r.t (1993) states that advertising campaigns involved four main stages: situation analysis, creative strategy, media strategy and evaluation of advertising effectiveness. The

situation analysis stage gathers information with particular reference to a firm's market competition and customers. Kotler, Ph. And Armstrong, G. (2003) pointed out that marketing management makes 5 main decisions when developed an advertising program (the 5M):

What are the advertising objectives? (mission)

- How much can be spent (money)
- What message should be used (media)
- How should the result be evaluated (measurement)?

It has been established that customers are more likely to consider buying and using a certain brand if they can remember the brand name and something about its attributes or benefits (Kotler and Armstrong, 2003; Belch & Belch 2009.

2.1.2. Objectives of Advertising

- The nature and purpose of advertising differ from one industry to another and/or across situations. Some advertisers seek to generate immediate response or action from the customer; others want to bring about awareness or a positive image for their products or services over a longer period. (Belch & Belch, 2009). According to (Kotler and Keller, 2012) advertising objectives are classified according to their which could be one of the following.
    - Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products.
    - Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit Comparison of the attributes of two or more brands.
    - Reminder advertising aims to stimulate repeat purchase of products and services.
    - Reinforcement advertising aims to convince current purchasers that they made the right choice.

The advertising objective should emerge from a thorough analysis of the current marketing situation. All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai, 2013). Determining the Communication Objectives According to (Kotler and Keller, 2012) once the target audience has been defined marketers must determine Of course, in many cases, they will seek a purchase response. But purchase.

2.1.3. Types of Advertising

Media advertisement

Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years.

Advertising, in all its forms, plays an important role in informing people's choices of products and services. New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetously at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets (Vijaya and Dr S Kothai, 2014) Online advertising spending, including web ads, is constantly on the rise, especially due to its power of synergy with television and print advertisements. Earlier researches have proved that television advertisement is the important tool of diffusing the communication. It plays an important role in the development of young people's consumer behavior (Paul &, Jerry C.1994).

Advertising plays a conspicuous role in marketing as it operates more visibly than other marketing variables (Eadie, 1994). Advertising is important in influencing brand image; however, McLaughlin (Paul &, Jerry C.1994). claims that customers "are skeptical of advertising because they have been inundated with it". Critics of advertising on the other hand argue that advertising has the strongest influence on the consumption patterns of customers cultivating materialistic values in them (TAN,1999). Tan (2011) reveals that advertisements of fashion goods convey meanings to the young as it is an object of human behavior that is derived from social interaction and communication. Advertising can be accomplished through many types of media including newspapers, radio, magazines, television, direct mail, point of sale, outdoor (signage and billboards) and the Internet. The media type used by the target audience to learn about products and services and to make purchasing decisions need to be consistent

with the advertising media chosen, it is also important to consider the advantages and disadvantages of each media type.

Advertising may be done through various media like visual, audio and print media. Visual media may include television, bill boards, posters, prices with company product name and broachers' print media may include newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Other tools of advertising may include; infomercials, sponsoring events, taking part in trade shows, celebrity advertising, email advertising and social network advertising (Kumar, and Mittal 2001).

Based on the media classification for Advertising, there are four types of advertising. Media classification for advertising involves the broadcast media including television and radio, outdoor media, specialty advertising and print media, like newspaper magazines and direct mail. (Kumar and Mittal, 2002:206).

Print Media Advertising: The print media have always been a popular advertising medium these include Newspaper, Magazine, Brochures, and Fliers. 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 (Kotler 2000).

Outdoor advertising: it is any form of promotion of your product or service done outdoors. Outdoor advertising is one of the major advertising media used in the present day. This makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, banners and also several events and tradeshows 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. 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 distributes lubricants can organize a sports car race and sponsor the competitors by offering different grades of lubricants for their cars.

Broadcast Advertising: Broadcast advertising is an 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.

Online Advertising: is another comparatively new form of advertising. When any advertisement is displayed over a website through internet it is called as online advertisement. It involves advertising through emails, search engines, social media advertising and many types of display advertising like banner advertising etc. Online advertising is a large business and is widely used across all industry sectors.

Public service advertising: is a technique that makes use of advertising as an effective communication medium to convey socially relevant messaged about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising for a social cause (Merugu, 2009).

Celebrity Advertising: Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements. How effective these ads are, is something that each consumer himself can do. The advertising process starts from sender and end up to receiver (Schramn, 1995).

Figure 2.2: Elements in Advertising Process Model

Sender is an individual or firm who feels the need to deliver the message and selects the combination of symbols, pictures, music or words as a message to be transmitted. All the responsibility of the whole process is on the shoulders of the sender. It is up to the sender how he designs the message and which information he is using for the audience (Czinkota and

Ronkainen ,2008). Encoding is the design of the symbolic arrangements which should be understandable by the receiver. It is in fact a crucial stage to develop the basis of the message. Encoding is the functional stage where the sender of an advertising message sees the functionality of the codes towards the receiver of that particular advertising message (Czinkota and Ronkainen, 2008). Message is an idea which is capable of being transmitted. When the complete message is encoded, it is now ready to transmit to the audience. From here the message is diffused to the audience through the prescribed media or combination of media by the source (Bovee and Thill, 2002). Decoding is the understanding of the delivered message. It is the process to translate the message into an idea. It is also the crucial stage of Advertising that indicates how the receiver of the message perceives the delivered message. If it was designed rightly according to the knowledge and understanding level of the receiver then the feedback can be positive (Bovee and Thill, 2002). (Kotler and Keller, 2006) describes that the sender should know the audience very well before designing the message. The audience can be varied preferences or homogeneous which should be carefully studied. The suitability of all of the elements is important. The intensity of the noise can be increased if the message will not be suitable which can lead to the failure of advertising.

Repetition

According to (R. Batra and M. L. Ray, 1986), research about the impact of advertisement repetition on attitude based on conditions such as motivation, ability, and opportunity, the result showed that there is a significant impact of motivation/ability on repetition. When the repetition of advertisement increases, the brand attitude and purchase intention increase as well. Moreover, (L. W. Turley and J. R. Shannon, 2000) conducted research on the advertising's impact on purchase intention, message recall in sports arena. The result indicated a positive association between the frequencies of advertisement and purchase 12 intention and brand name recall. Specifically, the more advertising increases, the more the purchase intention and brand recall increase. In the study of (M. Sohail and R. Sana, 2011) investigated the impact of TV advertisement repetition, celebrity endorsement and perceived quality on consumer purchase decisions. The result showed that only advertisement repetition, and perceived quality has a positive significant impact on purchase decisions. After watching television commercials many times, the positive image about the product advertised will influence customers to buy this product. In the recent study of (P. Kofi and K. A. Mark, 2014) about the influence that advertisements have on customer loyalty, the researchers discovered that the more customers

are frequently exposed to their service provider's advertisement, the more they will become loyal to that particular service.

Humor

Several authors have extensively researched the use of humor in advertising. According to (M. G. Weinberger and C. S. Gulas, 1992), the study has found that humorous advertisement messages not only attract and hold consumers' attention but also increase liking for both the advertisement and the advertised brand. It means that the customers, who were attracted by humorous advertisements, become like the advertisements. Then, audiences will focus more on the advertised brand and product. Finally, customers will think positively, being convinced easily by any information in the television advertisement, though for the most fastidious customers. In the study of (C. Hwiman and X. S. Zhao, 2003), researchers examined the moderating effects of product involvement on the effects of humor on memory and attitude towards the advertisement. The result showed that there is a strong connection between humor and memory of advertised products and brand name. The research of (P. Kofi and K. A. Mark, 2014) investigated the influence of advertisement on customer loyalty in the telecommunications industry in Ghana. The search argued that the Message content of the service provider's advertisements was the most influential factor on customer patronage; this was followed by the humorous nature of the advertisements. Personalities within the advertisement and the background music in case of broadcast advertising were found to be the least significant factor in the advertisements respectively.

C. Television Commercials

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

essential tool for companies to win in the mass-market advertisement. As long as the companies want to gain attention and interest of the customers, television ads may as well continue to be a hot topic for the researchers.

D. Advertising Message

Various researches have been conducted to examine how advertising messages influence our consumption behavior. According to (B. Mueller, 1987), advertising message was an outstanding point that allows customers to remember the advertisement and induces purchase advertised product within a customer. Important message usually gains customers' attention easily, rather than a disfavor or irrelevant message. Only by meaningful and related messages can the advertisement gain customer attention. It is a good advertising message that make profound contribution to the relationship with effective television commercials and customers' purchase intention. Message content of the advertising not only earns customers' trust but also motivates audiences to concentrate on its content, can also create logical buying intention of a customer (D. Maheswaran and J. Meyers-Levy, 1990). Moreover, the study of (P. Kofi and K. A. Mark, 2014) stated that advertisement has influence on customer loyalty. The message 14 content, humor, personalities and to some degree background music were all found to persuade some level of interest amongst participants. Among four factors within an advertisement, message content of the service provider's advertising has been found as the most factor influencing customers' loyalty.

E. Trust

Advertisers believe that trust towards the TVCs has a positive impact on enhancing customers' loyalty. According to (D. H. McKnight and N. L. Chervany, 2001-2002), trust can be divided into four trust constructs. First, trusting belief-competence, describe customers' beliefs that the company has the capacity to deliver the product easily. Then, trusting belief-benevolence, which indicates the customers believes that the company cares about them and is inspired to perform in customers' interest. Next, trusting belief-integrity defines the situation when buyers totally believe that the sellers make good faith agreements, tell the truth, act ethically, and fulfill promises. Finally, trusting belief predictability, which means customers trust the company's actions (good or bad) are consistently sufficient compared with what they forecasted. Reference (H. Soh, L. N. Reid, and K. W. King, 2009) has studies on trust in relation to advertising. In this research, trust has been conceptualized as "confidence that advertising is a reliable source

of product/service information and willingness to act on the basic information conveyed by advertising". Moreover, the researchers have developed a tool specifically for measuring "trust value": the ADTRUST scale. This scale incorporated "the seven factors of trust most often identified by scholars: integrity, reliability, benevolence, competence, confidence, likability and willingness to rely on". A study by (J. K. Dan, L. F. Donald, and H. R. Rao, 2009), also referred that trust directly and indirectly affects a consumer's purchase decision in combination with perceived risk and perceived benefit. Besides, trust has been found to have a longer term influence on the relationship in the future (i.e., e-loyalty) through satisfaction, an important outcome of the buying process. This means that trust affects the customer's direct purchase decision as well as the longer-term relationship. 15

F. Interest

A number of researchers have found that interest commercials induce more positive affective reactions to customers than non-interest commercials. In the research by (Z. H. Nasim, 2011), the researcher noted that "Interest involves having some personal feelings about the products and brands being displayed. Whether or not buying is the final outcome, interest simply measures a person's liking for being around the auto show." In detail, when audiences are interested in an advertisement, they will want to watch that advertisement over and over again, then it will positively impact the feeling of customers toward brands and products that have been advertised. As (Y. Ercan and D. Kelly, 2012) has generally defined a person's interests as: the books they like, the political figures they follow, the activities they participate in, the goods they consume and enjoy, etc. The researcher found out the direct and causal relationship between consumers' interests and their consumption behaviors. Consumers, who usually have a limited budget, have to make consumption choices based on a daily basis. Additionally, consumption choices are determined by preferences, and preferences are coming from consumer's interest. Based on this reason, the link between consumer interest and consumption choices was clearly demonstrated. More recently, (N. Karthikeyan, 2012) investigated the influence of mobile marketing as a communication tool on generating consumers' purchase intention. The result stated that five factors of mobile advertising (Interest, Individual attention, Impact, Problem faced and Disturbance at work) have significantly impacted the purchase decision of the consumers.

G. Brand Awareness

Brand awareness is associated with the strength of the brand node or trace in memory, which we can measure as the consumers' ability to identify the brand under different conditions (J. H. Mary and S. Majken, 2008). Creating and maintaining brand awareness is considered as one of the most main goals of marketing (E. K. MacDonald and B. M. Sharp, 2000). Brand 16 awareness strengthens the presence of a brand in the consumer's mind (D. Aaker, 2010) and it is a component of the quantity of brand-related exposures and encounters collected by the customer. Excellent book of (K. L. Keller, 2013), also defined brand awareness as "The extent and ease with which customers recall and recognize the brand and can identify the products and services with which it is associated." Brand recall is associated with the consumer's ability to recover the brand when a set of products were given. A cue was set by satisfying the need with the category product, or other type of test. As such, the brand was correctly created from customers' memory by brand recall (K. L. Keller, 1993). Brand recognition related to "consumers' ability to confirm prior exposure of a given cue." This implies that, after seeing or hearing the brand, the customer can accurately distinguish it with another brand. When customers decide which brand to buy, brand recognition plays the role of a particular essential key in buying-decision (K. L. Keller, 1993). Advertising is any paid form of nonpersonal communication about an organization, product or service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), who's advertising space or time is donated by the media. The non-personal component means that the advertising involves mass media (e.g., TV, radio, magazines, newspaper and others) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch, et al., 2007; Niazi et al. 2012). Belch and Belch (2003) stated that in the modern world nearly everyone is influenced to some degree by advertising and other forms of promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Advertising and other types of promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems such as alcohol and drug 17 abuse. Consumers are finding it increasingly difficult to avoid the efforts of marketers, who are constantly searching for new ways to communicate with them. As the

new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to the rapid growth of communications through the interactive media particularly the internet. Kotler, Keller, and Koshy (2009) stated that, advertising is the best known and most widely used form of promotion because of its persuasiveness; it can create brand images and instill preferences among consumers. Advertising can result in creating strong positioning of brands thereby creating loyal consumers. Morden (1991) also corroborates the views given by Kotler et.al., (2009) stating that advertising is used to establish a basic awareness of the product or service in the minds of the potential customers and to build up knowledge about the brand. Like Belch, et al., (2007) and Niazi et al. (2012), Terence (2007) defined advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The word paid in this definition distinguishes advertising from related public relations that secure unpaid space or time in media due to the news value of the public relations content. The expression mediated communication is designed to distinguish advertising, which typically is conveyed (mediated) via print and electronic media, from person-to-person forms of communication, including personal selling and word of mouth. Finally, the definition emphasizes that advertising's purpose is to influence action, either presently or in the future. Sources of advertising are used in order to evaluate and determine the nature of a given individual or other group's characteristics and sociological attributes. It is the group to which the individual relates or aspires to relate to him or herself psychologically. It becomes the individual's frame of reference and source for ordering his or her experiences, perceptions, cognition, and ideas of self. It is important for determining a person's self-identity, attitudes, and social ties. It becomes the basis of reference in making comparisons or contrasts and in evaluating one's appearance and performance. As a consumer, ones' decision to purchase 18 and use certain products and services, is influenced not only by psychological factors, ones' personality and life- style, but also by the people around them with whom they interact and the various social groups to which they belong. The groups with whom one interacts directly or indirectly influence his/her purchase. (www.marketing.com)

2.1.4. Brand

Historically, brands were created to defend producers from theft. "Brands" or trademarks also identified the source of the olive oil or wine contained in ancient Greek amphorae, and created

value in the eyes of the buyers by building a reputation for the producer or distributor of the oil or wine Kapferer (2008).

The word brand comes from the old Norse word" brand" which means "to burn" as brands were and still are the means by which owners of livestock mark their animals to identify them Keller, Parameswaran& Jacob (2011).

The American Marketing Association in the 1960's, "A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors" Hedging, Knudtzen & Bjerre (2009). A brand is created when you take that product and give it special meaning through names, logos or any form of identification that separates one seller's goods or services from their competition Russell (2010).

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision to buy new products Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality. Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 2002).

2.1.4.1. Branding

Branding has been formally defined as names, associations and other ingredients that are used to identify a product (Kotler 2000).

Branding is used to develop a deep set of meanings for the brand. Given the importance of brands, branding is a goal for marketers. The current market situation makes building a brand significant because of different usage and development in the media, as well as globalization, fragmentation and transformation of markets, and increasing numbers of available products Kathman (2002). According to Kotler and Keller (2005) if a company treats a brand only as a name, it misses the point of branding

According to research conducted by Freerdie 1998) on shopping habits, nearly one-fourth of the respondents are impulse –buy products they have not budgeted for. When deciding which products to purchase, consumers would have their preference, which are developed in

accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's product and services, Doyle (1999).

2.1.4.2. Brand Equity

Today brand equity has become one of the most important marketing concepts (Martensen and Gronholdt 2004) both in business practice as well as in academic research because marketers can gain competitive advantage through successful brands (Kim, Kim, and An 2003). Further, organizations develop brands as a way to attract and retain customers by 9 promoting value, image and lifestyle (Rooney 1995). Although creating a brand from scratch requires huge investment (Motameni and Shahrokhi 1998), brands have various advantages to the firm, such as opportunity for successful extension, resilience against competitors, promotional pressures and creation of barriers to competitive entry. Brands are assets for a company and thus, the company's financial performance is significantly affected by its brand equity (Lassar, Mittal, and Sharma 1995). For the consumers, brand equity could provide them with information about the brand which influences their confidence during the purchasing process. There is a higher propensity for consumers with good perceptions to buy from the same shop again than those with poor perceptions. Past purchasing experiences and familiarity with the brand could be attributable to the perceptions generated from the consumers, Aaker (1991). As for the firm, brand equity could also be a source for the firm to generate cash flow. Besides, brand equity could also allow higher margins through premium pricing and reduced reliance upon promotional activities, Aaker (1991). Owning to the positive image, consumers no longer focus on the short-term promotion but the brand on the whole. Brand equity is a broad concept which can be further subdivided into four main areas, namely brand loyalty, name awareness, perceived quality and brand associations, Aaker, (1991) and Keller (1998). These four main areas are to be discussed in the coming sections.

2.1.4.3. Brand Awareness

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993). Brand awareness refers to the ability of a potential customer to recognize the brand

while categorizing the brand to a specific class (Aaker, 1991). It is believed that brand awareness is one of the main subjects to pay attention to in brand equity. Consumer awareness of the brand refers to the ability to recall, recognize the brand in various situations and link the brand name, logo, jingles and so on to certain associations in memory (Aaker, 1991). As mentioned by Keller (1998), brand awareness can be enhanced through repeat exposure to the brand. In order to achieve brand awareness, two tasks are to be accomplished, namely increasing brand name identity and associating it with the product 10 class. Advertising and celebrity endorsement could be some useful tools for raising brand awareness, (Tsai et al., 2007).

2.1.4.4. Brand Loyalty

Brand loyalty is believed to be one of the main components of brand equity. Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price. Agreeing to Oliver (1997), brand loyalty is a held commitment to repurchase or support a preferred product continually, despite other brands. Today marketers are seeking information on how to build brand loyalty. The increased profits from loyalty come from reduced marketing costs, increased sales and reduced operational costs. Further, loyal customers provide strong word -of-mouth, create business referrals, provide references and serve on advisory boards (Bowen and Chen 2001). Hence, customer loyalty has a powerful impact on a firm's performance and is considered by many companies an important source of competitive advantage (Lam et al. 2004). According to Aaker (1991), consumers tend to continue to purchase the same brand despite the demonstrated benefits (including better features, lower price or convenience) by competitors' products. Aaker (1991, p.39) claimed that brand loyalty is the measure of an attachment a customer has for a brand. The four brand loyalties according to Aaker (1991) are:

i. **Switchers: -** they do not look at the brand name and they tend to purchase brand in the sales and they have no loyalty to any brand.

ii. **Habitual buyers:** - These are the customers who purchase a brand out of habit and do not see a need to change a brand. However, these buyers may change a brand if they face some troubles. The buyer would relatively purchase another brand instead of solving additional problems stopping from purchasing a regular brand.

iii. **Satisfied buyers: -** These customers are satisfied clients who tend to switch to another brand due to thresholds risen (i.e., distance, additional costs, time consumption, etc.). In order to retain clients and attract new buyers' marketers are encouraged to create strategies based on increasing perceived quality.

iv. **Committed buyers: -** The most loyal customers are committed buyers. The brand plays important role in their lives and they do not raise question about switching the brand

2.1.4.5. Brand Preference

Brand preference is conceptualized as a bundle of attributes that leads a customer to favor one brand over another Mitchell and Amioku (1985). These attributes are classified into three sets, namely consumer attributes, product (service) attributes, and market attributes.

Within all product categories consumers possess more choice and more information than earlier, so in order to move customers from trying the product to preference of the brand marketers need to attain the value customer needs to position them in preference or remove another from the customers‟ existing preference set. That is why preference is a scale where brands move up, down and off that scale if management doesn't deliver the strategy Mulushewa Gulelat (2019).

Which is why brand preference requires careful planning, a great deal of long-term commitment, creativity, designed, and executed marketing

2.1.4.6. Customers Brand Preference

Brand preference refers to the behavioral tendencies reflecting the extent to which consumers favor one brand over another (Hellier, 2003; Zajonc and Markus, 1980 it also represents consumer dispositions to favor a particular brand over another. Lee, (2006). It). In the marketplace, consumers often face situations of selecting from several options Dhar (1999). Brand preference is close to reality in terms of reflecting consumer evaluation of brands.

Uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development (Alamro and

Rowley, 2011; Alamro, 2010; Horsky, 2006). Consumer preferences for brands reflect three responses: cognitive, affective and cognitive or behavioral Grimm (2005).

Cognitive component: encompass the utilitarian beliefs of brand elements (Bagozzi, 1978; Grimm, 2005: Zajonc and Markus, 1982).

Emotional Component: responses refer to the degree of liking or favoring that reflects consumer feelings towards the brand (Grimm, 2005; Hsee, 2009; Zajonc and Markus, 1982; Zajonc, 1980).

Conative or behavioral Component: are denoted by Zajoncand Markus (1982) as the consumers predicted or approached to act towards the object. It is the revealed preference exhibited in consumers choices (Hsee, 2009; Chernev, 2011) assumes that the association of behavioral outcome, such as willingness to pay and brand preference. These are assumed to be associated with the behavioral tendencies (Chernev, 2011).

Consequently, understanding brand preferences contributes in building strong brands able to build long-term relationships with consumers.

2.1.4.7. Factors Causing Brand Preference

There are numerous reasons to buy a brand in a given situation. Many important elements might have strong influence on buying decisions which need to be considered to understand the consumer's buying decision making particularly in the low involvement category of the products in an environment. Wilson and Schooler (1991) found that "subjects who had analyzed their reasons for liking different brands of jams subsequently expressed preferences that corresponded less well to those of experts than the preferences of subjects who did not analyze the reasons for their attitudes". The most situations facing every business are to identify the factors determining preferences for the brands with supporting reasons which affect consumer preference". Itamar and Nowlis (2000)

2.2. Empirical Review

This part comprises prior research that was done within this area in the past. It discusses the rationale of the researches, which have related concepts with the research questions of this

study and their Findings, methodologies, implications and recommendations for researchers and practitioners has been discussed as well.

Kofi (2013) conduct on the effects of Media advertising on rural banking in Ghana. The researcher found out Radio advertising is the main tool adopted by Unity Rural Bank and that influenced many customers to the bank. Thus, it's important that the bank air Radio ads often to improve patronage. He concludes that the electronic media adopted by the bank for advertising includes Radio, Television, and Internet. These media have influenced most respondents to buy into the operations of the bank by attracting their attention, informing, and persuading them to do business with the bank.

Muhammad et al. (2014) conducted a study on the impact of consumer perception and media advertisement. The study found out that advertisement had a strong positive impact on customer choices. It was also found that quality advertisement and positive perception can really play virtual role in improving company customer preference

In marketing literature, the word preference means the desirability or choice of an alternative. Preference is above all behavioral tendencies Zajonic and Markus

(1982). Preferences are a common feature of everyday decision-making. They are, therefore, an essential ingredient in many reasoning tools. Preferences are often used in collective decision making when multiple agents need to choose one out of a set of possible decisions; each agent expresses its preferences over the possible decisions, and a centralized system aggregates such preferences to determine the willing decision (Rossi, Brent, and Walsh, 2011).

The term "Brand Preference" means the preference of the consumer for one brand of product in relation to various other brands of the same product available in the market Melkam (2020). Brand preference is that respondents preferred and intended to stay with their service provider Holbrooky (2001).

Virmani (2011) analyzed the impact of advertisements on the brand preference of tea in Kaval towns of Uttar Pradesh. The study revealed that the factors that influence the preference of the brands ranged from quality to availability. However, the consumers for brand preference ranked quality as the number one parameter. Most of the consumers reported that advertisements sometimes do carry them away but at the end, the quality of the product is a critical factor for purchasing a tea.

Penchman (1992) found out that Media advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass media such as radios and television. This fact introduces the advertised company to many people.

Rasool et al. (2012) studied the impact of newspaper advertising on customer house rent preference. The study found out that people are affected by the layout of the newspaper, price, and cultures. Talha et al. (2012) conducted a study on online media advertising in ticketing services. The study revealed that customers seem to prefer online adverts and ticketing more than traditional ways. However, the study did not show how advertising has any influence in changing customer

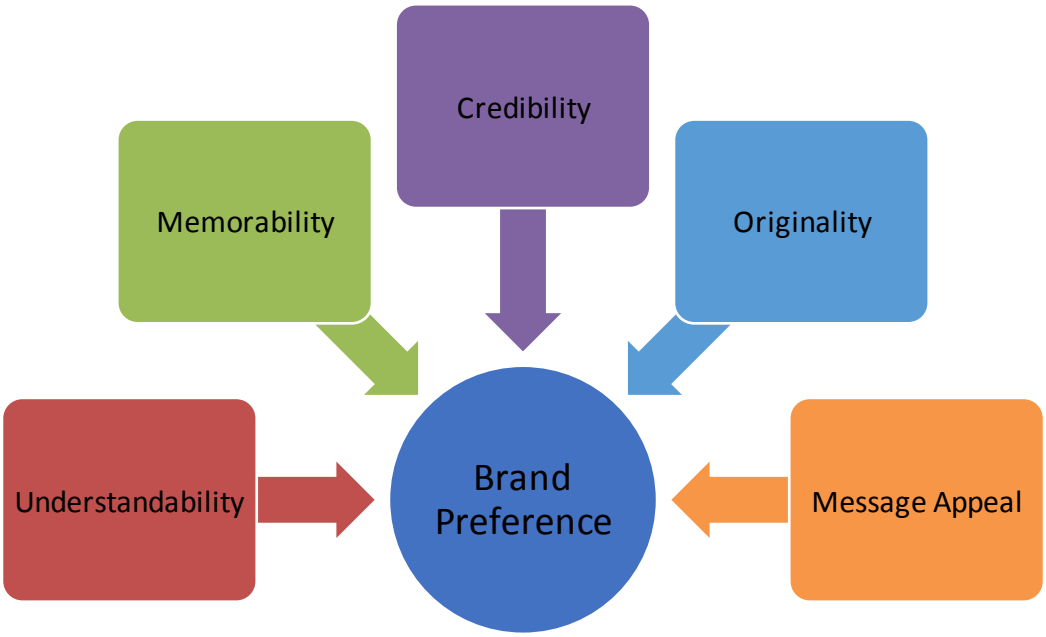
Mustafa (2010) conducts on the effects of outdoor advertisements on customers. The researcher found out outdoor advertisements which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by 16 consumers. In particular amongst consumers with higher educational and income levels outdoor advertisements are becoming striking and their visibility increasing.

Through descriptive analysis, the researchers found out that consumers give more preference towards the quality of the product followed by the price, design, sales and service 17 Jain and Sharma (2012) study brand awareness and consumer preference for FMCG products in the rural market of Garhwal region in India. As per the study brand quality, Price, easy availability, family liking, were found to be the most important variables for brand preference.

Bansal and Gupta (2014) studied the impact of newspaper advertisement on brand preference. Their study found that many advertising in newspapers were informational and they were perfect in convincing consumers to buy store products. However, the study on the way price affects consumer buying in advertising. Vinerean et al. (2013) studied the effect of social media marketing on online product preference. It was found that customers are significantly convinced by the advert in social media 17 and influenced to buy. But on another hand, the study revealed that people do not trust online social media advertisements because of security.

2.3. Conceptual Framework

Moskal and Leydens (2000) states that conceptual a framework is a written or visual presentation that explains either graphically or in narrative form. Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of inquiry and used to structure a subsequent presentation; sometimes a conceptual framework is sometimes referred to as a theoretical framework. The following conceptual framework is developed for this study. In developing the conceptual model, the concepts were taken from various conceptual frameworks developed by different researchers. The elements/variables considered in this conceptual framework were dependent and independent variables. The framework shows that the independent variables will be Media advertisement whereas brand preference will be the dependent variable.



Adopted from Mewal N. (2015)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This Chapter will specify the tools and techniques to be used to identify, obtain, and analyze the information gathered to conduct the research.

3.1. Research Approach

Deductive reasoning also known as the "top-down" approach takes place when working from a general information to a specific matter meaning it uses what is already known to move into a phenomenon that can't be seen directly. The goal of deductive research is to test concepts and patterns known from existing theories by using empirical data collected. (Bhattacherjee, 2012). In addition to this, this type of research also aims to refine, improve and possibly even extend existing theories (Bhattacherjee, 2012). Accordingly, this research has used a deductive research approach to study the effects of advertisement on lubricant brand preference in the case of National Oil Ethiopia.

Research design is a logical and systematic plan prepared for directing research study. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constraints. (Kothari, 2001) Developing an effective research design or strategy can be seen as fundamental to the research process, (Creswell, 2009). The approach in this research is quantitative because data was collected using a structured questionnaire. Quantitative research is used to quantify a problem by means of generating numeric data that can be changed into usable statistics. It may be used to quantify attitudes, opinions and behaviors to generalize results from a larger sample population. Moreover, the aim of this type of study is to classify features, count them and construct statistical models in an attempt to explain the phenomenon observed.

3.2. Research Design

The research purpose most often used in the research method literature is classified into three; exploratory, descriptive and explanatory (Sunders, Lewis and Thornhill, 2009). The first one is used in order to clarify some concepts, find explanations, assess phenomena or seek for new insights. Second type of research, the descriptive one, seeks to describe people, events or

situations. The last type, explanatory research, provides the cause-and-effect relationships between variables

Research can be explanatory when the focus is on cause-effect relationships, explaining what causes produce what effects (Yin, 1994). Explanatory research focuses on the study of a situation to explain the relationships between variables, and can be conducted through Case studies, statistical surveys, observations attitude surveys and historical surveys (Saunders and Lewis, 2012).

The research methodology chosen for this study is a hybrid approach explanatory and descriptive as not much research has been done on digital marketing and consumer decision making from an organization's perspective in the coffee industry in Ethiopia. The researchers chose a hybrid approach; it seemed appropriate as it is a mixed approach of qualitative and quantitative testing, which leverages exploratory and descriptive research (Edmondson and Mcmanus.2007).

In this study the researcher has attempted to access or explain the relationship between two variables namely advertisement and brand reference moreover the cause effect relationship between the two thus both descriptive and explanatory research design has been employed.

3.3. Sampling Methodology

3.3.1. Target Population

People, products, firms, markets that are of interest to the research are called population. A population must be defined in terms of elements, units and time (Dillon, 1993). The target population for this study were lubricant direct users of National Oil Ethiopia in Addis Ababa. The elements that make up the population are called the sampling units. Sampling units were the target population elements available for selection during the sampling process. The reason why this sample population was selected was because direct users of National Oil Ethiopia PLC lubricants in Addis Ababa are those who are highly exposed to the media advertisements campaigns being employed by the company and other competing companies as well.

3.3.2. Sampling Frame

The sampling frame refers to the list of all units of population from which the sample will be selected (William, 1991). The sampling frames for this research was infinite or undefined because there is no statistical data that list or even estimate the number of National Oil

Ethiopia's lubricant consumers in Addis Ababa and it is impossible to identify and list from this research perspective.

3.3.3. Sampling Techniques

A non-probability sampling technique, which is convenience sampling, has been used to Undertake the study to complete the structured questionnaire on a voluntary basis. It is Typically not practical to include every member of the population of interest in a research Study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced to study a representative subset, a sample of the Population of interest (Marczyk, DeMatteo, and Festinger, 2005).

In order to use this survey, one criterion that needs to be met in defining the qualified Respondent is: respondents who have purchased National Oil Ethiopia PLC lubricants. In addition, this method was selected because it is not realistic to use a probability sampling technique, as it is difficult to take into account all National Oil Ethiopia PLC lubricants consumers in Addis Ababa who tried Caltex lubricants at least once.

3.3.3.1. Sample Size

Sampling is the process of selecting a number of study units from study units from a Defined study population (Abiy, 2009). According to Sekaran (2003) sample size 30-500 is already adequate for most of the research. The size of a sample should neither be excessively large, nor too small. For a small population one could use census sampling, one could also use published tables, and apply formulas to determine sampling size (Israel, 1992). Since the population of National Oil Ethiopia lubricant consumers are unknown or infinite, Cochran formula has been applied. According to Cochran (1963) as cited by Israel (2009), a large population's sample size can be calculated by using the following formula: -

Score (Confident Level =96%)	1.96
Margin of Error €	5%
Proportion (P)	0.5
Q value	0.5

Where:

n- Sample size

z- Standard deviation given a corresponding confidence level of 96%

p- Estimated proportion of incidence (success rate = 0.5)

q- (1 –p) or assumed failure rate (0.5)

e- Proportion of sampling error or error margin in a given situation (5%)

Thus $n = \frac{Z^2 pq}{e^2 = (0.05)^2}$ $n = \frac{(1.96)^2 (0.5)(0.5)}{} = 384.16$

So, there are 384 respondents

3.3.3.2. Sampling Procedure

The sampling procedure was used as follows: -

Table- 3.3 Sampling procedure used for the research

Sampling process	
1	Define the population
2	Identify sampling frame
3	Specify the sampling unit
4	Specify sample design
5	Determine sample size
6	Select the sample units
7	Collect the data from the designated sample units

Source: Marketing research, primary sampling, 2010

3.4. Data Type, Source and Collection

This research was conducted on National Oil Ethiopia PLC to assess the effects that the company's media advertisement has on the customer's lubricant brand preference. The reason this company was chosen is because it has recently started employing media advertising campaigns and must be informed of the effects that the advertisement programs are bringing about in terms of having its customers prefer its lubricant brands from competing international suppliers in the market such as Total Oil and Oilibya.

The study has used both primary and secondary data sources. The primary data was obtained using survey questionnaires that have been filled out by a target population consisting of direct users of the company's lubricants. Secondary data was collected from published journals, books, research works and by reviewing documents.

3.4.1. Method of Data Collection

The data were collected using structured questionnaires, which were distributed to potential respondents that are believed to be frequent resellers or buyers of Caltex brand lubricants to the final users in Addis Ababa. The questionnaires were close-ended and employed a five-point Likert scale technique the range between 1 up to 5 that has 1 strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 represent strongly agree.

The questionnaire consisted of three sections; the demographic data, the components of media advertisement and brand preference by which the respondents were required to rate the importance of media advertising that affect their lubricant preference and finally questions regarding the construct elements of the model. The respondents were asked to rate their level of perceptions based on Likert scale.

The first section of the questioner contains demographic variables of the respondents. The second section of the questioner highlighted the components of media advertisement as well as brand preference whereas the third part is related to respondents' perception regarding the constructs of the model. The Questionnaire was distributed to NOC's commercial customers who visited the NOC Head office based on the researcher's convenience in time and place. The student researcher has explained the purpose of the research to make the respondents feel confident enough in providing the necessary information. Some questionnaires were

distributed to the respondents through the support of NOC employees who work in the retail department and through NOC resellers.

3.4.2. Time Horizon

In this study out of the two possible options in time perspective which are cross- sectional and Longitudinal; Cross sectional method has been employed. Cross sectional is a study in which a group(s) of individuals are composed into a large sample and studied at only a single point in time whereas longitudinal is a study in which an individual or group of individuals is observed over a period of time. Saunders, M.N., (2000).

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3.5. Data Analysis Techniques

Nominal data has been used to describe the different categories. SPSS statistical data analysis has also been employed to analyze the nominal data in terms of descriptive statistics such as frequencies and percentages. Before analyzing the data that were collected using a structured survey/quantitative approach, it is used to edit, coded, clean and enter into software. This process is essential and saves a lot of time later, according to Pallant, (2005). Then, the screened data will be analyzed and interpreted using a software package for social science (SPSS).

The data screening process involved a number of steps:

Step 1: checking for errors. First, one needs to check each of the variables for scores that are out of range (i.e., not within the range of possible scores).

Step 2: Finding the error in the data file. Second, one needs to find where in the data file this error occurred (i.e., which case is involved).

Step 3: correcting the error in the data file. Finally, one needs to correct the error in the data file itself. Then, the screened data was analyzed and interpreted using the Software package for social science (SPSS).

As a result, a descriptive analysis is conducted by employing different methods. The descriptive statistical analysis, such as frequency and percentage were used to analyze the demographic data of NOC's media marketing. Regression and correlation analysis have also been used to analyze the impact and the relationship between the dependent and independent variables.

3.6. Validity

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). Numbers of different steps was taken to ensure the validity of the study:

Data was collected from reliable sources, from respondents who have experiences in using different products and services of the bank.

Survey questions were made based on literature reviews and frame of references to ensure result validity.

3.7. Reliability

Reliability is essentially the dependability of an instrument to test what it was designed to test. The appropriate test for reliability is inter-item consistency reliability which is popularly known as the Cronbach's coefficient alpha.

According to Joseph and Rosemary (2003), Cronbach's alpha reliability coefficient (α) normally ranges between 0 and 1. According to these authors, there is a greater internal consistency of the items if the Cronbach's alpha coefficient closes to 1.0.

Based on the following rule of thumb of (George and Mallery, 2003, p. 231), if "α > 0.9 – 'Excellent', α >0.8 – 'Good', α >0.7 – 'Acceptable', α >0.6 – 'Questionable', α >0.5 – 'Poor', and α <0.5 – 'Unacceptable'."

Table 3.2 below shows that there is "acceptable" and "good" internal consistency of each independent variable's parameters used. And the study has the sum of the independent variables average Cronbach's alpha value of (α = 0.904) and the reliability test of the study is located on "excellent" range.

Reliability Test of Variable's Using Cronbach's Alpha

No.	Variable Name	Cronbach's Alpha	Cronbach's Alpha Based Standardized	Number o f Items	(a) Reliability Range

			Items		
1	*Understandability*	.776	.776	5	Acceptable
2	*Message appeal*	.821	.820	7	Good
3	*Memorability*	.719	.722	5	Acceptable
4	*credibility*	.696	.698	4	Acceptable
5	*originality*	.728	.727	6	Acceptable
6	All Together	.934	.934	27	Excellent

Source: SPPS output of the survey, 2018

3.8. Ethical Consideration

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). Since the researcher used the data from customers which was collected through a questionnaire, permission was obtained from the customers. Respondents were requested to provide information on a voluntary basis. Brief description of the central objectives or purpose of the study and the purpose of the study was disclosed in the introductory part of the questionnaire. Misleading or deceptive statements were avoided in the questionnaires.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

4.1. INTRODUCTION

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

As it was already mentioned in the research methodology part, questionnaire is used as primary data collection method. The data was collected from customers of National Oil Company (NOC).

Out of 384 questionnaires distributed to the respondents a total of 327 were collected which accounted 85.15% of response rate. Among the questionnaires distributed, 57 (14.84%) of the respondents fail to return the questionnaire. With the demand of increasing the representativeness of the sample for the total population, the uncollected questionnaires were replaced from the questionnaires distributed as a contingency.

4.2. Analysis of Demographic Characteristics of Respondents

The initial section of the questionnaire solicited the respondents about their general demographic data (gender, age, educational qualification, and occupation of the respondents). Accordingly, the response of the respondents is depicted on the table 4.1.

As indicated on the below table 4.1, the age group has been categorized into four classes. As it's shown in the previous table, the majority of the respondents fall in the 25–34-year age group 189 (57.8%) followed by those in the 35–44-year age group 63 (19.3%) and in the 21–24-year age groups 57 (17.4%) respectively. The remaining 15 (4.6%) of the respondents are under the age category of 45 and above years. From this, one may deduce that National Oil Company (NOC) in Addis Ababa city have a majority of young users.

Table 4.1. Age of Respondents

Age (in years)	21-24	57	28.6
	25-34	189	57.8
	35-44	52	19.3
	45+	15	17.4
	Total	324	100

Male respondents are more numerous than female respondents. Male respondents account for about 51.4% and female respondents account for about 47.7% of the total number of respondents. From this data, it can easily be inferred that most of the users of National Oil Company (NOC) products in Addis Ababa city are males.

Table 4.2. Gender of Respondents

Variables	Type	Count	%
Gender	Male	168	51.4
	Female	156	47.7
	Total	324	100

As far as their educational status is concerned, the table 4.3 below shows that, 33 (10.1%) of the respondents are high school complete or TVET, 75 (22.9%) are diploma holders, 72 (22.0%) of the respondents are Master's Degree holders, whereas the remaining and the majority of the respondents that weight 132 (40.4 %) have Bachelor degree.

Table 4.3. Educational Status of Respondents

Educational Qualification	**12 and below**	**12**	**3.7**
	TVET	33	10.2
	Diploma	75	23.1
	Bachelor	132	40.7
	Masters	72	22.0
Total		324	100

Regarding to employment of the respondent, the majority of the respondents are private company employee (46.8% of the respondents), followed by self-employee 20.2%, government employees 13.8%, NGO employees 12.8% and others such as mother wife and unemployed are 4.6%.

Table 4.1. Occupation of Respondents

Occupation	**Government Employee**	**45**	**14**
	Private Employee	153	48
	NGO Employee	42	13.1
	Self-employed	66	20.6
	Other	15	4.7
	Total	324	100

The below table shows the customers preference level on the influence of media lubricant advertisement in which the National Oil Company (NOC) is advertised. As it can be clearly seen in the above figure majority of the customers which accounts (32.6%) prefer Delo Lubricant based on their advertisements that are transmitted through media. National Oil Company (NOC) is their second-best preference which accounts (22.3%) next to Delo.

Table 4.5 media lubricant advertisement that most influence the brand preference a brand

Name of Lubricant	Percent
Delo	32.6%
Total Quartz	22.6%
Oilube	14.6%
Other	15.3%
Delomax	14.6%
Accel	0.3%

Source: Own Survey, 2021)

4.3. Mean degree of agreement on factors affecting brand preference of National Oil Company (NOC)

Table 4.6 Perception of respondents about brand preferences of National Oil Company (NOC)

Descriptive Statistics

	N	Mean	Std. Deviation
Family and friends influence the Brand preference for National Oil Company (NOC).	324	2.61	1.225
Overall, the lubricant advertisement influences the brand preference for National Oil Company (NOC).	324	2.75	1.272
Sales person influence the brand preference for National Oil Company (NOC).	324	2.53	1.260
Considering switching from one to another lubricant brands due to product quality than an advertisement	321	3.32	1.420
Consider switching from one to another lubricant brands due to price discount than advertisement	324	2.55	1.259
Valid N (listwise)	321		

Source: Own Survey, 2021

As can be concluded in Table 4.6, respondents agree (mean value 3.32 that the shift from one lubricant to another brand is influenced by the quality of the product rather than by advertising, which is followed up by overall lubricant advertising. (Mean value of 2.75 and 2.61).

Analysis on the role of media advertisements understandability on the brand preferences and Mean degree of agreement on media ads being simple to understand

From the gathered data, respondents indifferent (mean = 3.04) that the National Oil Company (NOC) media ads are casual about to make respondents purchase the advertised product. On the other hand, the respondents disagree (mean = 2.60, mean = 2.74 and mean = 2.76) that the National Oil Company (NOC) brand media ads are not convincing or confusing respectively.

Table 4.7 Mean degree of agreement on Understandability of media advertisement

Descriptive Statistics

	N	Mean	Std. Deviation
The message of National Oil Company (NOC) is understandable as a result it helps decide to buy the product.	324	2.74	1.032
The media ad for National Oil Company (NOC) is complex.	321	2.60	.957
The facts in the National Oil Company (NOC) media ad don't convince the benefits of the product.	324	3.04	1.241
Since the media ad is very confusing, users cannot understand what the ad is all about.	324	2.76	1.115
Valid N (listwise)	321		

Source: Own Survey, 2021

Table 4.8 The Role of media advertisements understandability on the brand preferences of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
The message of National Oil Company (NOC) is understandable as a result it helps decide to buy the product	27	8.3	123	37.6	102	31.2	51	15.6	21	6.4
The media advertisement for National Oil Company (NOC) is complex	36	11	120	36.7	111	33.9	45	13.8	9	2.8
The facts in the National Oil Company (NOC) media advertisement don't convince the benefits of the product	24	7.3	114	34.9	69	21.1	60	18.3	57	17.4
Since the media advertisement is very confusing users can't understand what the advertisement is all about	36	11	114	34.9	93	28.4	54	16.5	27	8.3

The first item that asks about a message from the media ad for National Oil Company (NOC) is understandable and helps to choose the product, revels that majority of the respondents 123 (37.6%) and 102 (31.2%) disagree and neutral with that the message of National Oil Company (NOC) media ad is understandable.

The second item measures the media ad for National Oil Company (NOC) complexity. The finding revels that from the total participants majority of them 120 (36.7%) and 111 (33.9%) able to understand from the media advertisements and neutral about the clarification of the ad. 45 (13.8%) and 9 (2.8%) are agree about the item which they get confused by the ad of the lubricant. Whereas the remaining 36 (11%) strongly disagree. From the interpretation it is clear that there is association between purchase intension with the media ad clarification. So, the company needs to consider the understandability of the ad.

The third item focuses on the facts in the National Oil Company (NOC) media ad don't convince the benefits of the product. As it can be seen in the above table item three, majority of the sample

respondents 114 (34.9%) disagree with the item three. 69 (21.1%) of the respondents were found to be neutral. Whereas 60 (18.3%) and 57 (17.4%) show their agreement and strong agreement regarding the media ad don't convince the benefits of the product. The finding can be a good proof regarding the matter of product brand to be preferred by users.

This last item on the Media ad is very confusing, so it's not possible for users to understand the meaning of the advertisement. The finding shows that 54 (16.5%) and 27 (8.3%) agree and strongly agree respectively regarding with the media ad confusing. 93 (28.4%) are indifferent regarding with the media ad confusing.

Analysis on the role of media advertisements Message appeal on the brand preferences of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Media Commercial that utilizes jingle to transmit the brand message impact me more	45	13.8	96	29.4	69	21.1	72	22	42	12.8
media commercials that utilize comedy to transmit the brand message impact me more	27	8.3	81	24.8	69	21.1	84	25.7	60	18.3
Media advertisement message which emphasizes the benefit of the lubricant influence more	33	10.1	87	26.6	87	26.6	66	20.2	48	14.7
Media commercial message which highlights quality of the lubricant impact me more	33	10.1	87	26.6	84	25.7	48	14.7	72	22

The first item deals with the Media ad which uses music to transmit the message influence more on the purchase intension. The finding shows that from the total participants 96 (29.4%) and 45 (13.8%) said that media ad which uses music to transmit the message doesn't influence more on the purchase intension they choose a lubricant. 69 (21.1%) are impartial regarding the Media ad which uses music to transmit the message influence more on the purchase intension. Whereas the remaining 72 (22.0%) and 42 (12.8%) does consider the media ad which uses music to transmit

the message influence more on the purchase intension of National Oil Company (NOC). The finding shows that most of the sample respondents are not sensitive regarding to the media ad which uses music to transmit the message influence more on the purchase intension.

The second item focuses on Media commercials that utilize comedy to transmit the brand message impact me more. From the finding in the above table 69 (21.1%) are impartial regarding on Media commercials that utilize comedy to transmit the brand message impact me more. Whereas 84 (25.7%) and 60 (18.3) consider the Media commercials that utilize comedy to transmit the brand message impact me more. And 81 (24.8%) and 27 (8.3%) doesn't care the Media commercials that utilize comedy to transmit the brand message impact me more.

The third item deals with media ad message which emphasizes the benefit of the lubricant influence more on the purchase intension. The finding shows that majority of the respondents 87 (26.6%) are neutral and doesn't consider regarding with media ad message which emphasizes the benefit of the lubricant influence more on the purchase intension. This shows that respondents' selection of the lubricant is not determined by the media ad message which emphasizes the benefit of the lubricant.

The fourth item that tries to examine the Media commercial message which highlights on quality of the lubricant impact more. From this it can be concluded that users are not influenced to select the lubricant with the factors the media ad message which emphasizes the quality of the lubricant.

Mean degree of agreement on Memorability of media advertisement

As illustrated in Table 4.9, respondents disagree that memories of the media message influence them in their National Oil Company (NOC) purchasing decision, that the message is weak and does not stay long.

	Mean	Standard Deviation
National Oil Company (NOC)'s media ad message is unforgettable, which means it influences the decision to buy the product	2.75	1.012
The media commercials of National Oil Company (NOC) get me up to date to the brand's advertised communication	2.98	1.124
Since media advertisements are so frail, they don't adhere within the brain for a long time	2.75	1.048

Mostly I discuss the media ad message with my friends after viewing it	2.53	1.160

Mean degree of agreement on credibility of media advertisement

For source credibility, the effect of credibility in media advertising had a mean value of 3.12. The respondents approve that their brand preference is influenced by credibility in media advertising. They also believe that advertising is an honest and realistic source of information.

	Mean	Standard Deviation
The message of media is credible, it affects the decision to purchase the product	3.03	1.221
When the advertising the lubricant produced by individuals who are credible, it enhances its credibility	3.12	1.305
I believe that media advertisements of NOC are exaggerated	2.75	1.012
Since media ads are always unrealistic, I cannot consider them as an honest information source	2.98	1.124

Analysis on the role of media advertisements originality on the brand preferences of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Originality in NOC media advertisement influences to decide to buy the product.	48	14.7	96	29.4	126	38.5	42	12.8	12	3.7
I believe Out of ordinary ideas in NOC media advertising is irrelevant.	45	13.8	123	37.6	90	27.5	30	9.2	33	10.1
When media advertising of NOC departs from stereotypical thinking, it grabs my attention	30	9.2	84	25.7	120	36.7	66	20.2	24	7.3
When NOC media ads are unique, it sticks my mind.	60	18.3	90	27.5	66	20.2	66	20.2	42	12.8

The first item which asks the originality in National Oil Company (NOC) media advertisement influences to decide to buy the product, revels that majority of the respondents 126 (38.5%) and

96 (29.4%) neutral and disagree with that the originality in National Oil Company (NOC) media advertisement influences to decide to buy the product.

The second item measures the ordinary ideas in National Oil Company (NOC) media advertising is irrelevant. The finding revels that from the total participants majority of them 123 (37.6%) doesn't believe out of ordinary ideas in National Oil Company (NOC) media advertising is irrelevant.

The third item focuses on the media advertising of National Oil Company (NOC) departs from stereotypical thinking; it grabs an attention. As it can be seen in the above table item three, majority of the sample respondents 120 (36.7%) were found to be neutral with the item three. 84 (25.7%) were found to be disagree. Whereas 66 (20.2%) and 24 (7.3%) show their agreement and strong agreement regarding the media advertising of National Oil Company (NOC) departs from stereotypical thinking, it grabs an attention.

The last item of this section deals with the National Oil Company (NOC) media ads uniqueness and it sticks on mind. The finding shows that 66 (20.2%) and 42 (12.8%) agree and strongly agree respectively regarding with the media ads uniqueness. 90 (27.5%) are disagree regarding with the National Oil Company (NOC) media ads uniqueness and it sticks on mind.

4.4. Correlation analysis

The magnitude and direction of the relation between two variables is expressed quantitatively by the correlation coefficient. It is an effect dimension and so the strength of the correlation can be described verbally. Coefficients for correlation vary between +1.0 and -1.0. The coefficient sign indicates if the relationship is good or bad. .00-.19 — all weak flow, .20–.39 —weak flow, .40–.59 —moderate flow, –strong flow, and .80-1.0 —very strong flow. The following coefficients are suggested by Evans (1996): — very weak flowing. This guide was used to interpret the results of the correlation analysis as follows.

As indicated in the matrix, the person correlation coefficient shows that originality, understandability and memorability have a weak flow correlation with brand preference with a coefficient of r=.212, r=.215 and r=206 respectively. Credibility in advertisement and message appeal has all weak flow correlation with a coefficient of r=.179 and r=.102 respectively.

Each independent variable correlates perfectly with itself with a coefficient of r=1.Therfore all independent variables have a strong and positive correlation with the dependent variable at a significant level of p=.000 except message appeal.

Table 4.12 Pearson's Correlation Matrix

		Purchase Intension
Understandability	Pearson Correlation	.215**
	Sig. (2-tailed)	.000
	N	324
Message appeal	Pearson Correlation	.102
	Sig. (2-tailed)	.066
	N	324
Memorability	Pearson Correlation	.206**
	Sig. (2-tailed)	.000
	N	324
credibility	Pearson Correlation	.179**
	Sig. (2-tailed)	.001
	N	321
originality	Pearson Correlation	.212**
	Sig. (2-tailed)	.000
	N	324
****. Correlation is significant at the 0.01 level (2-tailed).**		
***. Correlation is significant at the 0.05 level (2-tailed).**		

Source: Own Survey, 2021

4.5. Multiple Linear Regression Analysis

4.5.1. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity, outliners, autocorrelation, homoscedasticity, linearity, and normality.

4.5.1.1. Sample size

Different authors tend to give different guidelines concerning the number of cases required for multiple regressions. Tabachnick and Fidell (2001) give a formula for calculating sample size requirements, taking into account the number of variables to use: N > 50 + 8m (where m = number of variables). In this study six variables had existed and cases were 384. Therefore, the study satisfied sample size assumption.

4.5.1.2. Multi Collinearity

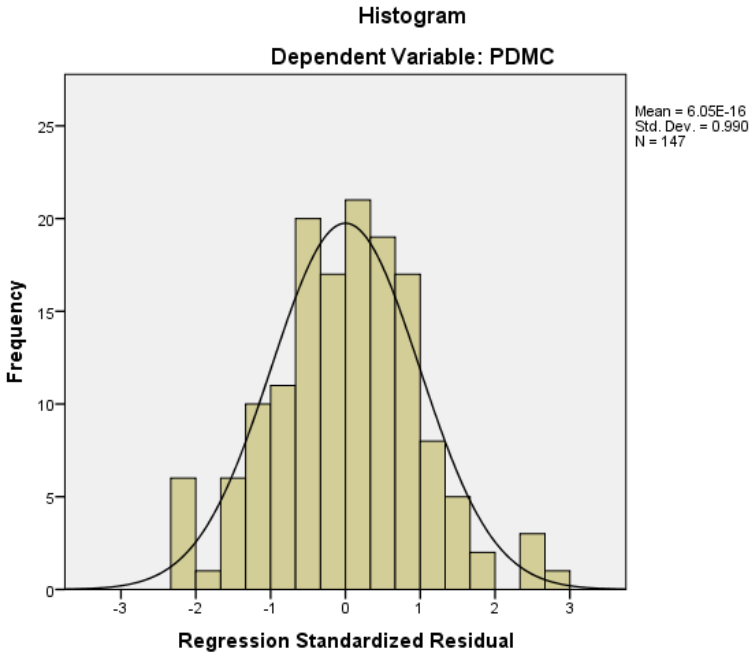
Multi Collinearity is checked using correlations between the variables in the model. Variables show at least some relationship with dependent variable (above 0.3 preferably).

Collinearity diagnostics on the variables as part of the multiple regression procedure is done using Tolerance and Variance Inflation Factor (VIF). Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi-Collinearity (Pallant, 2010). Variance Inflation Factor (VIF) is just the inverse of the tolerance value (1 divided by tolerance). According to Pallant, (2010), VIF values above 10 would be a concern, indicating multi-Collinearity.

4.5.1.3. Normality and Linearity

One of the ways that these assumptions can be checked is by inspecting the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph. In normal probability plots the points will lie in reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P=P Plot reveals no violation of normality assumptions.

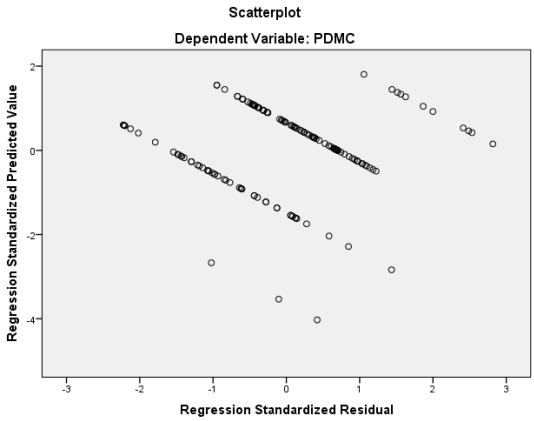
Fig 4.1: Histogram of Regression Standardized Residual



Source: S*urvey Result*

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and numerically using Skewness and Kurtosis. Figure 4.1, depicted that the scores are normally distributed.

Fig. 4.2: Linearity scatter plot of regression standardized residual



Source: Survey Result

The Skewness value provides an indication of the symmetry of the distribution while kurtosis provides information about the sharpness of the peak of a frequency-distribution curve. For

variables with normal distribution the values of Skewness and kurtosis are zero, and any value other than zero indicated deviation from normality (Hair, 2010). According to Hair (2010), the most commonly acceptable value for (kurtosis/skewness) distribution is ±2.58. Therefore; as it can be seen in the following table, the kurtosis and skewness values of the variables fall within the range.

Table 4.12 Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Understandability	365	4.0530	-.817	.128	.254	.255
Message appeal	365	4.1041	-1.141	.128	1.341	.255
Memorability	365	3.8452	-.458	.128	.402	.255
credibility	365	3.7370	-.162	.128	-.945	.255

Source: Survey Result

4.6. Model Summary

In the model summary below in Table 13, the multiple correlation coefficients R, indicates a very strong or high correlation of .597 between Purchase Intension and the t variables. $\mathbf{R_2}$ = .593 reveals that the model accounts for 59.3% of the variation in the Purchase Intension and is explained by the linear combination of all the variables of media advertisement and promotion.

Table 4.13: Model Summary of the constructs

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.597	.593	593	.05932	1.505
a. Predictors :(Constant), Understandability, Message appeal, Memorability, credibility, originality					
b. Dependent Variable: brand preference					

Source: SPSS output of survey, 2021

4.7. Beta Coefficient

The standardized coefficients are the coefficients which can explain the relative importance of explanatory variables. These coefficients are obtained from regression analysis after all the explanatory variables are standardized.

As it can be seen from table 4.14 below, the standardized coefficient of Understandability is the largest value followed by Message appeal and Memorability respectively. The larger the standardized coefficient, the higher is the relative effect of the factors to the purchase intension.

The significance tests of the 5 explanatory variables indicate that IT Infrastructure, System

Message appeal and Memorability Factors are significant with p-value (P<0.05) for predicting purchase intension. The rest credibility and understandability factors have a p-value >0 .05 (P > ∂), and these factors are not statistically significant to predict the brand preference.

Table 14: Beta Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.003	.025		.105	.916
	Understandability	.376	.012	.434	30.124	.000
	Message appeal	.525	.015	.524	34.863	.000
	Memorability	.118	.012	.126	9.495	.000
	credibility	-.005	.012	-.006	-.436	.664
	Originality	-.010	.013	-.010	-.800	.425

a. Dependent Variable: Performance

4.8. Discussions

According to the research method, the Linear Multiple Regression is used to test the hypotheses. There are five hypotheses that aim to see if there is relationship between the five independent variables of media advertisement (Understandability, Message appeal, Memorability, credibility, originality) and brand preference. The Sig result of some hypothesis test is less than 0.05. The tests are summarized as follows:

Table 4.16: Hypothesis testing

Hypothesis	Result
H1: The credibility of media advertisements of National Oil Company (NOC) has a major effect on brand preference of lubricant.	***Rejected*** (the outcome of the coefficient of regression does not support the hypothesis; beta = -.005, p > 0.05).
H2: The understandability of media advertisements National Oil Company (NOC) has a major effect on brand preference of lubricant	***Accepted*** (the outcome of the coefficient of correlation supports the hypothesis; beta = .376, p < 0.05).
H3: The message appeal of media advertisements of National Oil Company (NOC) has a major effect on brand preference of lubricant.	***Accepted*** (the outcome of the coefficient of correlation supports the hypothesis; beta = .525, p < 0.05).
H4: The memorability of media of National Oil Company (NOC) has a major effect on brand preference of lubricant	***Accepted*** (the outcome of the coefficient of correlation supports the hypothesis; beta = .118, p < 0.05).
H5: The originality of media of National Oil Company (NOC) has a major effect on brand preference of lubricant.	***Rejected*** (the outcome of the coefficient of correlation supports the hypothesis; beta = -.010, p > 0.05).

Source: Survey 2019

First hypothesis: According to the results of the standardized coefficient beta and p-value, the research hypothesis is not confirmed at person standardized coefficient beta of -.005, p > 0.05 and thus, there is no relation between credibility and brand preference.

***Second hypothesis*:** The results of table showed that the standardized coefficient beta and p-value of understandability of media advertisements National Oil Company (NOC) has a major effect on brand preference of lubricant with (beta =.376, $p < 0.05$). This implies that, if understandability of media advertisements increases by 1 percent, brand preference will increase by 37.6. Thus, the researcher confirms the hypothesis and depth of understandability of media advertisements has a positive and significant effect on brand preference. Therefore, its contribution to brand preference is significant.

Third hypothesis: The results of table showed that the standardized coefficient beta and p-value of message appeal has positive and significant effect with (beta =.525, $p < 0.05$). This implies that, if message appeal increases by 1 percent, brand preference will increase by 52.5. Thus, the researcher confirms the hypothesis and message appeal has a positive and significant effect on brand preference. Therefore, its contribution to brand preference is significant.

fourth hypothesis: The results of table showed that the standardized coefficient beta and p-value of message appeal has positive and significant effect with (beta =.525, $p < 0.05$). This implies that, if message appeal increases by 1 percent, brand preference will increase by 52.5. Thus, the researcher confirms the hypothesis and message appeal has a positive and significant effect on brand preference. Therefore, its contribution to brand preference is significant.

Fifth hypothesis: According to the results of the standardized coefficient beta and p-value, the research hypothesis is not confirmed at person standardized coefficient beta of -.010, $p > 0.05$and thus, there is no relation between originality and brand preference.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

Following the presentation of the study findings and discussion in the previous chapter, the summary of findings is now examined in the context of the preceding chapter. There is a summary of the findings, as well as conclusions and recommendations. This chapter also discusses the implications for the future.

5.2. Summary of the major findings

Most responses fell in age groups between 25 and 34 years 189 (57.8%), followed by age groups between 35 and 44 years 63 (19.3%), and age group 57 (17.4%) between 21 and 24 years. The remaining 15 (4.6 percent) responders are between the ages of 45 and 65.

Around 51.4% of the male respondents, whereas approximately 47.7% of the overall number of respondents.

The most of responders are employees at private companies, with a 46.8% staffing, followed by a 20.2% self-employee, a 13.8% staff, NGO 12.8% and a 4.6% staffing, including Mother Wife and the jobless.

Perception of people about National Oil Company (NOC) purchases has an average value of 3.32, which means that a change from one lubricant to another brand is determined instead of by advertising and by the quality of the lubricant.

Majority of the respondents 123 (37.6%) and 102 (31.2%) disagree and neutral with that the message of National Oil Company (NOC) media ad is understandable.

The media advertising effect of credibility had a mean value of 3.12. The respondents agree that trustworthiness in media advertising influences their brand preference.

Respondents disagree that memories of the media message influence them in their National Oil Company (NOC) purchasing decision, that the message is weak and does not stay long.

Independent variables correlate perfectly with itself with a coefficient of r=1.Therfore all independent variables have a strong and positive correlation with the dependent variable at a significant level of p=.000 except message appeal.

5.3. Conclusions

The key cause that initiates the concept of this study was the significantly expanding media advertisement campaign conducted by National Oil Company (NOC) to grab and increase a highest share in the constantly developing and competitive industry.

This research was carried out on National Oil Company (NOC) in Addis Ababa city with mining the consequences of media advertising for the purchase of user goods. In particular, the researcher sought to identify the effects of media advertising on the products selection of customizes, explain the understandability, the message appeal, the reliability, the reliability and the originality of media advertising that impact their choice of the products.

Users' evaluation of National Oil Company (NOC)'s purchases found that users agree that advertising in media affects the purchase of their judgment and the effect of seller and friend. Another aspect which should be considered in developing users' preference is product expansion, NPD and price discounts.

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

In relation to the goals of the research, it was found that all the study variables had a substantial impact on user brand preference, by investigating the effects of understandability, message appeal, memorability, credibility and originality of media advertisements.

The discoveries and results in the last chapter show that comprehensibility is more closely connected to brand preference. Originality is the second most correlated variable. Promotion memorability is in line, while credibility and message reminder have demonstrated a lower coefficient of correlation. All subordinate to invariable relationships were found to be significant on a level of 0.01, with the exception of message appeal.

With regard to the research objectives, it has been found that all research variables have a substantial effect on user intention, except the message call found at the level of 066, by looking at the effects of understandability, message concern, memory, credibility and originality of advertisement character in terms of National Oil Company (NOC) media advertising. The research variables include greater understanding and the less impact of message appeal. Originality, with memorability and credibility, ranks second.

The most significant effects on users' brand preference, which can be easier recorded or remembered, are many advertising variables which influence the brand preference of users. But statistically significant is one element that is simple publicity or simplified advertising.

The researchers classed the answers as good, negative and neutral in relation to questions on the attitude. In this respect, neutral reactions are higher than positive and negative reactions. In addition to most queries, there are more positive answers than negative ones. However, certain negatives were perceived as being more positive on concerns about comments, ratings, information sharing on media advertising and advertising response.

The data generally suggests that attempts by National Oil Company (NOC)s to interact with users are less than expected.

5.4. Recommendations

After the data obtained in this study have been reviewed, evaluated and evaluated, the researcher offered the following advice.

The investigation began with the background and motivation of the researchers to do the study on the subject of media and brand preference. It's apparent that media is becoming a global vital marketing tool that gives organizations the ability to interact with their markets and know about

the wants and profiles of customers. In addition, it has built a new communication platform that allows customers to share their brand experience, comment and evaluate products and services, to seek the best solutions, etc.

In terms of assessing users' considerations in purchasing decisions, the amount of publicity that users agree on in affecting their decision is higher. Therefore, the overall lubricant brand due to product quality influences the brand preference for National Oil Company (NOC) followed by the lubricant advertisement strategy should be the center of National Oil Company (NOC)'s marketing plan.

As shown in the model, novelty has a greater effect on the propensity to buy from customers. This signifies an original advertising message. The message must be convincing and credible, because credibility is one of the characteristics that customers think affect their brand choice. (Intelligibility, appeal for messages, memorability, credibility and uniqueness)

Before airing any commercial, National Oil Company (NOC) should get to know their audience and what impacts their decision best. To that purpose, it is advised that they conduct research to identify the efficacy and malfunction spots in various ad campaigns. According to the findings of the study, using song is not always effective, so National Oil Company (NOC) should direct advertising companies on which demands to focus rather than leaving them to their own gadgets. Furthermore, having celebrities alone does not make an ad effective; what is stated and the way applied to distribute the commercial are equally important. Thus, before designing or selecting on the appeal of an advertisement message and applying it, both National Oil Company (NOC) and advertising agencies are urged to examine these criteria. In generating communication messages for this particular product, advertising organizations ought to focus on logical themes. They should also concentrate on trustworthiness, as it has a greater impact than the other aspects.

5.5. Directions for further studies

This study has been done on the FMCG-considered National Oil Company (NOC). The effects of advertises may also be assessed on other rapidly moving user goods and high level of participation items.

Therefore, other willing investigators are recommended to conduct a further in-depth investigation to found and identify the unidentified advertisement variables that can influence users brand preference.

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ANNEX

Research questionnaires

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire On - Assessment of Effects of Media Advertisement on Brand Preference of Lubricants: The Case of National Oil Ethiopia Plc.

Dear Respondents,

The questionnaire is designed to seek information on the effect of media advertisement on brand preference of lubricants: The case of National Oil Ethiopia PLC in partial fulfilment for the award of Master of Arts in Marketing Management. The overall objective of this questionnaire is to gather first-hand information on the mentioned issues.

The information gathered will be accessed only by the student researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated.

If you have any questions or concerns about the research, please contact me with the following address: Elelta Solomon Tel: +251 940 23 72 20 Email: Admasuelelta@gmail.com .

Thank you in advance for your cooperation.

Part I. Demographic Information

In answering this part of the questionnaire, please use (X) in the boxes provided.

Age (in years)	21-24		
	25-34		
	35-44		
	45+		
Gender	Male		
	Female		
Educational Qualification	12 and below		
	TVET		
	Diploma		
	Bachelor		
	Masters		
Occupation	Government Employee		
	Private Employee		
	NGO Employee		
	Self-employed		
	Other		

Part II Determinant factors

This part of the questionnaire collects information to assess the effect of media advertising on customer lubricant brand preference the case of National Oil Ethiopia in Addis Ababa.

1. **Which type of lubricants do you use (you can select more than one choice)**

Name of Lubricant	
Delo	
Total Quartz	
Oilube	
Other	
Delomax	
Accel	

2. **Brand preferences**

	Strongly Disagree	Disagree	Neutral	Agree
Family and friends influence the Brand preference for National Oil Company (NOC).				
Overall, the lubricant advertisement influences the brand preference for National Oil Company (NOC).				
Sales person influence the brand preference for National Oil Company (NOC).				
Considering switching from one to another lubricant brands due to product quality than an advertisement				
Consider switching from one to another lubricant brands due to price discount than advertisement				

3. **Understandability of media advertisement**

	Strongly Disagree	Disagree	Neutral	Agree
The message of National Oil Company (NOC) is understandable as a result it helps decide to buy the product				
The media advertisement for National Oil Company (NOC) is complex				
The facts in the National Oil Company (NOC) media advertisement don't convince the benefits of the product				
Since the media advertisement is very confusing users can't understand what the advertisement is all about				

4. **Message appeal of media advertisement**

	Strongly Disagree	Disagree	Neutral	Agree
Media Commercial that utilizes jingle to transmit the brand message impact me more				
media commercials that utilize comedy to transmit the brand message impact me more				
Media advertisement message which emphasizes the benefit of the lubricant influence more				
Media commercial message which highlights quality of the lubricant impact me more				

5. **Memorability of media advertisement**

	Strongly Disagree	Disagree	Neutral	Agree
National Oil Company (NOC)'s media ad message is unforgettable, which means it influences the decision to buy the product				
The media commercials of National Oil Company (NOC) get me up to date to the brand's advertised communication				
Since media advertisements are so frail, they don't adhere within the brain for a long time				
Mostly I discuss the media ad message with my friends after viewing it				

6. **Credibility of media advertisement**

	Strongly Disagree	Disagree	Neutral	Agree
The message of media is credible, it affects the decision to purchase the product				
When the advertising the lubricant produced by individuals who are credible, it enhances its credibility				
I believe that media advertisements of NOC are exaggerated				
Since media ads are always unrealistic, I cannot consider them as an honest information source				

7. **Originality of media advertisement**

	Strongly Disagree	Disagree	Neutral	Agree
Originality in NOC media advertisements influences the decision to buy the product.				
I believe Out of ordinary ideas in NOC media advertising are irrelevant.				
When media advertising of NOC departs from stereotypical thinking, it grabs my attention				
When NOC media ads are unique, it sticks in my mind.				