

The Influence of Advertisement on Consumer Buying Behavior

(A case of Aqua Dire Mineral Water Plant)



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(At Aqua Dire Mineral Water Plant)

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Master of Business Administration

Declaration

I hereby declare that this MBA Specialty or equivalent thesis is my original work and has not been presented for a degree in any other university, and all sources of material used for this thesis / dissertation have been duly acknowledged.

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LIST OF ABBREVIATIONS AND ACRONYMS

AD= Advertisement

AGA= Attention Grabbing Advertisement

AIDA=Attention, Interest, Desire and Action Model

CA= Creative Advertisement

CBB= Consumer Buying Behavior

DAGMAR= Defining advertising goals for measured advertising results

FCB= Foote Cone Belding Model

HA= Honest Advertisement

IMA= Impressive Advertisement

MA= Memorable Advertisement

STUA= Simple to Understand Advertisement

TV= Television

ABSTRACT

Promotion has vital role to announce the organizational product and service to increases the volume of sales in today's competitive business world. As an integral part of the promotional mix tools, advertisements play a crucial role in affecting taste and preference of consumers' choice. The general objective of this study is to establish the influence of advertising on consumer buying behavior by focusing on Aqua Dire factory. The study used descriptive method of research design and relied on primary and secondary source to collect the data to achieve its objectives, the target population of the study was the consumers of the company. Purposive and convenience sampling techniques were used to distribute the questionnaire to 384 respondents. The major findings of the research were that the characteristics of advertisement (independent variables) were strongly and positively correlated with consumer buying behavior (dependent variable) and except Memorable advertisement which is insignificant all the other independent variables (Impressive, simple to understand, attention grabbing, memorable, creative and honest) contribute statistically significant. Among the independent variables' attention-grabbing advertisement ($r=0.906$) have a highest strong relationship with consumer buying behavior. Another important finding of the thesis was that social media was the most important media outlet from which the respondents became aware of Aqua Dire products. Finally, it was recommended that in future advertisement campaigning Aqua Dire can entice more consumers by focusing on attention grabbing and creative advertisement. In addition, the outlay in an advertising campaign should not be just viewed as an expense but rather as an investment too.

Key words: Advertisement characteristics and Consumer Buying Behavior.

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CHAPTER I

INTRODUCTION

1.1 Background of the study

The aim of marketing is to make selling superfluous and understand the customer so well that the product or service fits him and sells itself” (Kotler, 2003). Ideally, marketing should result in a customer who is ready to buy (Kotler, 2000). Business organizations develop market strategies that can help them exist sustainably and achieve long term objectives. They use various tools to set appropriate strategies to get the desired responses from their target markets (Goi, 2009). One of such tools is a marketing mix. It is a framework that firms use to pursue their marketing goals in the target markets. McCarthy classified marketing mix into four broad groups that he called four Ps of marketing: product, price, promotion and place (Goi, 2009).

Promotion refers to activities that communicate the merits of the product and persuade target customers to buy it (Kotler, 2014). From this point of view promotion has vital role to announce the organizational product and service to increases the volume of sales in today’s competitive business world. In the current time many local and international profitable organization are using different type of promotional mix-elements such as advertising, public relation, direct marketing, sponsorship, exhibition, packaging, post merchandizing, sales promotion and personal selling to increase their sales volume (Alemayehu, 2013). Advertising is a form of communication intended to convince an audience (viewers, listeners or readers) to purchase or take some actions upon products, information or services (Arens, 2005).

Consumer is a person who buys and uses products. Therefore, consumers keep the production cycle moving as well as play an important role in the economic system of any nation, as a result, any nation will face crisis if consumers aren’t buying the goods produced. Taste and preference guide consumers demand for commodities. Consciousness of good influences consumers purchase of that good (Sharma, 2009).

The term consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend available resources (time, money, effort) on consumption related items (Solomon, 1994).

According to Morris (1998), consumer behavior has two aspects: the final purchase activity which is visible to us and the decision process which may involve the interaction of several complex variables not visible to us. As a matter of fact, purchase behavior is the result of a long process of consumer decision-making (Duffy, 2005). Advertisement can be done through different media. The most widely used are print medium (newspapers, magazines and brochures), outdoor medium (billboards and events) and broadcast medium (television, radio and internet) (Bearden, 1999).

Advertising impact on brands change frequently in people's memory. Consumer's Brand recollections consist of those links that consumers relate to when they hear the brand name are related to brand name in consumer's mind. These brand cognition influence consideration, evaluation and final purchase (Romaniuk & Sharp, 2004). Consumer behavior should be analyzed for effective advertising, to know why consumers behave in particular ways under certain circumstances (Ayanwale *et al*, 2005).

According to Abideen & Latif (2011) advertising also creates advertisement which carry emotional bond with consumers. Positive emotional appeals also offer a strong brand indication and arouse category-based processing with successful classification, the result and beliefs connected with this category in memory are translated to the objective itself. Consumers try to categorize the brand association with the existing memory, when thousands of products are faced by them and might reposition memories to a brand image and perception towards new products.

The main aim of advertising is to impact on buying behavior. However, this impact about brand is changed and strengthened frequently by people's memories. Memories about the brand consist of those associations that are related to brand name in the consumer mind. These brand cognitions influence consideration, evaluation and finally purchases (Romaniuk and Sharp, 2005).

The advertising has the foremost and vital influence on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown (Biel, 1990). The attention from the advertisement creates an opportunity to facilitate consumer involvement, increasing the ability to motivate and influence behavior (Gary, 1999). Furthermore, the increased repetition of viewing the ad, due to impression, enhances the salience of the advert in memory (Ehrenberg, 1974).

There is an ever-growing demand for bottled water in our country. In his study “Assessment on the impact of advertisement and sales promotion on sales volume” Murad (2012) stated that the bottled water product is one of the fastest growing products in the market. These coupled with people’s demand for bottled water as it is essential for life, many firms are competing to gain consumer’s attention. To this end, firms use advertisement as a vital marketing instrument to outdo one another. One of this firms is Aqua Dire which produces, and markets bottled water.

The study focuses on the characteristics of advertisement being practiced by Aqua Dire that affects consumer buying behavior. As stated previously, when there is a strong emotional purchasing motive such as to products that promote healthy lifestyle, it pays to advertise on such a product. One of such products are purified mineral waters. It is for this reason Aqua Dire Springs products were chosen as the study.

Aqua Dire Purified mineral water plant, which is in Dire Dawa, Ethiopia. It has started operation in 2006 E.C. It is the leading company in the production of drink water bottling in Dire Dawa. The company has 0.5-liter 1-liter 2litre and 20 liters bottling plants and it bottles soft drinks like apple drink called rancher and future cola. The factory has water reservoir that can hold above 96,000 liters of raw water. In addition, the company has two injection machines used to manufacture perform bottle and cap of 20 liters and has Dire Plastic Factory.

1.2 Statement of the Problem

According to Catliyn Seymour (2017), the reasons why brands are successful isn’t just because of the quality of their product, it’s because they are conveying their brands in the market. The whole idea is to convey the product in such a manner that the targeted audience is compelled to buy even if there are numerous options in the market that are of lower prices or better quality. That is the reason why companies such as Ford Motors spend \$2.45 billion annually on advertisement.

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires (Kotler and Keller ,2006). In a competitive market environment such as the water bottle industry all marketers connect with their target markets through advertising. According to Mittal and Pachauri (2013), in some instances the communication and the information contained in the advertising is not strong enough to attract the attention of the

customers. Since the information is weak or irrelevant, the advertising has little chance of influencing consumer's buying behavior of their products and services.

Advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in consistent manner to have the desired impact on consumer buying behavior (Cohen, 1988).

According to Abideen & Latif (2011) advertising also creates advertisement which carry emotional bond with consumers. Positive emotional appeals also provide a strong brand cue and stimulate category-based processing with successful categorization, the influence and beliefs associated with this category in memory are translated to the objective itself. Consumers try to categorize the brand association with the existing memory, when thousands of products are faced by them and might reposition memories to a brand image and perception towards new products.

Companies consider advertising as costly implying its effects are sometimes unsure of. They sometimes think it takes time before it creates desired impact on consumer buying behavior. As such they reduce advertising expenses or stop advertising. This approach fails to notice the fact that advertising is not just an expense but an investment.

As companies are spending large amount of investment on the advertisement because they want to keep their product at the top of their customer's mind. Advertisement has proven to be a successful too for the communication, but companies have different point of view as to that what kind of ingredients should be included.

Several studies have been conducted in this area, but most are conducted on advertisement in general. The specific studies available that are familiar to this study are on the setting of different organization such as cosmetic products and mobile phone industry. For instance, Sonkusare (2013) conducted a study on factors influencing consumer buying behavior, Bin Junaid (2009) researched to examine the influence of advertisement on consumer buying behavior in the context of cosmetic products. Hence, the research setting, and targeted sample of consumers are different to this study. In his study about Aqua Dire, Murad (2012) focused on the impact of advertisement and sales promotion on sales volume. Although Murad's study was engaging similar target groups as this study, his study focused on sales promotion and volume. The above studies focused on different organizations, but none got to deal with the influence of advertisement on consumers buying

behavior in case of water bottled industry. The water bottle industry is an essential market because we all identify with it. We all need water to survive and it is important to shed light on this market.

Hence, this study attempted to address the knowledge gap by describing advertising characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest) which influence consumer buying behavior in case of Aqua Dire Factory.

1.3 Research questions

The study was guided by the following research questions

- What are the major media of advertisement that consumers hear from about Aqua Dire products?
- What kind of relationship is there between Advertising characteristics and consumer buying behavior?
- How do advertising characteristics influence consumer buying behavior?

1.4 Objectives of the study

1.4.1 General objectives of the study

The general objective of this study is to establish the influence of advertising on consumer buying behavior by focusing on Aqua Dire factory.

1.4.2 Specific objectives of the study

- To assess the advertisement media outlet consumers of Aqua Dire heard about the company's products.
- To determine the relationship between advertising characteristics and consumer buying behavior
- To assess how advertising characteristics influence consumer buying behavior.

1.5 Significance of the study

This study is significant because it enables one to recognize the influence of advertising on the consumer behavior of water spring customers specifically for Aqua Dire. Based up on these objectives, this paper produced the following significant:

- ❖ It enables the company to explore better utilization of its advertisements in reaching out to new customers and retaining its loyal customers.
- ❖ It helps Aqua Dire's marketing department to better design its advertisement campaign using the advertisement variables of simple to understand, impressive, honest, creative, attention grabbing and memorable advertisements.
- ❖ It helps any business students who are interested to study similar and related topics.

1.6 Scope of the study

This research gave much emphasis to the influence advertising characteristics have on consumer buying behavior of Aqua Dire customers. The company is in Dire Dawa at 457 km apart from Addis Ababa. The participants of questionnaire of this thesis are all residents of Dire Dawa City Administration. The whole output and the recommendation of the study is delimited to Aqua Dire Purified mineral water plant.

Advertising effectiveness has been researched by several methods in the past, mainly focusing on recognition, recall, opinion, brand-awareness, associations and ratings e.g. Lucas and Britt (2007). However, this study considers the following advertising characteristics as a measure of effect ion consumers buying behavior: namely advertisement being Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest. In addition, currently the consumers of Aqua Dire product are spread across the country, but this thesis only engages those buyers in Dire Dawa City.

1.7 Limitation of the study

The study used purposive and convenient sampling. In convenient sampling technique the sample selection process is continuous until the mandatory sample size would be grasped. It involves selecting randomly those cases that are easiest to attain the obligatory sample (Zikmund, 2003). The commitment of respondents to carefully read and give their genuine responses to the questionnaires will seriously limit the outcome of the research. Availability of relevant reading materials during conducting the research is also another limitation of this study.

1.8 Definition of basic terms

Advertising

According to Wright (1978) advertising is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information.

Consumer

According to Walters (2000) a consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires."

Consumer Buying Behavior

The term consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs (Solomon, 1994).

1.9 Organization of the paper

This thesis consists of five chapters. Chapter one includes introduction which consists of background of the study, statement of the problem, objectives of the study, research questions, definition of terms, significance of the study, scope of the study and limitation of the study. The second chapter focuses on literature review where theoretical and empirical approaches are adopted. The third chapter is research design and methodology. Chapter four introduces the results and discussions of the study where the descriptive statistics, correlation analysis and the multiple regression model are discussed. The fifth chapter, which is the closing chapter, focuses on the summary of the findings, conclusions and the recommendation of this study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter gives an overview of literature that is related to the research problem presented in this study. The concepts of advertising, consumer behavior, buying behavior and theories related to advertising are introduced in the theoretical approach to give a clear idea about the research area. The Empirical approach, on the other hand, discusses the findings of related review of literature to illustrate the gap observed.

2.2 Theoretical review

The world of literature provides so many theories that are relevant to this study. There are psychological, cultural and social theories all discussing the process of consumer buying behavior from individual or social standpoint. The essence of psychological theories (learning theories) lies in the fact that people learn from experience and the results of experience will modify their actions on future occasions. Among the learning theories come stimulus response theories and cognitive theories.

According to Learning theory learning occurs as a person responds to some stimulus and is rewarded with need satisfaction for a correct response. The theory demonstrated that most frequent and recent stimuli are remembered and responded. This approach is the basis of reported advertisements (Benjamin & Baker, (2010).

The cognitive theory was propounded by Festinger mainly to explain certain post buying behavior. According to it stimulation and want are conditioned by a consumer's knowledge, his perception, beliefs and attitudes. The theory also claims consumers go through discomfort, fear or dissonance even after a researched buying (Benjamin & Baker, (2010).

Gestalt theory, coined by German Psychologist Christian von Ehrenfels viewed personality as the result of the interaction between the person and the total environment and the two must be considered together as a patterned event. Consumers try to steady their psychological field by

giving sense to the surrounding world. Consumers attempt to decrease conflict between themselves and their surroundings.

Psycho-analytic theories developed from the thoughts of Sigmund Freud, postulates that personality has three basic dimensions, the id, the ego and the super ego. Here the id urges an enjoyable act, the super ego presents the moral issues involved and the ego acts as the arbitration in determining whether to proceed or not. This is useful in analyzing buyer's behavior.

Socio-cultural theories also known as Veblenian Model asserts that a man is primarily a social animal and his wants and behavior are largely influenced by the group of which he is a member. He argued that people tend to fit in a society despite their personal likes and dislikes. Veblen's Model explains culture in terms of social classes' reference groups whereby families are the different factor groups that influence buyer behavior. All the above theories give guidelines to the marketing managers on how a consumer behave in a situation and what are the factors which influence their decision-making process (Castells, 2004).

The Theory of Reasoned Action proposes a brand image–purchase decision relationship linking brand image of a product with the purchase decision or intention. Attitude of a consumer toward a particular brand is more likely to influence his or her decision or intention to purchase the product. In general, people are likely to purchase a product whose brand influences them the most (Castells, 2004).

Maslow's Theory of Needs explains why people are driven by a particular need at a particular time. According to the theory, human needs are arranged in hierarchy, from the most pressing to the least pressing, in order of importance. When a person succeeds in satisfying an important need, he/she will try to satisfy the next important need. This theory explains how purchase decision is influenced by individual needs (Maslow, 1954).

2.3 The Concept of advertising

The concept of advertising can be explained in five steps sender, encoding, message, decoding and receiver. This process explains the different stages through which message is formed and traveled to the audience. Advertising message is not just a message; it is a bundle of representation of the product and the company. According to Schramm (1996) the advertising process starts from sender and end up to receiver.

Figure 1: Elements in Advertising Process Model



Sender

Czinkota and Ronkainen (2008) explains as the 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. The sender shoulders all of the responsibility as a sender. It is up to the sender how he projects the message and which information he is sharing to the viewers.

Encoding

Czinkota and Ronkainen (2008) depicts that encoding is the design of the symbolic arrangements which should be understandable by the receiver. It is a vital stage among the others to advance the foundation of the message. Encoding is the functional stage where sender of advertising message sees the functionality of the codes towards the receiver of that message.

Message

The message is the complete form of encoding. Bovee and Thill (2002) define the message as the idea which is capable of being transmitted. When the message is encoded completely, it is ready to be transmitted to the audience. Then the message is forwarded to the audience through a combination of media by the sender.

Decoding

According to 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.

Schramn (1995) explains the advertising process in seven sequential stages in which, individual or organization is defined as source, symbolic style as encoding, transmission as signal,

comprehension of symbolic style as decoding, individual or organization who receive the message as receiver, their reaction back to source as feedback and the distortion in the process as noise.

The sender has to familiarize himself with the audience before designing the message to identify their preference (Kotler and Keller, 2006). The suitability of all 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

2.4 Advertising models

Although there are numerous models of advertisement available only two models are studied in detail for this study.

2.4.1 The AIDA model

The AIDA model is an acronym which consists of the factors of Attention, Interest, Desire and Action. According to the AIDA (Attention-Interest-Desire-Action) Model developed by Schramm, the decision by a consumer to purchase a product begins when the product catches his or her attention. This is followed by developing an interest for that product which is followed by the desire for that product to fulfill his or her needs. Thereafter, the consumer decided to act, which is to purchase the product.

Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market are thus stimulating demand of existing and new products in the market. They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2001).

According to Colley (1984) one of the earliest models was AIDA: (Attention, Interest, Desire and Action). This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model will be designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley said that this model describes a learning process by which consumers' progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the steps have been

completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. The steps of hierarchy of AIDA Model are as follow:

Awareness

It is the first step of hierarchy of AIDA model, where people get awareness about products. Here, promoters announce their goods and services to consumers in addition to the usage of the goods. First, advertisers create awareness about the goods, its benefits and usage in their target market (Baca et al., 2005). According to Ashcroft and Hoey (2001) awareness is the first step of communication and also a cognitive stage to attract customers.

Interest

Advertisement of a product or service is run with the aim to generate interest among target audiences because creating interest takes precedence for advertisers (Rowley, 1998; Broeckelmann, 2010).

Desire

It is the third step of hierarchy of AIDA model that deals with the aspiration of target customers to buy a product or service. It is said to be the powerful level of needing a product. Creating desire is the priority of advertisers, it is the stage where they describe the products i.e. its benefits and features (Richardson, 2012). At this level, promoters try to give greater experience of a product to the customers (Rowley, 1998).

Action

At the fourth level of hierarchy of AIDA model action on the part of a customer is taken i.e. actually purchasing a product or service. At this stage, customers are ready to pay for the products to fulfill their intense desire for a product or services. Many incentives offered may persuade a customer to act (purchase). For example, discounted prices often entice customers to act i.e. buy something (Rawal, 2013). As mentioned by Ashcroft and Hoey (2001) action is the behavior stage involving actual purchasing. According to Hoyer and Macinnis (2009) effective advertising creates positive feelings that lead to actual purchase of advertised products.

Figure 2: Advertisement model (AIDA/ DAGMAR)



Source: Cooley and Russel H (1984). Defining Advertising goals for Measured Association for National Advertisers, Advertising Results, New York

2.4.2 Foote, Cone and Belding (FCB) Model

According to Asnake (2018) This model is a strategy matrix, suggesting that advertising works differently depending on the product involved. A paper by Richard Vaughn (1980) researched the other advertising model, FCB, an acronym for Foote, Cone and Belding. Vaughn's work allows advertisers to select the communication method based on the type of product or service they are advertising, and the attitudes that consumers are likely to have towards the product. Not all advertising functions in the same way, sometimes communication of key information and salient emotion will be needed to get a sale. Sometimes a purchase may occur with little or no information and emotion. The purpose of strategy planning is to recognize the information, emotion or action leverage for a product, establish the appropriate advertising model and then execute it.

Quadrant 1- High involvement/ Thinking Informative

This quadrant implies that numerous information is essential because of the status of the product. Cars, homes and electronic equipment are likely to be included in this quadrant. The basic approach in this stage is to implement the Learn-Feel-Do arrangement where information is intended to build attitudinal reception and subsequent purchase. Vaughn (1980) says, "Consumers may be thought of as thinkers. Creatively, specific information and demonstrations are possibilities."

Quadrant 2- High involvement/ Felling (Affective)

This product decision has high involvement but requires less specific information; therefore, an attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers' self-esteem. Perfume, expensive watches and sports cars are product examples that might fall into this quadrant. The advertising

strategy requires emotional involvement on the part of the consumers so that they become connected with the product being advertised and subsequently become “feelers”. Therefore, the proposed model is Feel-Learn-Do. Vaughn (1980) submits “Creatively, execution impact is a possible goal, while media considerations suggest dramatic print exposure or “image” broadcast specials.”

Quadrant 3-Low involvement/ Thinking (Doer)

Products in this category (including many common household items such as razors, insect repellent and household cleaners) involve little thought and a tendency to form buying habits for convenience. The hierarchy model is a Do-Learn-Feel pattern suggesting that simply inducing trial (through coupons or samples) can often generate subsequent purchases more efficiently than “undifferentiating copy points”, leading in turn to increased brand loyalty. According to Vaughn (1980), the most effective creative strategy is to stimulate a reminder for the product.

Quadrant 4-Low involvement/ Feeling (Self – Satisfaction)

This product decision is emotional but requires little involvement and is reserved for those products that satisfy personal taste (for example, cigarettes, candy, beer or snack food). This is a Do-Feel-Learn model where imagery and quick satisfaction are involved, and the consumer is considered a reactor whose interest will be hard to hold. Vaughn (1980) argues that the creative objective is to get attention with some sort of consistency and suitable methods may include billboards, point-of-sale or newspaper advertising.

2.5 The Concept of Consumer Buying Behavior

Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

According to Proctor et al (2002), the principle aims of consumer buying behavior analysis is to explain why consumers act in a way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers can determine better strategic marketing decisions.

They will be able to predict how consumers are likely to react to various informational and environment cues and to shape their marketing strategies accordingly once they have understood consumers behavior on purchasing. With no doubt, marketers who understand consumer behavior have great competitive advantages in the marketplace (Schiff man et al, 2001).

Schiff man et al (2001) mention two factors which are influencing the consumers for decision making; risk aversion and innovativeness. Risk aversion is a measure of how much customers need to be sure of what they are buying. Highly risk adverse customers need to be very convinced about what they are purchasing.

2.5.1 Types of consumer behavior

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

2.5.1.1 Dissonance reducing buying behavior

Dissonance reducing buying behavior occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the consumer behavior displayed mostly by uninformed consumers (Kotler and Keller, 2006).

2.5.1.2 Habitual Buying Behavior

Habitual buying behavior is a consumer purchase decision whereby the consumers' level of involvement is low. This means that consumers don't search much information among the available brands, and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit (Kotler and Keller, 2006).

2.5.1.3 Variety Seeking Buying Behavior

In case of variety seeking buying behavior the level of consumer participation is little, but consumers distinguish noteworthy differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another (Kotler and Keller, 2006). This

purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

2.5.1.4 Complex Buying Behavior

Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior involves a more participation from consumers while purchasing for products. Consumers get more involved in buying process when it is expensive and highly self-expressive products (Kotler and Keller, 2009).

2.6 Advertisement media

According to Morden (1991) medias for advertisement can be classified into the following four categories: namely print; electronic or broadcast; outdoor and other media advertising. Based on their relevance to the study, few of them will be reviewed in this research.

2.6.1 Print media advertising

The print media consists of Newspapers, Magazines, Journals, Handbills and etc. No newspaper or, journal, today, can survive without advertisement revenue. Print media is the most popular form of the advertising and the revenue is increasing yearly.

2.6.2 Electronic or Broadcast Media Advertising

Electronic or Broadcast Media consists of Radio, Television, Motion Pictures, Video and Internet. The radio is audio in nature, attracting only to the sense of sound (ears). Radio advertising has more followers in rural areas than urban areas. Television though is more attractive because it has a motion picture. Different methods, such as, spot announcements; sponsored programs and etc. are used for broadcasting advertising messages. Broadcasting media are the most expensive among the bunch.

2.7 The influence of advertising media on consumer buying behavior

Muhammad (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong

positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behavior.

Niazi (2011) studied on the effective of advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed, and probability sampling was used in a sample for data collection. The conclusions of the study showed that there was a remarkable relationship between advertisement and consumer buying behavior. It also established the relationship between environmental response and consumer buying behaviors.

2.7.1 Influence of television advertisement on consumer buying behavior

Katke (2007) conducted a case study to find the impact of television advertising on child health and family spending. A result shows that advertisements change the direct habit and lead to violent behavior of children. The study focused on the negative aspect of the influence television advertisement has on children and in turn on parents and the family. The findings showed that there was a positive relationship between television exposure of children and the adverse effect on children and family.

Sharma (2009) conducted a study that targeted teenagers of both sex from rural and urban areas to understand the influence background of consumers and TV advertisement on consumer buying behavior. Gender, education, age, income was used as determinants and the result was analyzed. The result revealed that firstly that advertisement affectss the male gender more than the female gender and secondly teenagers from rural background prefer advertisement more than their urban counterparts.

A study was conducted in Pakistan that researched the influence of TV advertisements on literate and uneducated people by Yousaf and Shehzad (2013). Findings shows that illiterate spend more than 2hrs per day of TV commercials and literate watch less than 2hrs per day. Regarding the substance of the advertisement 70% of educated people preferred TV advertisements content and 68% of uneducated people liked content. It is found that uneducated people are behaviorally influenced whereas literates are psychologically influenced. Not all the literates believe in the message conveyed in the advertisements are true, so they don't try all products listed in TV. But

uneducated people believe in the message of the advertisement and are more likely to purchase such products.

Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 1981). The music, dance and the setting of the advertisement in TV make it last longer in people's mind. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing. Arshad (2014) studied on the impact of effective advertising on consumer behavior. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study revealed that the content in TV advertising makes it more persuasive to consumers than the other advertising forms. It also is more likely to convince consumers to purchase the product.

2.7.2 Influence of newspaper advertisement on consumer buying behavior

Bansal and Gupta (2014) studied on the impact of newspaper advertisement on consumer behavior. The study selected a sample 1017 advertisement from different English newspapers which appeared recently in 6 weeks. The study found that many advertising in newspapers were informational and they were perfect in convincing consumer to buy store products.

Print media is the most widely used advertising media for business. It incorporates advertising that are conducted via newspaper, magazines, journals and the like. These are the sources of news, opinions and current events (Mc Quails, 2005). In addition, Newspapers are also a very common medium of advertising.

The advertiser communicates his or her message through newspaper which reaches to millions of people. According to Stone (1982), the advantages of newspaper stem from having wide circulation and a single advertisement in the newspaper can quickly reach to many people. The cost of advertising is relatively low because of wide publication. Generally, newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind a reader every day. The matter of advertisement can be given to newspaper at a very short notice.

2.7.3 Influence of social media advertisement on consumer buying behavior

According to Gulzar Asma (2018) Social media marketing has given organizations a new way of dealing and changing the buying behavior of the consumers. Social media is used as advertising

for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers. The social media environment is very easy to apply and to reach the customer. These benefits give persons convenience to achieve what they are looking for.

Gulzar's study got 220 responds from the questionnaire to identify the impact of Social Media Advertising on Consumer buying decision. The correlation study of the research revealed that there is a positive significant relationship between Social Media Advertising and Consumer Buying decision. The correlation coefficient (r^2) was 30.9% at the 1% level. This meant that the dependent variable was predicted by Social Media Advertisement.

2.8 Advertisement characteristics and consumer buying behavior

In this sub section the researcher reviewed the relationship between advertisement and consumers buying behavior. As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behavior. The advertising has a foremost and vital influence on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown (Biel, 1990); therefore, it will get more exposure, because of the positive first impression.

2.8.1 Relationship between impressive advertisement and consumer buying behavior

According to Prabakaran (2012), buying begins in the mind. If you don't impress the buyer's mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising brings attitudinal changes in the minds of the consumer. His or her emotions are engaged and played with the feelings of likes and dislikes towards the object and this leads to action.

Clave (2014) associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken

by them. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print advertisements were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the advertisement is run, and the level of the quality of information provided by the news outlet. Therefore, this study will provide evidence of the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

Therefore, the following alternative (a) hypotheses pertain to this study:

Ha1: There is a positive and statistically significant relationship between impressive advertisement and consumers buying behavior.

2.8.2 Relationship between Understandable advertisement and consumer buying behavior

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. Adeolu (2005) recommend firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should comprise briefly.

Ha2: There is a positive and statistically significant relationship between understandable advertisement and consumers buying behavior.

2.8.3 Relationship between attention grabbing advertisement and consumer buying behavior

According to Gary (1999) humans are visual animals. He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words.

Prabakaran (2012) stated that people like advertisement of the products and believe that the quality of the product is as good as expected from the advertisement. This study suggests that the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behavior. TV advertisement has enhanced their involvement in purchase and experiment with different or new products.

According Adeolu (2005), many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand.

Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The communications must be robust and creative enough to attract and build brand likings, inspire swapping to the company's product by changing the awareness of the consumers of competing brands the product.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha3: There is a positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior.

2.8.4 Relationship between Memorable advertisement and consumer buying behavior

Dholakia (2001) suggested that, to be effective, an advertisement should be memorable for the viewer. If the viewer does not remember the advertisement after viewing it, the company sponsoring the advertisement is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happened during the advertisement, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers. Brassington and Pettitt (2001) recommend to firms about how advertisement should be memorable: "You want customers

to remember your advertisements, so they remember your business. Attempt to make extraordinary pieces for your promotion so you differ from other, comparable companies”.

Memory phenomena have long occupied a central place in thinking about the process and influences of advertising. The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of memory (Ray, 1973).

According to R. Kahn (2011), when the sales volume of any product increases, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product. Metha (2000) also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha4: There is a positive and statistically significant relationship between memorable advertisement and consumers buying behavior.

2.8.5 Relationship between Creative advertisement and consumer buying behavior

According to Sharma (2009), there should be an element of creativity in an advertisement; this creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. Effective ad will inform the consumer about the product or service you should offer, but that advertisement also needs to be creative so that it can get attention. Capturing the attention of the consumer is crucial for an effective advertisement, and the more creative you can make that advertisement the more effective it can be.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha5: There is a positive and statistically significant relationship between creative advertisement and consumers buying behavior.

2.8.6 Relationship between Honest advertisement and consumer buying behavior

According to Schulz (1990), trust is a state of certainty, “a middle state between knowing and not-knowing”. M. Bansal and S. Gupta (2014) on their Global Journal of Finance and Management focused on the impact of informational content within the newspaper on consumer behavior. The impact of newspaper advertisement assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content. The impact of logical informational content and its probability of being liked by a consumer were greatest especially for electronics and durable goods. Thus, it can be understood that commercials of different products employ different advertisement strategy to motivate their customers and such a data can be helpful in obtaining its impact on the customers.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha6: There is a positive and statistically significant relationship between honest advertisement and consumers buying behavior.

2.9 Review of empirical studies

Ahmed and Ashfaq (2013) conducted a study to explain the impact of advertising on consumers' buying behavior on purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by the honesty of the advertisement while 20% were influenced by the information provided by the advertisement.

Another study conducted by Olomofe (2011) on the factors which influence purchasing decision by Nigerian women about cosmetics found that 54% were influenced by celebrity endorsements, price and packaging of the product accounted for 14% and 12% respectively. Television advertisement that had testimonial approach influenced 10% of the respondents.

Another study conducted by Kimathi (2013) on factors that influence the purchase decision by Kenyan women when buying cosmetics and beauty products, about 44% of the total respondents said that their desire to buy product very much which they see in advertising, 36 % said they were influenced by the packaging of the product, 17% of respondents were influenced by product price while 3%were influenced by quantity.

Rehman et al (2014) in his research on how advertising affects the buying behavior of consumers in Pakistan analyzed impact of advertisement on consumer buying behavior, and the results of correlation indicated that memorable advertising is positively correlated with buying behavior at highest correlation of 0.414 or in other words consumer buying behavior is impacted by the catchiness of the advertisement message.

Rehman et al (2014) found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends or families whereby this information tends to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

Sonkusare (2012) conducted a study on the impact of television advertising on buying behavior of women consumers with special reference to Fast Moving Consumer Goods. The findings of the study showed that majority of consumers depend on Television advertisements in making their final decision what to buy about fast-moving consumer goods.

Sonkusare (2012) concluded that advertisements have great impact on buying behavior of women customers. As such the study concluded that before buying products consumers collect information for comparing other products before purchasing.

Abideen et al (2011) conducted a study on the impact of advertising on consumer buying behavior by focusing on mobile phone purchases in Pakistan. The result of the study discusses that advertising is regarded as a major factor that influences phone purchases. It was also revealed that creativity is a very important medium to get the attention of consumers and it is likely to convince consumers to purchase.

Abideen et al (2011) also found that advertising is the main factor which influences consumer buying behavior especially if the advertisements are created in such a way that they make the consumer excited, stimulated and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product.

Gramm (1969) conducted a study on the influence of advertising on demand generation and wanted to establish the relationship between advertising and purchase intention. The study found that advertising has a positive impact on demand creation and established that there is a positive relationship between advertising and consumption.

In his study, Taylor and Weiserbs (2002) examined the relationship between advertising expenditure on the aggregate consumption among consumers using Houtakker-Taylor model. The study found that there is a simultaneous relationship between advertising and consumption but not a unidirectional. Therefore, advertising and consumption seem to work on each other.

Kumar A (2011) conducted a study to determine factors which influence consumer buying behavior among consumers of electronic products impact of advertising on consumer buying behavior. The study found that consumer behavior is determined by the effectiveness of marketing and advertising efforts of the company which influence the perception of customers on product quality.

Kumar A. (2011) study also found that consumers make the decision to purchase a product after being exposed to advertisements which raise their level of awareness on the product, product price, product benefits and product quality. The study also found that some consumers use advertisements to compare various advertised products before making the decision to purchase.

Proctor et al (2002) noted that the principal aim of consumer behavior analysis is to explain why consumers act in particular way under certain circumstances. The study attempts to determine the factors that impact consumer behavior, especially the economic, social and psychological aspects which can specify the most preferred promotion mix that an organization should adopt.

Consumer behavior study helps to find out the course that a consumer's behavior is possibly to take and to give favored tendencies in product development and communication method etc. Consumer behavior study views the consumer as another factor of production, a factor that organizations and manufacturers have little control over.

Finding the relationship between advertising and buying behavior empirically, Gramm (1969) conducted a study which aimed at studying "A Reconsideration of Advertising Expenditures, Aggregate Demand and Stabilization". Based on the findings of the study, the author concluded that, there is no positive relationship between advertising and aggregate consumption.

Another study conducted by Taylor and Weiserbs (1972) aimed to examine the studying the relationship between advertising expenditure and aggregate consumption using Houtakker-Taylor model revealed that, there is a simultaneous relationship between advertising and consumption but not a unidirectional. Thus, advertising and consumption seem to work on each other.

These findings are similar to the findings of a study conducted by Philip (2007) who aimed to establish “The Relationship between Advertising and Consumption in India: An Analysis of Causality” made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure.

Sharma (2009) conducted a study to examine the influences of advertising on consumer buying behavior. The researcher used the Fixed Effect Model of Panel Data Analysis for 134 companies; found in their study that, besides advertising, factors like company’s brand, quality of the product and company’s reputation have impact on the sales of a company.

Kumar A (2011) conducted a study of advertising and consumer buying behavior with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They concluded that, the quality and price of a product also effects a consumer’s acquisition of a product.

Another study conducted by Bin Junaid A. et al (2013) found in their study of female buying behavior of cosmetic products in New Delhi that, as income of females increase, their purchase of cosmetic products also increases.

Monthathip et al (2009) conducted a study on the impact of culture on purchasing by comparing between Thai and British Consumers. The findings of the study showed that cultural difference impacts consumers’ decision on purchasing mobile phone. The study further found that consumer purchase decisions in the two countries were totally different due to different cultural background and social influences.

Sharafutdinova (2008) conducted a study on consumer buying decision on mobile phones in developing markets by concentrating on Russian consumers as a case study. The study found that consumer purchase decision on mobile phones is affected by price, brand association and brand awareness. The study found that customer is most likely to purchase a mobile phone brand which they have used in the past.

The study also found that mobile phone buyers in Russia are highly influenced by the country of origin from which the mobile phones were made. The findings of the study showed a high inclination to mobile phones manufactured in European countries (Sweden, Finland and Hungary) compared to mobile phones manufactured in America or Asia.

A study conducted by Veneeva (2006) on consumer's decision making on mobile phones in Finland found that an individual desire and need are determined by culture which could act as the most fundamental factor in consumer decision making. Other factors include; price of the product, promotion and marketing strategies used for the product and the influence of peers.

Gabriel Byabato Bakilana (2009) conducted a study on the impact of psychological factors on consumers' purchase decision by citing examples from Tanzania. The study found that majority of the purchase decision of consumers in Tanzania is highly influenced by social reference groups and price. The study also found that sensitivity to price of the product is especially high among people of lower income brackets.

The study also established another factor influencing consumer purchase decision among Tanzanians to be where the product was made whereby products from highly developed countries were thought to be of better quality while products from developing countries were supposed to be of minor in quality.

2.10 Research Gap

From the empirical literature review, it can be established that many researchers surveyed and studied advertising's influence of consumer buying behavior from different standpoint. However, the studies the influence from their own contextual set-ups. This study emphasized on consumer's buying behavior of bottled water consumers in case of Aqua Dire.

Several studies have been conducted in this area, but most are conducted on advertisement in general. The specific studies available that are familiar to this study available on the setting of different organization such as cosmetic products and mobile phone industry. For instance, Sonkusare (2013) conducted a study on factors influencing consumer buying behavior, Bin Junaid (2009) researched to examine the influence of advertisement on consumer buying behavior in the context of cosmetic products. Hence, the research setting, and targeted sample of consumers are different to this study. In his study about Aqua Dire Murad (2012) focused on the impact of advertisement and sales promotion on sales volume. Here although Murad's study was engaging similar target groups as this study, his study focused on sales promotion and volume. Furthermore, in analyzing the influence of advertising on consumer buying behavior using fewer independent variables. The above studies focused on different organizations, but none got to deal with the

influence of advertisement on consumers buying behavior in case of water bottled industry. The water bottle industry is an essential market because we all identify with it. We all need water to survive and it is important to shed light on this market.

2.11 Conceptual framework

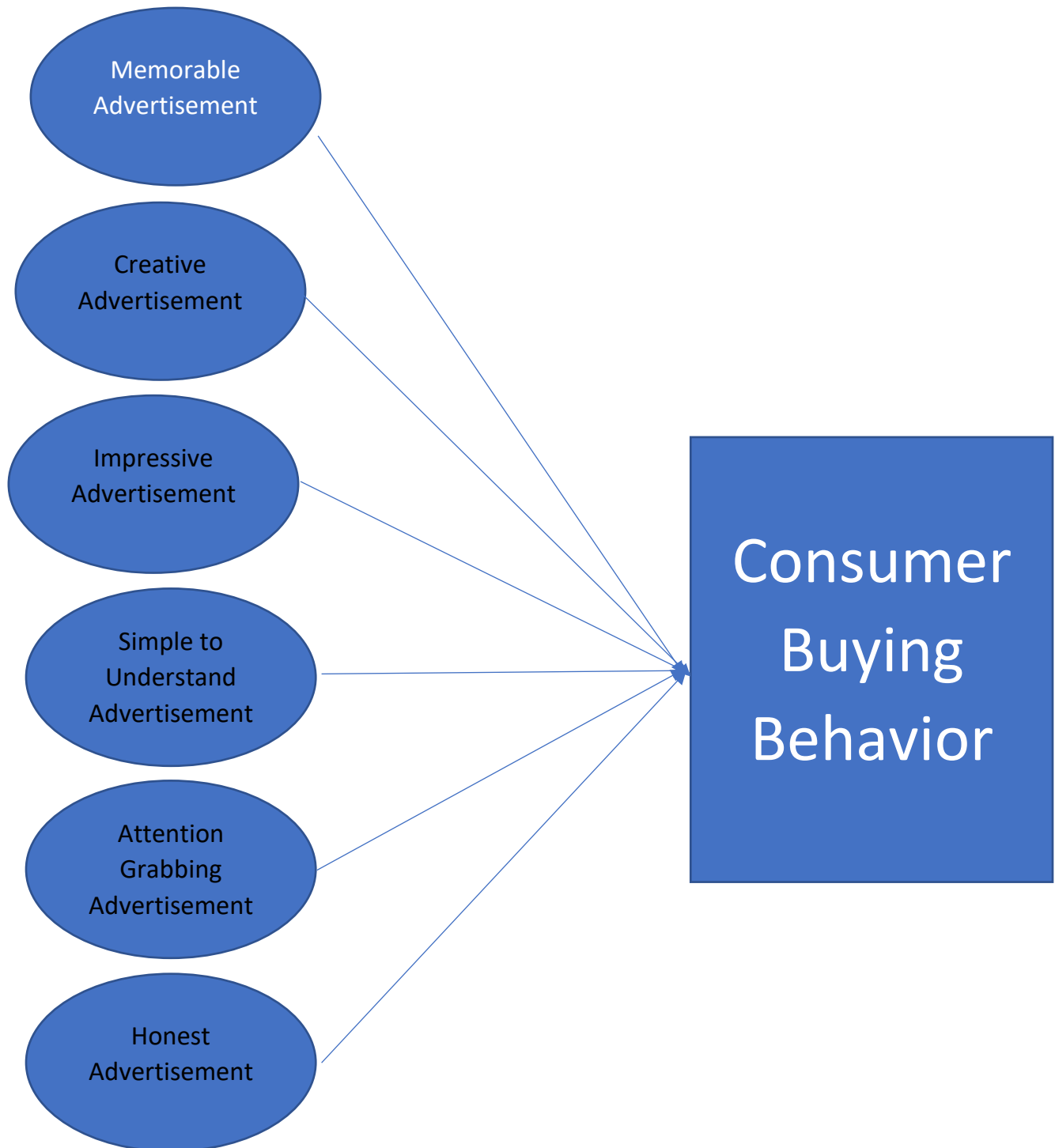
According to Fisher and Krutilla, (2009) Conceptual framework delivers a description of the relationship between the independent and dependent variables. It is necessary to simplify the research. Defining the concepts and creating a conceptual framework are means to simplify the research objective and to allow the study stay clear of issues that are not related with the topic.

For this study the following framework will be used to conceptualize the relationship between the dependent variable (Consumer buying behavior) and six independent variables (characteristics of advertisement).

Figure 4: Conceptual Framework Specifying Research Variables.

Independent Variables

Dependent Variable



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with how this research is designed, population and sampling techniques considered, and the types of data as well as instruments that were employed for data collection. Moreover, procedures of data collection and methods of data analysis that are used are also addressed in this chapter.

3.2 Research design

This study has adopted a descriptive method of research design. The purpose behind this study using this method is it tries to describe the influence of Advertising on consumer buying behavior of Aqua Dire Company. According to Punch (2006) descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. Descriptive study sets out to collect, organize, and summarize information about the matter being studied (Punch, 2006). In addition, the method permits gathering of data from the respondents in natural settings resulting in a description of the data, whether in words, pictures, charts, or tables.

3.3 Source of data

In this study the researcher used both primary and secondary sources of data to gather relevant information. Primary data was used to collect relevant data using questionnaires. A questionnaire was prepared that focus on the influence of advertisement on consumer buying behavior. On the part of the customers, both open ended and close ended questionnaires was distributed when they buy Aqua Dire products at the different hotels, restaurants, cafes and shops across the city.

For the sources of secondary data, the researcher has used books, journals, reports, and other published secondary sources to review related literatures. The secondary data that was formulated in the form of related literature review was checked with the results of the questionnaire to verify for relationships. As such the result of the correlation analysis agreed with the literature review discussed.

3.4 Description of the study area

Dire Dawa lies in the eastern part of the nation, on the Dechatu River, at the foot of a ring of cliffs that has been described as "somewhat like a cluster of tea-leaves in the bottom of a slop-basin." It is the second largest city in Ethiopia. The city is an industrial center, home to several markets and the Aba Tenna Dejazmach Yilma International Airport (Wikipedia, 2020).

Based on the 2013 World Data Atlas (the recent reliable data available), Dire Dawa has a population of 395,000, where the population density, people per sq. km is 253.4. The religion with the most believers in Dire Dawa is Muslim with 70.8%, 25.71% are Ethiopian Orthodox, 2.81% Protestant, and 0.43% Catholic.

The researcher decided to conduct the study in Dire Dawa city because it is where the factory is located, thus it was easier for the researcher to collect data from respondents which were consumer of the company.

3.5 Sampling technique and design

Towards providing answers to the questions considered in the research and thereby achieving the objective of the study, data was collected from consumers using non-probability sampling.

The research has employed purposive sampling and convenience sampling to select respondents from among the population of the study. Purposive sampling is used to obtain data from target consumers by targeting different venues such as hotels, restaurants, cafes and shops at the event of purchasing the Aqua Dire products. The reason behind using such sampling design is to get a higher number of customers in a specific place within short period of time. As such 58% of the respondents were engaged at Shops, 29% at Cafes, 9% at Restaurants and 4% at hotels (Appendix IV).

The research didn't target bottled water sales outlets whose focus is profit maximization and may not be consumers of the product themselves. Since the dependent variable is consumer buying behavior, the aim is to collect the data from the last users of Aqua Dire product.

Then convenience sampling was used to select sample respondents from selected venues by way of approaching consumers.

3.4.1 Sampling techniques

To understand the influence of advertising on the buying behavior of consumers of the company, the researcher has distributed 384 questionnaires to the customers of Aqua Dire Company. The questionnaire was partly adopted from Asnake (2018), where adoption was made to fit this study. There were 378 valid responses where the 5 Likert scale questionnaire filled properly. The questionnaire comprised a 5-point Likert scale of 1 – 5 where, 1 will show high level of disagreement and 5 will show high level of agreement. The target group were consumers found in Dire Dawa city because the city is where the company is located, and it is convenient for the researcher to distribute questioners to the consumers in the city.

The study has employed non-probability sampling to distribute questionnaires to the respondents. A non-probability sampling provides with an information-rich case study in which it enables to explore the research question and gain theoretical insight (Saunders, Lewis & Thornhil 2008). The sampling technique that were used to select samples from the given population were purposive & convenient sampling.

3.4.2 Sample size

Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen (William, 2019). To this end the sampling technique that was used in this study to select samples from the given population was convenient sampling.

As the number of consumers is infinite and is difficult to prepare source list, the researcher used survey from infinite population. In this case, the researcher calculated the sample size from the total population using the following formula, which is presented in Kothari (2004: 179).

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

Where;

n = sample size of customers of Aqua Dire

P= sample proportion

q= 1-P

Z= Standardized normal variable and its value that corresponds to 95 % confidence interval

equals 1.96

(e) = Allowable error

e= 0.05, z=1.96

p=0.5 q=0.5 and we get

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

$$n = \frac{0.9604}{0.0025} = 384.16$$

$$n = 384$$

3.6 Data collecting instruments

The study administered questionnaire as a tool for data collection. The questionnaire was delivered to consumers of Aqua Dire products. The questionnaire was composed of four sections. The first section contained the demography of the respondents, the second section comprised questions that helped gather information about the general knowledge of the respondents. The third and fourth section employed a five-point Likert scale to assess the influence of advertisement on consumer buying behavior.

3.7 Data analysis techniques

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003) various analytic procedures “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”. The research has employed statistical techniques such as descriptive statistics, Correlation and Multiple Regression to analyze the data since the study is of quantitative nature.

3.7.1 Descriptive statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data (William, 2019). Descriptive statistics was used to describe the consumer profile and characteristics.

3.7.2 Multiple Linear Regressions

Multiple regression analysis is used to determine the predictive power of each of the independent variables i.e. advertising characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest) on consumer buying behavior i.e. the dependent variable.

The model of this study is the multiple linear regressions model which is presented below:

$$Y = \alpha + \beta_1 IMA + \beta_2 STUA + \beta_3 AGA + \beta_4 MA + \beta_5 CA + \beta_6 HA + e$$

Where,

Y=The dependent variable to be predicted

α = the value of y when all X's are zero

e =the error number

β 's= slope of the independent variables indicating change in Y as a unit change in X.

CBB= Consumer Buying Behavior

IMA= Impressive Advertisement

STUA= Simple to Understand Advertisement

AGA= Attention Grabbing Advertisement

MA= Memorable Advertisement

CA= Creative Advertisement

HA= Honest Advertisement

3.7.3 Correlation

The research had several variables and it is important to know how one variable is related to another. Thus, correlation analysis was employed to know the relationship between the variables.

3.8 Ethical consideration

When this study was conducted, ethical issues were given primarily attention. Before conducting the data collection all the necessary information about the study were provided to the sample respondents, i.e. who is conducting the study, for what purpose, and the like, that helped them to decide to participate in this study. They were also notified that their participation in the study is voluntary; they will not be harmed because of their participation or non-participation in the study. They were also made aware that anonymity and confidentiality of their response was guaranteed.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter discusses the results of the study in detail. The first part of this chapter discusses the response rate and characteristics of the respondents such as their sex, age and educational level. The second part discusses the analysis of the responses received and the interpretations of the results.

4.2 Response Rate

For this study 384 questionnaires were distributed as per the sample size but only 381 questionnaires were returned. Three out of the 381 returned questionnaires were rejected because it wasn't filled. Hence, 378 questionnaires are served as data for analysis to present the findings and draw a conclusion.

4.3 Characteristics of the Respondents

General characteristics of the respondents is relevant to give awareness to the overall study; hence, the demographic nature of the respondents can be seen as follows.

Table 1 Age & Sex of Respondents

Age group	Frequency	Percent
18-30	151	40
31-42	172	45
43-55	53	14
55 or above	2	5
Total	378	100

Sex	Frequency	Percent
Male	294	77.8
Female	84	22.2
Total	378	100

The age of the respondents is concentrated in the young adult group with 85.5% of the respondents under the age of 43. Respondents within the age group of 43-55 comprise 14% of the population. As it can be seen from the table 77.8% of the respondents were male while the remaining 22.2% were female.

Table 2 Marital status of the respondents

Marital status	Frequency	Percent
Single	235	62.2
Married	126	33.3
Separated	17	4.5
Total	378	100

It can be inferred from the above table that single respondents dominate the marital status of the respondents with 62.2% while 33.3% and 4.5% of the respondents were married and separated respectively.

Table 3 Educational level of the respondents

Education level	Frequency	Percent
TVET	130	34.4
Below grade 12	38	10.1
Diploma	85	22.5
Degree	114	30.2
Masters	11	2.9
Total	378	100

From the table above, we can conclude that 34.4% of the respondents are TEVT graduates while 30.2% of the respondents hold a degree. Diploma graduate respondents comprise 22.5% of the respondents and master's degree holders comprise 2.9%, the remaining 10.1% of the respondents' educational level was below grade 12.

4.4 Results and Discussion

4.4.1 Result of the Descriptive Statistics

The study has employed descriptive statistics to obtain frequencies. By employing descriptive statistics this part of the research reports the research question of which media of advertisement affects consumer buying behavior.

4.4.1.1 The Media of Advertisements that affects Consumer Buying Behavior

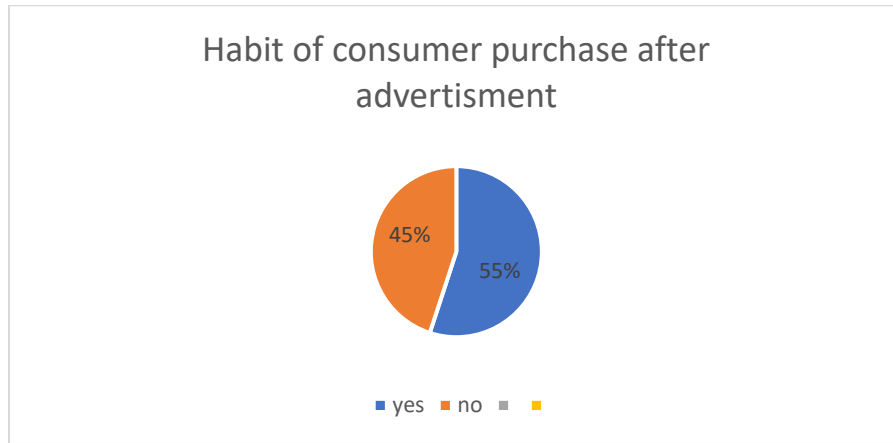
Table 4 Media of Advertisements that affects Consumer Buying Behavior

<i>Media of Advertisement</i>	<i>Frequency</i>	<i>Percent</i>
<i>TV</i>	15	4
<i>Radio</i>	23	6
<i>Social Media</i>	87	23
<i>Newspaper</i>	60	16
<i>Social media & newspaper</i>	159	42
<i>Other</i>	34	9
<i>Total</i>	378	100

From table 4 it can be understood that large number of the respondents (42%) got their information about Aqua Dire products from social media & newspaper advertisement. The remaining 6% & 4% got the information from radio and tv advertisement respectively.

4.4.1.2 Habit of consumer purchasing after advertisement

Figure 6 Habit of consumer purchasing after advertisement



From the above figure we can understand that 55% of the respondents tried to purchase Aqua Dire products after coming across its advertisement. On the other hand, 45% of the respondents didn't try to purchase Aqua Dire products after being exposed to its advertisement.

4.4.1.3 Habit of Recommending Aqua Dire products after purchasing by consumers

Table 5 Recommending Aqua Dire products by consumers

Recommending Aqua Dire Products after purchasing	Frequency	Percent
<i>Never</i>	41	10.9
<i>Rare</i>	129	34.1
<i>Often</i>	136	36
<i>Very often</i>	72	19
<i>Total</i>	378	100

From the table above, it is clear that 19% of the respondents did recommended Aqua Dire after purchasing and using the its products. The remaining 36%, 34.1% and 10.9% of the respondents recommended Aqua Dire products often, rare and never.

4.4.2 Reliability of the data

Table 6 Reliability of Variables

Cronbach's Alpha	Cronbach's Alpha based on N of items standardized items	
.945	.945	29

The instrument for this study contains 29 items in Likert scale type. The overall reliability of the instruments is measured. The Cronbach alpha attained is 0.945 which means the items have relatively high internal consistency. A reliability coefficient of 0.70 or higher is considered acceptable in most social science research situations (Bruin J, 2006). You can see in the appendix that the Cronbach alpha for all items is also more than 0.70.

4.4.3 Results of the correlation Analysis

According to Bruin J. (2006) Correlation analysis is used to the association between two continuous variables (between an independent and a dependent variable or between two independent variables). The correlation coefficient ranges between -1 and +1 and qualifies the direction and strength of the linear association between the two variables. The correlation between the two variables can be positive (i.e. higher levels of one variable are associated with higher levels of the other) or negative (i.e. higher levels of one variable is associated with lower level of the other). While the sign of the correlation coefficient (- or +) indicated the direction of the association, the magnitude of the correlation coefficient indicates the strength of the association (Statistical solutions, 2013).

4.4.4 Correlation Matrix

The following correlation matrix result demonstrates how each characteristics of advertisement such as memorable, simple to understand, attention grabbing, impressive, honest and creative advertisement is correlated with consumer buying behavior.

Table 7 Correlation matrix of advertisement characteristics and consumer buying behavior

Correlations								
		MA	STUA	AGA	MA	CA	HA	CBB
MA	Pearson Correlation	1	.621**	.591**	.375**	.640**	.648**	.665**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	378	378	378	378	378	378	378
STUA	Pearson Correlation	.621**	1	.622**	.625**	.664**	.641**	.699**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	378	378	378	378	378	378	378
AGA	Pearson Correlation	.591**	.622**	1	.515**	.533**	.689**	.906**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	378	378	378	378	378	378	378
MA	Pearson Correlation	.375**	.625**	.515**	1	.540**	.476**	.561**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	378	378	378	378	378	378	378
CA	Pearson Correlation	.640**	.664**	.533**	.540**	1	.644**	.676**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	378	378	378	378	378	378	378
HA	Pearson Correlation	.648**	.641**	.689**	.476**	.644**	1	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	378	378	378	378	378	378	378
CBB	Pearson Correlation	.665**	.699**	.906**	.561**	.676**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	378	378	378	378	378	378	378
**. Correlation is significant at the 0.01 level (2-tailed).								

From the above table we can realize that all the independent variables have positive correlation with consumer buying behavior.

4.4.5 Hypothesis Testing

The following hypothesis were tested.

Ho1: There is no positive and statistically significant relationship between impressive advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between impressive advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between impressive advertisement and consumer buying behavior ($r=0.665$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between impressive advertisement and consumer buying behavior.

Ho1: There is no positive and statistically significant relationship between simple to understand advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between simple to understand advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between simple to understand advertisement and consumer buying behavior ($r=0.699$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between simple to understand advertisement and consumer buying behavior.

Ho1: There is no positive and statistically significant relationship between attention grabbing advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between attention grabbing advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between attention grabbing advertisement and consumer buying behavior ($r=0.906$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between attention grabbing advertisement and consumer buying behavior.

Ho1: There is no positive and statistically significant relationship between memorable advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between memorable advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between memorable advertisement and consumer buying behavior ($r=0.561$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between memorable advertisement and consumer buying behavior.

Ho1: There is no positive and statistically significant relationship between creative advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between creative advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between creative advertisement and consumer buying behavior ($r=0.676$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between creative advertisement and consumer buying behavior.

Ho1: There is no positive and statistically significant relationship between honest advertisement and consumer buying behavior.

Ha1: There is a positive and statistically significant relationship between honest advertisement and consumer buying behavior.

Table 7 show us there is a positive and statistically significant relationship between honest advertisement and consumer buying behavior ($r=0.739$ and $p<0.01$). The researcher, therefore, rejects the null hypothesis (H_01) and conclude that there is sufficient evidence that there is positive and statistically significant relationship between honest advertisement and consumer buying behavior.

4.4.6 Preliminary test results

4.4.6.1 Normality

Multiple regression requires that the independent variables in the analysis be normally distributed. For this reason, the Kurtosis and Skewness statistics for all variables should be within the acceptable range (-1 to +1).

Table 8 Descriptive statistics of Normality

	N	Std. Deviation	Skewness		Kurtosis	
	Statistics	Statistics	Statistics	Std. Error	Statistics	Std. Error
Impressive Ad	378	4.08580	-.593	.125	-.291	.250
Simple to Understand Ad	378	3.35637	-.078	.125	-.515	.250
Attention-grabbing Ad	378	4.36948	-.454	.125	-.626	.250
Memorable Ad	378	4.23739	.581	.125	-.431	.250
Creative Ad	378	2.98068	-.172	.125	-.599	.250
Honest Ad	378	2.98068	-.347	.125	-.479	.250
Valid N (listwise)	378					

From table 8 we can infer that all variables are between the range -1 to +1. Thus, all the variables fulfilled the assumption of normality.

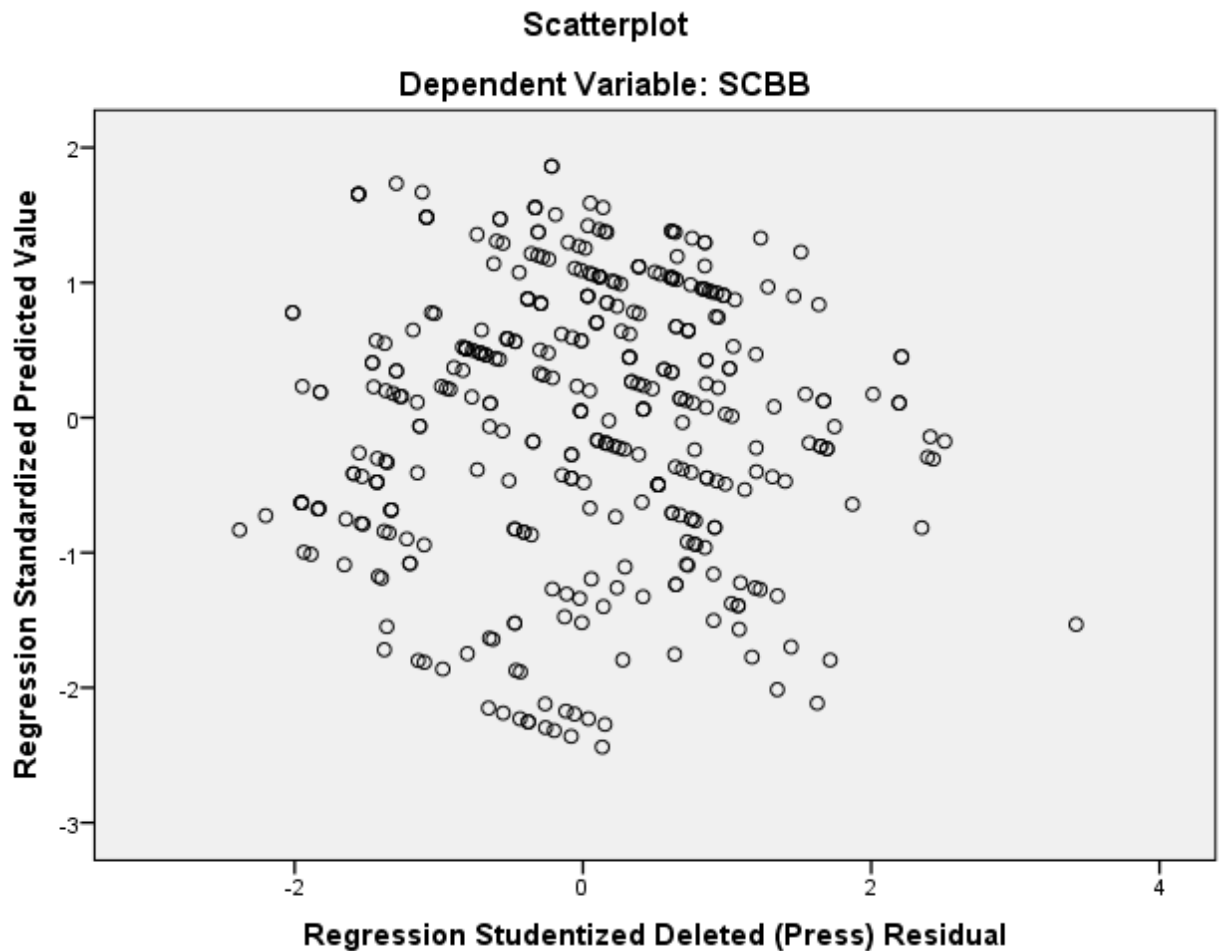
4.4.6.2 Linearity

Multiple regressions assume a linear relationship between the independent and dependent variables. The points should be symmetrically distributed around a diagonal line with a roughly constant variance. Thus, using visual check of the scatter plot, it can be suggested about the linearity.

4.4.6.3 Homoscedasticity

The assumption of homoscedasticity is central to linear regression models. It refers to the assumption that the dependent variable displays similar amount of variance across the range of values for an independent variable (Statistics solutions, 2013).

Figure 6 Scatter plot for Linearity and Homoscedasticity



4.4.6.4 Autocorrelation

According to Asnake (2018) Durbin-Watson statistics is used to test for independent of residuals. The value of the Durbin-Watson statistics ranges from 0 to 4. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistics is approximately 2, and an acceptable

range is from 1.50 to 2.50. It can be inferred from the table that the residuals are independent since the value of the Durbin-Watson statistics is 1.753.

4.4.6.5 Multicollinearity

Absence or presence of Multicollinearity was checked using Variance Inflation factor (VIF) and Tolerance. The results of VIF and tolerance are given in Table 8 below. As showed in Table 8, all the VIF values are below 5 and all of the tolerance values were found to be above 0.2. As stated in Daoud (2017) VIF values less than 5 and Tolerance values of above 0.2 indicates absence of high or strong Multicollinearity. Thus, it is possible to say there is no Multicollinearity problem in the fitted model.

Table 9 Multicollinearity test by computing Tolerance Values & Variance Inflation Factor

		Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-.780	.471		-1.656	.099		
	Impressive Ad	.082	.040	.055	2.046	.041	.443	2.255
	Simple to understand Ad	.125	.053	.069	2.341	.020	.373	2.682
	Attention Grabbing Ad	.953	.038	.680	25.199	.000	.440	2.274
	Memorable Ad	.028	.035	.019	.794	.428	.547	1.827
	Creative Ad	.372	.057	.181	6.562	.000	.420	2.380
	Honest Ad	.094	.042	.065	2.257	.025	.384	2.606

- a. Dependent variable: Consumer Buying Behavior
- b. Predictors: (Constant), Honest Ad, Memorable Ad, Impressive Ad, Attention-grabbing Ad, Creative Ad, Understandable Ad.

4.4.6.6. Overall Model fit of the Regression Model

Table 10 (ANOVA) Overall Model fit of the Regression Model

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12476.644	6	2079.441	459.215	.000 ^b
	Residual	1679.980	371	4.528		
	Total	14156.624	377			

- a. Dependent Variable: Consumer Buying Behavior
- b. Predictors: (Constant), Honest Advertisement, Memorable Advertisement, Impressive Advertisement, Attention grabbing Advertisement, Creative Advertisement, Simple to understand Advertisement

The ANOVA tells us whether the overall model results in a significantly good degree of prediction of the outcome variable (Field, 2005). As can be seen from Table 10, the p value of the result of the ANOVA test is 0.000 which is < 0.05 . Thus, the regression analysis proved the presence of a good degree of prediction.

4.4.6.7 Model Summary

Table 11 Result of Multiple Regression (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.939 ^a	.881	.879	2.12797	1.753

- a. Predictors: (Constant), Honest Ad, Memorable Ad, Impressive Ad, Attention grabbing Ad, Creative Ad, Simple to understand Ad
- b. Dependent Variable: Consumer Buying Behavior

Table 11 shows R, R Square, Adjusted R Square and Standard error of the estimate. It also incorporates the independent variable that are entered the regression model. R (0.939) is the correlation of the independent variables with the dependent variable after all the inter correlations

are considered. In the table above, Adjusted R Square is 0.879 i.e. about 87.9% of the variance in the dependent variable (Consumer Buying Behavior) is explained by the independent variable that is the characteristics of advertisement (Honest, impressive, attention grabbing, creative, simple to understand and memorable advertisements).

4.4.6.8 Beta Coefficient

Table 12 shows regression coefficient (β) of impressive, understandable, attention grabbing, memorable, creative and honest advertisements. A standardized beta coefficient compares the strength of the effect of each individual independent variable to the dependent variable. The higher the absolute value of the beta coefficient, the stronger the effect. For example, a beta of -0.9 has a stronger effect than a beta of +0.8 (Statistics solutions, 2013). From the table we can see that all the independent variable's beta coefficient is positive which means there is a positive relationship between the dependent variable (Consumer buying behavior) and independent variables (Impressive, simple to understand, attention grabbing, memorable, creative and honest).

Table 12 Regression coefficient of Independent Variables

Model		Coefficients			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
	(Constant)	-.780	.471		-1.656	.099
	Impressive Ad	.082	.040	.055	2.046	.041
	Simple to understand Ad	.125	.053	.069	2.341	.020
	Attention Grabbing Ad	.953	.038	.680	25.199	.000
	Memorable Ad	.028	.035	.019	.794	.428
	Creative Ad	.372	.057	.181	6.562	.000
	Hones Ad	.094	.042	.065	2.257	.025

a. Dependent Variable: Consumer Buying Behavior

Table 12 shows among the independent variables which one affects consumer buying behavior the most. The beta under the standardized coefficients on the table reveals that attention-grabbing advertisement (0.680) is greater than the other independent variables. The Sig. (0.428 > 0.05) of

Memorable Advertisement among the other independent variables is not statistically significant to affects the dependent variable (consumer buying behavior).

A result of an experiment is said to have statistical significance if it is likely not caused by for a given statistical significance level (Statistics solutions, 2013). According to Andy Field (2005) when a statistic is significant it means that you are very sure that the statistics is reliable. It doesn't mean the finding is important or that it has any decision-making utility. On the other hand, when a statistic is insignificant, it only means that the probability is high that the relationship happened by chance and p is greater than the critical alpha level. This means a memorable advertisement is not a significant contributing factor.

From the table, the regression equation for the dependent variable (consumer buying behavior) can be formulated as follows:

$$\text{CBB} = -0.780 + 0.055 \cdot \text{IMA} + 0.069 \cdot \text{STUA} + 0.680 \cdot \text{AGA} + 0.019 \cdot \text{MA} + 0.181 \cdot \text{CA} + 0.065 \cdot \text{HA}$$

Where, -0.780 is constant

The above regression equation shows that:

- One standard deviation unit increase in impressive advertisement results in 0.055 standard deviation unit increment in CBB, keeping the remaining variables constant.
- One standard deviation unit increase in simple to understand advertisement results in 0.069 standard deviation unit increment in CBB, keeping the remaining variables constant.
- One standard deviation unit increase in attention grabbing advertisement results in 0.680 standard deviation unit increment in CBB, keeping the remaining variables constant.
- One standard deviation unit increase in creative advertisement results in 0.181 standard deviation unit increment in CBB, keeping the remaining variables constant.
- One standard deviation unit increase in honest advertisement results in 0.065 standard deviation unit increment in CBB, keeping the remaining variables constant.

4.4.7 Result of the Regression Analysis

It was stated in the statement of the problem that the main objective of this thesis was to study the influence of advertisement on consumer buying behavior by consumers of Aqua Dire. To this end it is very important to assess the degree of advertisements' influence on consumer buying behavior.

This paper has employed 6 independent variables as predictors that are impressive advertisement, simple to understand advertisement, memorable advertisement, creative advertisement, honest advertisement and attention-grabbing advertisement. The predicted variable for this study was consumer buying behavior.

Multiple linear regression, also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. It is used to compare which independent variable has more influence than other independent variables (Field, 2006). To have valid multiple regression analysis the important assumptions are; normality of the distribution, linearity, homoscedasticity, independent of residuals and multicollinearity, which should be satisfied (Field, 2006).

Table 12 Result of Multiple Regression (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.939	.881	.879	2.12797	1.753

Table 12 specifies R, R Square, Adjusted R Square and standard error of the estimate. R (0.939) is the correlation of the independent variables with the dependent variable after all the inter correlations are considered. The table also shows that the adjusted R Square is 0.879 which means 87.9% of the variance in consumer buying behavior was explained by the independent variables (impressive, attention grabbing, creative, honest, simple to understand and memorable).

4.5 Discussion

According to the respondents, most Aqua Dire consumers recommended after purchase of Aqua Dire products. Social media advertisement was the most preferred advertisement channel for most of the respondents, this was because most of the consumers are household level consumers and they tend to spend most of their time on social media than on the other outlets.

The result of the correlation analysis revealed that the relationship between the six independent variables and consumer buying behavior was strong and positive. There was strong and positive relationship between impressive, simple to understand, attention grabbing, memorable, creative

and honest advertisement and consumer buying behavior. As such the researcher rejected the null hypothesis for all independent variables since there was a strong and positive relationship between the independent and the dependent variables. Impressive ($r = 0.665$, $p < 0.01$) simple to understand ($r = 0.699$, $p < 0.01$) Attention grabbing ($r = 0.906$, $p < 0.01$) Memorable ($r = 0.561$, $p < 0.01$) Creative ($r = 0.676$, $p < 0.01$) and Honest ($r = 0.739$, $p < 0.01$) advertisement have a strong and positive relationship with consumer buying behavior.

There were similar findings in the literature review for the independent variables and the dependent variable although the study area and the organizational setting differ than this study.

Olomofe (2010) found a strong relationship between attention grabbing advertisement and consumer buying behavior ($r = 0.715$, $p < 0.01$). In a study undertaken in Nigeria 54% of the respondents were influenced by celebrity endorsement they see in television in purchasing decision of cosmetic products. The respondent revealed that the involvement of celebrities in the advertisement catches their attention and give the feeling of reassurance that comes with it.

(Ahmed and Ashfaq, 2013) conducted a study to explain the impact of advertising on consumers' buying behavior on purchasing cosmetics products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by the honesty of the advertisement while 20% were influenced by the information provided by the advertisement.

(Rehman et al (2014) in his research on how advertising affects the buying behavior of consumers in Pakistan analyzed impact of advertisement on consumer buying behavior, and the results of correlation indicated that memorable advertising is positively correlated with buying behavior at highest correlation of 0.414 or in other words consumer buying behavior is impacted by the catchiness of the advertisement message.

In a similar study conducted by Asnake (2018) a study by Abideen and Saleem (2009) under the title "Effective advertising and its influence on consumer buying behavior" they found a strong association between impressive advertisement and consumer buying behavior ($p < 0.05$ but the r wasn't stated).

(Abideen et al, 2011) conducted a study on the impact of advertising on consumer buying behavior by focusing on mobile phone purchases in Pakistan. The result of the study discusses that advertising is regarded as a major factor that influence phone purchases. It was also revealed that

creativity is a very important medium to get the attention of consumers and also it is likely to convince consumers to purchase.

According to Asnake (2018), Kumar and Raju (2013) found a significant relationship between ability of the advertisement in conveying the intended message (I.e. simple to understand) and its ability to change the opinion and prejudice of the respondents about a product service. Kumar (2012) reported advertisement being understandable have positive relationship with consumer buying behavior.

As it is discussed above in the correlation analysis about the strong and positive relationship between the independent variable (characteristics of advertisement) and dependent variable (consumer buying behavior), the literature review discussed also supports this relationship. Hence, any advertisement campaign by Aqua Dire should be considered in line with these relationships.

Now that we have discussed the correlation result vis a vis the previous empirical literature, the next step is the discussion of the multiple regression analysis. The multiple regression analysis was conducted firstly to articulate the research model and secondly to show which independent variable affects consumer buying behavior the most. From the regression analysis it can be stated that attention grabbing advertisement affects consumer buying behavior more than the other independent variables with value of $\beta = 0.680$. The least and insignificant contributor variable was memorable advertisement with the value of $\beta = 0.019$. The summary of the regression result shows that R i.e. the correlation of the independent variables with the dependent variable after all the inter correlations are considered was R (0.939). The table also shows that the adjusted R Square is 0.879 which means 87.9% of the variance in consumer buying behavior was explained by the independent variables (impressive, attention grabbing, creative, honest, simple to understand and memorable).

The following table shows the degree of these independent variables' influence on consumer buying behavior.

CHAPTER FIVE

SUMMARY, CONCLUSION & RECOMMENDATIONS

This chapter discusses the summary of the findings, conclusions and recommendations. It also directly discusses the research questions discussed in chapter one.

5.1 Summary of the Findings

The researcher presents the following findings:

- ✚ The descriptive analysis of the study reveals majority (55%) of the respondents tried to purchase Aqua Dire products after coming across its advertisement. Furthermore, among the respondents (42%) became aware of Aqua Dire products after social media and newspaper advertisement of Aqua Dire. The company still have some untouched likely consumers with 75% of the respondents are with monthly income of more than 4,000 ETB.
- ✚ The correlation matrix shows that the characteristics of advertisement i.e. impressive, simple to understand, attention grabbing, memorable, creative and honest” were strongly and positively correlated with consumer buying behavior with 95% confidence interval, <0.01 p-value 2 tailed and by scoring Pearson Correlation Coefficient “R-value” of 0.665**, 0.699**, 0.906**, 0.561**, 0.676** and 0.739** respectively.
- ✚ From the regression analysis it can be stated that attention grabbing advertisement had a highest strong relationship with consumer buying behavior more than the other independent variables with the highest coefficient of correlation ($r=0.906$, $n=378$, $p<0.01$).
- ✚ All independent variables (Impressive, simple to understand, attention grabbing, memorable, creative and honest) contribute statistically significant except Memorable advertisement ($0.428>0.05$) which is insignificant.
- ✚ The score of the coefficient correlation determination R Square is 0.879, which means 87.9% of the variance in consumer buying behavior was explained by the independent variables (impressive, attention grabbing, creative, honest, simple to understand and memorable).

5.2 Conclusions

The objective of this study was to investigate the influence of advertising on consumer buying behavior. To achieve this objective three research questions were proposed to examine the influence of advertising on consumer buying behavior. The study has answered those three questions.

From the findings of the study it can be concluded that:

- ✚ The general research objective of this study was reached, the general objective of this study was to establish the influence of advertising on consumer buying behavior by focusing on Aqua Dire factory. All selected advertisement characteristics except Memorable advertisement have significant influence on consumer buying behavior.
- ✚ The study had also employed correlation analysis to examine the relationship between variables; the correlation matrix revealed that all coefficients of correlations independent variables (Impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement) were positively and strongly correlated with the dependent variable (consumer buying behavior).
- ✚ Based on the correlation analysis all null hypophysis is rejected and the entire alternative hypothesis generated for this study accepted.
- ✚ The descriptive analysis of the study reveals that most of Aqua Dire's consumers are influenced by social media and newspaper advertisement. This shows that social media was the first choice by most of the respondents.
- ✚ It can be concluded, from the regression analysis, that attention grabbing advertisement had a highest influence on consumer buying behavior. From the regression result, it can also be concluded that all the other predictors except Memorable advertisement exerted significant influence on consumer buying behavior.

5.3 Recommendations

The following recommendations are forwarded based on the findings of the study discussed.

- ✚ From the findings it can be recommended to give a considerable attention to all the six predictors of advertisement to affects more consumers. However, more attention should be given to attention grabbing and creative advertisement since the regression result revealed that the influence of these two variables is more than the other four variables. Thus, in future advertisement campaigning Aqua Dire can entice more consumers by focusing on attention grabbing and creative advertisement.
- ✚ There is a room to grow in the industry with an effective advertisement strategy that focuses on attention grabbing and creative advertisement since there is a strong emotional purchasing motive to products that promote healthy lifestyle, it pays to advertise on such a product. One of such products are purified mineral waters.
- ✚ Social media was the most selected media outlet for the respondents to know about Aqua Dire rather than the other media outlets. Social media advertisement can also make it easier for the company to spread the word about its products. The descriptive analysis of the study reveals that the age of the respondents is concentrated in the young adult group with 85.5% of the respondents under the age of 43. Since social media is popular among young adults this might be the reason most of the respondents were exposed to Aqua Dire advertisement through it. This is a good opportunity for Aqua Dire to capitalize on.
- ✚ The outlay in an advertising campaign should not be just viewed as an expense but rather as an investment too.

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Appendix I Questionnaire

Dire Dawa University

College of Business and Economics

Department of Management

MBA program

This questionnaire is designed to collect information about the influence of advertising on consumer buying decision of Aqua Dire Springs. The data collected from this questionnaire will be used as primary data in my thesis which I am conducting as a partial fulfillment for the requirement of my study in Master of Business Administration at Dire Dawa University.

There is no need to mention your name and the information provided is to be used only for this study and any information given will be confidential. Thank you very much for your time.

I. Questions

Directions: Please indicate your level of agreement or disagreement with each of these statements regarding Aqua Dire Springs. Place an "X" mark in the box of your answer.

PART I Demography and General Respondents' Information

Q1: Age?

18-30	
31-42	
43-55	
55 or above	

Q2: Gender?

☐ Male

☐ Female

Q3: What is your education level?

☐ Below high School preparatory

☐ Diploma

☐ Degree

☐ Masters

☐ TVET

Q4: Income

Q5: Marital status

☐ Single

☐ Married

☐ Separated

PART II General Knowledge of Consumers

Q1: By which mode of advertisement did you get your information about Aqua Dire?

1. Television Advertisement
2. Radio Advertisement
3. Newspaper Advertisement
4. Social Media
5. Other

Q2: Have you try to buy Aqua Dire products recently after coming across any of it's advertisement?

1. Yes
2. No

Q3: How often do you recommend Aqua Dire bottled water after coming across its advertisement?

- | | | | |
|-----------|----------------------|---------------|----------------------|
| 1. Rarely | <input type="text"/> | 3. Very Often | <input type="text"/> |
| 2. Often | <input type="text"/> | 4. Never | <input type="text"/> |

PART III Influence of Advertising on Consumer Buying Behavior

Please put any mark in the provided space representing your rating for a factor by using the following scale:

Strongly Agree, Agree, Neutral (neither agree nor disagree), Disagree, Strongly Disagree

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
IMA1. An impressive advertising motivates the consumer for purchasing the product.					
IMA2. The advertisement message is impressive as a result it helps me in deciding to buy the product.					
IMA3. New impressive advertisement of a product is a signal of new offers.					
IMA4. I believe there is always a real information behind impressive advertisement.					
STUA1. The advertisement message is simple to understand as a result it helps me to decide to buy the product.					
STUA2. The advertisement message is simple to understand.					

STUA3. The facts in the advertisement convince me to different features of the product.

STUA4. Since the advertisement is very clear, I can understand what the advertisement is all about.

AGA1. The advertisement message is attention grabbing as a result it influences me to decide to buy the product.

AGA2. The advertisement is better than other advertisements that have the same message.

AGA3. I believe the advertisement has a high degree of visual magnetism.

AGA4. Every time I look this advertisement it makes me comfort.

MA1. The advertisement message is memorable as a result it influences me to decide to buy the product.

MA2. The advertisement always reminds me how to have better life style.

MA3. Since the advertisements are so strong, they do sticks in my brain for long time.

MA4. Mostly I discuss the advertisements message with my friends after viewing it.

CA1. The advertisement message is creative as a result it influences me to decide to buy the product.

CA2. Creative advertisement is the only tool in increasing consumers buying appetite.

CA3. Great advertisement is the creative expression of understanding the market needs.

HA1. The advertisement message is honest as a result it influences me to decide to buy the product.

HA2. The advertisement creates relevant picture of the product that it is in reality.

HA3. Reliable advertisement does give room for market comparison.

HA4. Since advertisement are always realistic, I can consider them as honest information source.

PART IV Consumer Buying Behavior Assessment

CBB1. I am happy being the consumer of Aqua Dire Factory.

CBB2. I believe in advertisement because it helps to get facts.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

CBB3. The advertisement of Aqua Dire Factory played a key role on the buying of quality bottled water products.

CBB4. Regular advertisement of Aqua Dire Factory enables it in winning the market competition.

CBB5. New advertisement of a service of new offers.

CBB6. There is a positive relationship between advertising and consumer buying behavior.

Appendix II Correlation results

		Correlations						
		SIMA	SSTUA	SAGA	SMA	SCA	SHA	SCBB
SIMA	Pearson Correlation	1	.621**	.591**	.375**	.640**	.648**	.665**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	378	378	378	378	378	378	378
SSTUA	Pearson Correlation	.621**	1	.622**	.625**	.664**	.641**	.699**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	378	378	378	378	378	378	378
SAGA	Pearson Correlation	.591**	.622**	1	.515**	.533**	.689**	.906**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	378	378	378	378	378	378	378
SMA	Pearson Correlation	.375**	.625**	.515**	1	.540**	.476**	.561**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	378	378	378	378	378	378	378
SCA	Pearson Correlation	.640**	.664**	.533**	.540**	1	.644**	.676**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	378	378	378	378	378	378	378
SHA	Pearson Correlation	.648**	.641**	.689**	.476**	.644**	1	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	378	378	378	378	378	378	378
SCBB	Pearson Correlation	.665**	.699**	.906**	.561**	.676**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	378	378	378	378	378	378	378

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

Appendix III Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.945	29

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.844	4

Item Statistics

	Mean	Std. Deviation	N
IMA1	3.72	1.182	378
IMA2	3.48	1.247	378
IMA3	3.66	1.304	378
IMA4	3.70	1.214	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.640	3.484	3.720	.235	1.068	.011	4
Item Variances	1.531	1.396	1.699	.303	1.217	.017	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.712	4

Item Statistics

	Mean	Std. Deviation	N
STUA1	2.33	1.063	378
STUA2	3.87	1.103	378
STUA3	2.88	1.205	378
STUA4	3.85	1.075	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.232	2.331	3.870	1.540	1.661	.577	4
Item Variances	1.238	1.129	1.451	.322	1.285	.022	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.793	4

Item Statistics

	Mean	Std. Deviation	N
AGA1	3.10	1.385	378
AGA2	3.19	1.354	378
AGA3	3.42	1.429	378
AGA4	3.57	1.392	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.319	3.098	3.574	.476	1.154	.047	4
Item Variances	1.933	1.833	2.043	.210	1.114	.007	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.829	.831	4

Item Statistics

	Mean	Std. Deviation	N
MA1	2.16	1.249	378
MA2	2.67	1.390	378
MA3	2.34	1.311	378
MA4	2.40	1.258	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.390	2.159	2.667	.508	1.235	.044	4
Item Variances	1.698	1.561	1.931	.370	1.237	.029	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.729	3

Item Statistics

	Mean	Std. Deviation	N
CA1	2.86	1.283	378
CA2	3.07	1.308	378
CA3	3.62	1.271	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.183	2.862	3.619	.757	1.264	.153	3
Item Variances	1.658	1.616	1.712	.096	1.059	.002	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.765	.768	4

Item Statistics

	Mean	Std. Deviation	N
HA1	2.88	1.350	378
HA2	3.23	1.322	378
HA3	3.81	1.239	378
HA4	3.14	1.409	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.262	2.876	3.807	.931	1.324	.154	4
Item Variances	1.773	1.536	1.986	.451	1.294	.035	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.832	6

Item Statistics

	Mean	Std. Deviation	N
I am happy being the consumer of Aqua Dire Factory	3.59	1.395	378
I am happy being the consumer of Aqua Dire Factory	3.19	1.321	378
CBB2	2.87	1.383	378
CBB3	3.11	1.384	378
CBB4	3.42	1.429	378
CBB5	3.57	1.392	378

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.292	2.870	3.587	.717	1.250	.081	6
Item Variances	1.917	1.746	2.043	.297	1.170	.009	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.945	29

Appendix IV Regression Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.939 ^a	.881	.879	2.12797	.881	459.215	6	371	.000	1.753

a. Predictors: (Constant), Honest Advertisement, Memorable Advertisement, Impressive Advertisement, Attention grabbing Advertisement, Creative Advertisement, Simple to understand Advertisement

b. Dependent Variable: Consumer Buying Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12476.644	6	2079.441	459.215	.000 ^b
	Residual	1679.980	371	4.528		
	Total	14156.624	377			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Honest Advertisement, Memorable Advertisement, Impressive Advertisement, Attention grabbing Advertisement, Creative Advertisement, Simple to understand Advertisement

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-.780	.471	-1.656	.099			
	Impressive ad	.082	.040	.055	2.046	.041	.443	2.255
	Simple to understand Ad	.125	.053	.069	2.341	.020	.373	2.682
	Attention Grabbing Ad	.953	.038	.680	25.199	.000	.440	2.274
	Memorable Ad	.028	.035	.019	.794	.428	.547	1.827
	Creative Ad	.372	.057	.181	6.562	.000	.420	2.380
	Hones Ad	.094	.042	.065	2.257	.025	.384	2.606

a. Dependent Variable: Consumer Buying Behavior

Appendix V Place of Data Collected

data collected place				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid shops	219	58	58	58
cafes	110	29	29	87
restaurants	34	9	9	96
hotels	15	4	4	100.0
Total	378	100.0	100.0	