

# **ASSESSMENT OF ADVERTISING EFFECTIVENESS: THE CASE OF AQUA SAFE MINERAL WATER**

**A THESIS SUBMITTED TO DEPARTMENT OF MARKETING MANAGEMENT**

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ASSESSMENT OF ADVERTISING EFFECTIVNESS IN CASE OF  
AQUA SAFE MINERAL WATER

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## Declaration

I Bedilu Melaku, declare that the thesis entitled “the effectiveness of advertising messages, source and channel in case of aqua safe mineral water “is my original work. I have carried out the present study independently with the guidance and support of the research advisor Aklilu w/gebriel (assistant professor). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any degree or diploma program me in this or any other institution.

Bedilu melaku

.....

.....

Signature

date

## **Statement of certification**

This is to certify that Bedilu Melaku, has carried out his research work entitled “the effectiveness of advertising messages, source and channel in case of aqua safe mineral water” for the partial fulfillment of master’s degree in marketing management at Mekele university. This is original and has not been submitted for any degree in this university or any other universities and is suitable for submission of masters of arts in marketing management.

Confirmation by advisor .....  
Aklilu w/gebriel (assistant professor) signature .....  
date

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## **Abstract**

*The objective of the study is to determine the effectiveness of advertising MESSAGE SOURCE AND channel of aqua safe mineral water. The research design was a cross sectional design. The population of the study was residents of Addis Ababa from both Kirkos and Bole sub cities. The study used primary data which was collected using self-administered questionnaires. Advertising influences the sales performance as it enables the company to enhance the purchase of organizational products by the consumer, increase volume of sales, increase the profits of the organization and enhance the organization relationship with its customers. The study was conducted to identify effectiveness of advertising message, source and channel of Aqua safe mineral water. The study was conducted in both bole and Kirkos sub cities of Addis Ababa. The researcher used non-probability sampling method to take samples. Among non-probability sampling method, the researcher chooses convenience sampling method because it helps the researcher to easily select respondents and to achieve the diverse nature of respondents. Regarding the finding on the media mixes that aqua safe mineral water used to advertise its product, the company uses almost all types of Medias such as visual, audio and print Medias. According to the statistics of the study advertising messages of aqua safe mineral water is very effective. The management of aqua safe mineral water should carry out periodic review of the advertising message, advertising source and channel to rate their effectiveness. Moreover, advertising messages must be stronger and appealing enough to persuade and build product preference, encourage switching to aqua safe mineral water by changing the perception of the consumers of rival brands. According to the statistics of the study advertising messages of aqua safe mineral water is very effective. The management of aqua safe mineral water should carry out periodic review of the advertising message, advertising source and channel to rate their effectiveness. Moreover, advertising messages must be stronger and*

*appealing enough to persuade and build product preference, encourage switching to aqua safe mineral water by changing the perception of the consumers of rival brands. According to the research findings we can conclude that Aqua safe mineral water advertising messages is effective, advertising source and channel are also effective.*

***Key words:*** - *advertising message, source, and channel.*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background and rationale of the study

The major objective of any business organization is to make sufficient profit in order to satisfy stakeholders needs/shareholders' wealth maximization (value added) as pointed out by (Pandey,2000). This is in addition to other sub-objectives such as employee satisfaction, being a market leader or being socially responsible. Whatever the objective might be, the higher the sales volume the better the organization will be in terms of objective realization and sales performance. Today's business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced organizations to change and upgrade continuously due to rising customer expectations. Therefore, assessment of advertising effectiveness and adjusting its application in relation to the changing markets and customer expectations need to be a continuous process. In a changing and aggressive business situation, advertising plays an important role in communicating with customers, both current and potential (Bendixen, 1993). Bennett ( 2006) defines advertising as non-personal communication of marketing-related information in a target audience, usually paid for in order to reach the specific objectives of the sponsor, Borden (2007) defined advertising as a controlled identifiable information and persuasion by means of mass communication media. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Armstrong, 2010). Advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example Radio, and visual media which includes billboards, and television (Kotler and Armstrong 2010). Aqua safe advertises its products using various media channels. This study aims to assess the effectiveness of advertising message, source and channel of aqua safe mineral water.

The design of advertising message is a critical part of the communication process. There are various options regarding message structure, including order of presentation of message arguments, conclusion drawing, message sidedness, reputation and verbal versus visual traits. When central processing of advertising message occurs, the consumer pays close attention to the message content and scrutinizes the message arguments. A high level of cognitive response or

processing occurs, and the advertising ability to persuade the receiver depends primarily on the receiver's evaluation of the quality of arguments presented. Predominantly favorable cognitive responses (support arguments and source bolsters) lead to favorable changes in cognitive structure, which leads to positive attitude change or persuasion. (Stuart Hall, 1973, encoding and communications) since we are dealing with communication encoding is one in presentation of message arguments, conclusion drawing and message sidedness (panda).

ey 1999 ) Companies are very serious when selecting individuals to deliver their selling messages. Many firms spend huge sums of money for specific person to endorse their product or company. They also spend millions in recruiting, selecting and training sales people to represent the company and deliver sales presentations. They recognize that the characteristics of the source affect the sales and advertising message. Marketers try to select individuals whose traits will maximize message influence the source may be knowledgeable, popular and/or attractive: typify the target audience .or have the power to reward or punish the receiver in some manner. Hilbert Kerman developed three basic categories of source attributes: credibility, attractiveness and power. Each influences the recipient's attitude or behavior through different process.

Source credibility: is the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information. There are two important dimensions of credibility: expertise and trustworthiness

Source attractiveness: a source attractiveness frequently used by advertisers is attractiveness, which encompasses similarity, familiarity and likeability. Similarity is a supposed resemblance between the source and the receiver of the message, while familiarity refers to knowledge of the source through the exposure, likeability is affection for the source as a result of physical appearance, behavior or other personal traits. Even when the sources are not athletes or other movie stars, consumers even admire their physical appearance, talent and or personality.

Source attractiveness leads to persuasion through a process of identification whereby the receiver is motivated to seek some types of relationships with the source and thus adopts similar beliefs, attitudes, preferences or behaviors.

Channel: controllable variable of communication process or medium used to deliver message to target audience. There are two types of channel of communication: personal and non-personal

channel of communication. Information received from personal information channel is generally more persuasive than information received by non-personal or mass media.

Aqua safe mineral water is the most environmentally friendly water package in the world however, please continues to innovate and has recently commenced producing BPA free bottles in 15 liters range. We are accredited with Australasian bottled water institute (ABWI) with the rating of the highest standard:, bottling excellence as well as fully HACCP certified ....these are both audited by independent third party annual audit. aqua safe mineral water sales its brands to more than16 companies in the world and one of it is derbre brehan bottling company or aqua safe mineral water.

## **1.2 Background of the Organization**

Aqua safe international is a completely Australian owned and operated company. Founded in the Australian Capital Territory in the early nineties. the company specialize in manufacture and supply of water filtration systems, treatment solutions, boiling and chilling units to many government departments, corporations, companies, consultants, wineries and rural businesses as well as the general domestic market, in the both the act and across Australia through a large network of distributors, whole sellers and retailers.

Aqua safe take pride in our innovations and research that enables us to stay on top of the market and able to offer some of the best warranties and support services currently available. Aqua safe has a specialized team of sales people, service technicians and engineers on staff that is supported by our trained and accredited dealer network, Aqua safe networks consists of plumbers, service technicians, and electricians, maintenance and sales terms across the country. Aqua safe service and maintain units across the country for many different businesses and departments as well as residential units and systems, through our large and solid networks we are able to offer u our high levels of customer service no matter where you may live with our proven track record of demonstrating high standards of workmanship, training and customer service.

Aqua safe have long standing relationship with the health food industry and have been suppliers to health food stores, naturopaths, practitioners and distributors for well over decades. This industry has some very high standards that demand only the best products available for their stores and customers.

Aqua safe is a registered trade mark that has become synonymous with quality, reliability and service through Australia, New Zealand the U.S and U.K.

Additionally, the company sales its brand name to different companies across the world. Debra Berhan spring water/ Aqua safe is one of the companies which uses Aqua safes brand name.

Aqua safe mineral water is one of mineral water producing company in Ethiopia which is found in Amhara region of Debra Berhan town 130 km far from Addis Ababa.

Debra Berhan natural spring water plc bottles the well-known mineral water brand Aqua safe. The company's bottling plant is found in Debra Berhan where the natural spring for bottling is also to be found. Debra Berhan area was selected for the abundance of pure natural water springs in the area and temperate climate.

### **1.3 Statement of the Problem**

Marketing problems often have far reaching effects on any company and if neglected can cause a great threat to the continued existence of the company, especially in the area of advertising as an aspect of corporate communication (Giles, 1997).

Aqua safe mineral water carries frequent advertising of its products with the objective of increasing its sales performance through taking part in the charitable funds in Ethiopia and sponsoring sports.

In addition, there are some questions about effectiveness of advertising messages, source and channel. Furthermore, the marketing environment is becoming very competitive and many companies in water bottling industry also advertise to attract customers and today's customers are more knowledgeable and this is more challenging for aqua safe mineral water company. This research effort was geared towards examining how aqua safe mineral water is coping with both a competitive and dynamic market by a multiplicity of advertisement to enhance sales performance.

The research was conducted to know the effectiveness of advertising messages, source and channel.

## **1.4. Research questions**

In line with the above statement of the problem, the following research questions were addressed in the course of this study.

- 1) What are the objectives of Advertising (Informative, Persuasive and Reminder) at aqua safe mineral water?
- 2) What are the Forms of Medias the Company used to Advertise Its Product?
- 3) What is the effectiveness of advertising messages, source and channel on aqua safe mineral water?

## **1.5 objectives of the study**

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

The general objective of the study was to determine the effectiveness of advertising endeavors of aqua safe mineral water.

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

- 1) To assess the effectiveness of advertising message
- 2) To assess the effectiveness of advertising source
- 3) To assess the effectiveness of advertising channels (media channels used for advertisement).

## **1.6 Definition of terms**

**ADVERTISING:** advertising is paid, non-personal public communication about causes, goods and ideas, organizations, people and places, through means such as direct mail, telephone, print, radio, television and internet. As an integral part of marketing, advertisement are public notices designed to inform and motivate. ( <http://www.Business dictionary.com>).

**ADVERTISING MESSAGE:** is one of the most important components of integrated marketing communication program me and the fundamental role of advertising message is to communicate information.

**CHANNEL:** controllable variable of communication process or medium used to deliver message to target audience.

**PRODUCT:** a product can be defined “as anything offered to a market for attention, acquisition or consumption “it includes physical object, services, personalities, place, idea (Philip Kotler).

**ADVERTISEMENT:** any public notice, as a printed display in a newspaper, short film on television, announcement on radio, etc., designed to sell goods, publicize an event, etc. (Collins English dictionary 2012).

### **1.7 Scope of the study**

This study covers advertising message, source and channel of aqua safe mineral water. Advertising message is the visual and or auditory information prepared by advertiser to inform and or persuade audiences. The study covers advertising messages, sources and channels used in aqua safe mineral water.

Aqua safe mineral water is found in Debre Berhan 130 km far from Addis Ababa and the companies head office is found in Addis Ababa where the research was done. Questionnaire was collected from both Kirkos and bole sub-city that sample data may represent consumers across Addis Ababa city. The researcher uses non probability sampling to collect data from the representative of 125 sample size residing in Addis Ababa.

### **1.8. Significance of the study**

This study benefits the firm in understanding the effectiveness of advertising message, source and channel in case of aqua safe mineral water. In other words, the companies and marketers were able to assess the effectiveness of advertising message, source and channel. Hence this study was offered perspectives for the company in planning for more effective advertising strategies to promote its product to enhance their sales performance.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **Introduction**

This chapter provides an insight to readers about theoretical view of the topic under study. In line with the objective of the study the chapter covers advertising messages, source and channel. Additionally, the chapter covers informative, persuasive and reminder advertising.

#### **2.1 Theoretical Literature**

Advertising as a tool of communication, but mostly as a marketing tool is subject to many theories and explanatory and normative models. The theory focuses on analysis of advertising in terms of its specific persuasive effort and communication process. Advertising seen as a process is based on the general scheme of the marketing communication process, with a number of specific features related to its content. The persuasive effort is related to creation of favorable attitudes or reinforcing existing attitudes. This process of persuasion is closely linked to the concept of attitude. Most theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information. Following lines develop these two important aspects associated with advertising theory, even if they are not the only issues that are debated in the literature.

Advertising can be considered a variable created by convergent interest expressed in the two major specific areas; communication and marketing. With origins in the academic and practice, advertising was tackled on the one hand, as a means of communicational problems of various organizations the media, for example. Advertising and communication, in general are components of contemporary economic and social system. In today's society advertising has evolved into a complex system of communication. Important for both organizations and the general public. The ability to deliver messages carefully prepared to its targets gave over time to advertising a major role in marketing programs of most organizations. Different companies, starting from

multinational firms and local firms attaches increasing importance of advertising and all this stated above can affect the quality of the research.

## **2.1. EMPERICAL REVIEW**

Before two decades in Ethiopia the only bottled water was Ambo mineral water which was established in 1930. However, within the past several years the number of bottled water companies and the demand for bottled water is highly increasing. The report by Ethiopian ministry of trade on June, 2021, the number of bottled water companies in Ethiopia has reached above 50 along with the growing demand for bottled water and generally the number of bottled water companies and the competition among them is increasing. (ministry of trade june,2021).

Since water is a commodity like item, which is freely and widely available some consumers may not care whether it is branded or not. Moreover, they may not see any difference among a set of bottled water brands.

## **2.2 Definition of Advertising**

Advertising is paid, non-personal, public communication about causes, goods and services, ideas organizations, people and places, through means such as direct mail, telephone, print, radio, television and internet. As an integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. According to advertising association of uk, advertising is defined as communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.(Robert W Sernoff,1992).

Advertising is always present, though people may not aware of it. In today's world, advertising uses very possible media to get its message through. It does this via television, print (newspapers, magazines journals etc.), radio press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people endorsements.

The advertising industry is made up of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand

managers, researchers, creative heads and designers who take it the last mile to customer or receiver (Robert W Sernoff, 1992) .

Advertising is one of the ways in which we get into goods (MC Cracken 1985).it is the conduct through which meanings are constantly transferred from the culturally constituted world to consumer good. Advertisements are what (Lotman and Uspenesky),1978, P. 213) would call a “die-casting mechanism.” Lotman and Uspenesky devised this term for language and its “transformation of the “open” world of realia into a “closed” world of names” (1978, ).

### **2.3 Advertising Effectiveness**

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the number of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, we should seek to develop and apply methods and measures for a partial verification of results. Regarding the difficulty of measuring the overall effectiveness, it is believed that it is due essentially to the following considerations:

- i) Advertisement interacts with other business variables (behavior, marketing policies, financial decisions etc). And environmental variables (competition, economic conjecture etc.) hardly isolable.
- ii) The effects of advertising are varied and not always translatable into quantitative terms.
- iii) Advertising causes long term effects not always; therefore, the results occur in the same period in which are the costs.

In literature and practice the evaluation of advertising effectiveness has used two basic models:

- 1) The Dichotomous model;
- 2) The three-dimensional model.

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the following:

- i) Sales effect;
- ii) Communication effect.

The sales effect refers to the assessment of the capability of advertising to affect the sales volume and or the market share, regardless of possible influence of other variables. for (Batra et al 1995), the effectiveness of advertising should be considered for its effect on sales in a short term. This advertising performance measurement is based on marginal theory (Chamberlin 1948). Advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, sales. The aim is to seek the best combination of the determinants of the sales increases.

The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined in literature with different approaches:

- A) Sociological
- B) Semiotic
- C) Psychological
- D) Socio-psychological

Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on social behavior according to ( Moingeon 1993) and the role of advertising and consumption in the society change is fertile topic. Sociology has examined how advertising influence opinions, attitudes and behaviors of individuals and social groups.

The semiotic analysis focuses in the first instance, on symbols. These are identified as anything that conveys meaning, e.g words, gestures, images and dance. Semiotics studies the problem of encoding, and more generally of the code used. The object of investigation is the message itself containing different signs that can be interpreted according to a pre-established intention, without reference to the consumer and the influence on the consumer behavior. This approach is important especially in context of advertising creation.

Psychological approach has advantage to measure effectiveness of advertising with reference to the recipient of the message, particularly to the consumer's characteristics. On the other hand, the approach does not provide exhaustive answers, not delivering into the exact causes that lead

recipient of the message publicity to expose themselves voluntarily to the message, decode it, to store and, eventually, to make the purchase.

The socio-psychological approach takes simultaneously into account the message and recipient of the message. This approach aims to study the effectiveness of advertising in terms of persuasiveness (Ray 1982), observing the effects on formation process of attention, memory, attitude and behavior (Kapferer, 1990).

The major criticism to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics (marketing and communication). For this reasons, sometimes, the three dimensional models (i.e. AIDA AND model DAGMAR) are preferred .these models are used both in planning advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication effects, cognitive effective and behavioral ( Brasini et al. 1993: marbach and fabi 2000).

All models mentioned so far are mainly focused on three elements of the communication process: the recipients (in terms of audience, memory, storage), the media used ( in terms of impact , coverage, frequency, etc ...). They totally omit other elements (source, code, context) assuming essentially that the communication process was conducted in optimal conditions or at least without distortion. Moreover, a fundamental element for an effective communication process is the use of the same code by the source and recipient. Otherwise, the recipient will not understand the message or give a different meaning and this will lead to the phenomenon eco called “aberrant decoding” however, since as stated by watzlawich the message is what we understand, not what it was intended to understand, it becomes important to examine not so much and not only what the firms wanted to communicate, but what was actually communicated.

## **2.4. Advertising Message**

Interpretation of advertising message can be influenced by the context or environment in which advertising appears. Communication theorist marshal mc luans thesis, “the medium is the message,” implies that the medium communicates an image that is independent of any message it contains. A qualitative media effect is the influence the medium has on a message. The image of the media vehicle can affect reactions to the message. For example, advertising for a high-quality men’s clothing line might have more of an impact in fashion magazine like GQ than in sports a

field. Airlines, destination resorts and travel related services advertise in publications such as travel and leisure partly because the articles, pictures and other advertising help to excite readers about travel. A media environment can also be created by nature of the program in which a commercial appears. One study found that consumer reacted more positively to commercials seen during a happy TV program than a sad one. Advertisers pay premium dollars that create a negative mood among viewers or may be detrimental to the company or its products. Many companies won't advertise on programs with excessive violence or social content. As a corporate policy, coca cola never advertises on TV because it thinks bad news is inconsistent with cokes images as an upbeat, fun product.

Marketing communications usually consists of a number of message points that the communicator wants to get across. An important aspect of message strategy knows the best way to communicate these points and overcome any opposing viewpoints audience members may hold. Extensive research has been conducted on how the structure of a persuasive message can influence its effectiveness, including order of presentation, conclusion drawing, message sidedness, refutation verbal versus visual message characteristics.

There are many message structures:

Order of presentation: a basic consideration in the design of a persuasive message is arguments order of presentation. Should the most important message points be placed at beginning of the message, in the middle, or at the end? Research on learning and memory generally indicates that items presented first and last are remembered better than those presented in the middle. This suggests that communicator's strongest arguments should be presented early or late in the message but never in the middle. Presenting the strongest arguments at the beginning of the message assumes a primacy effect is operating, whereby information presented first is most effective. Putting the strong points at the end assumes a regency effect whereby, the last arguments presented are most persuasive. Whether to place the strongest selling points at the beginning or the end of the message depends on several factors. If target audience is opposed to communicator's position, presenting strong points first can reduce the level of counter arguing. Putting weak arguments first might lead to such a high level of counter arguing that strong arguments that followed would not be believed. Strong arguments work at the beginning of the message if the audience is not interested in the topic, so they can arouse interest in the message. When the target audience is pre

disposed toward the communicator's position or is highly interested in the issue or product, strong arguments can be saved for the end of the message. This may result in a more favorable opinion as well as better retention of information.

Conclusion drawing: marketing communicators must decide whether their messages should explicitly draw a firm conclusion or allow receivers to draw their own conclusions. Research suggests that, in general, messages explicit conclusion is more easily understood and effective in influencing attitudes. However, other studies have shown that the effectiveness of conclusion drawing may depend on target audience, the type of issue or topic, and the nature of situation. More highly educated people prefer to draw their own conclusion and may be annoyed at an attempt to explain the obvious or to draw an inference for them. But stating the conclusion may be necessary for less educated audience, who may not draw any conclusion or may make an incorrect inference from the message. Marketers must also consider the audiences level of involvement in the topic. For highly personal or ego evolving issues, message recipients may want to make up their own minds and resent any attempts by the communicator to draw a conclusion. One study found that open-ended advertisements (without explicit conclusions) were more effective than closed-ended arguments that did include a specific conclusion but only for involved audiences.

Drawing a conclusion in a message may make sure the target audience gets the point the marketer intended. But many advertisers believe that letting customers draw their own conclusions reinforces conclusions being made in the message. For example, a health centers agency in Kentucky found that open-ended advertisements were more memorable and more effective in getting consumers to use health services than were advertising stating a conclusion. Advertisement that posed questions about alcohol and drug abuse and left them unanswered resulted in more calls by teenagers to help line for information than did a message offering a resolution to the problem.

Message sidedness: another message structure decision facing the marketer involves message sidedness. A one-sided message mentions only message attributes or benefits. A two-sided message presents both good and bad points. One sided message is most effective when the target audience already holds a favorable opinion about the topic. They also work better with less educated audience. Two sided-messages are more effective when the target audience holds an opposing opinion or is highly educated. Two sided messages may enhance the credibility of the

source. A better educated audience usually knows there are opposing arguments, so the communicator who presents both sides of an issue is likely to be seen as less biased and more objective.

Most advertisers use one sided message. They are concerned about the negative effects of acknowledging a weakness in their brand or don't want to say anything positive about their competitors. There are exceptions, however. Sometimes advertisers compare brands on several attributes and do not show their product as being the best on every one.

On some situations marketers may focus on negative attribute as the way of enhancing overall perceptions of the product. For example, w.k buckle limited has become one of the leading brands of cough syrup in Canada by using a blunt two-sided, slogan, "Buckley's mixture. It

testes awful. And it works. "Advertisement for the brand pokes fun at the cough fun syrups terrible taste but also suggest that the taste is the reason why the product is effective.

Refutation: is special type of two sided-messages known as reputational appeal, the communicator presents both sides of an issue and then refutes the opposing view point. Since reputational appeals tend to "inoculate "the target audience against the competitors' counterclaims, they are more effective than one sided message in making consumers resistant to an opposing message(pandey,2000)

Reputational messages may be useful when marketers wish to build attitudes that resist change and must defend against attacks or criticisms of their products or the company.

Verbal vs visual messages: many advertisements provide minimal amounts of information and rely on visual elements to communicate. Pictures are commonly used in advertising to convey information or reinforce copy or message claims. Both the verbal and visual portions of an advertisements influence the way advertising message is processed. Consumers may develop images or impressions based on visual elements. Sometimes advertisers use a different strategy: they design advertising in which the visual portion is incongruent with or contradicts the verbal information and get them to engage in more effortful or elaborative processing. A number of studies have shown that the use of visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented.

## **2.5 Advertising source**

A source characteristic frequently used by advertisers is attractiveness, which encompasses similarity, familiarity and likeability. Similarity is a supposed resemblance between the source and the receiver of the message, while familiarity refers to knowledge of the source as a result of physical appearance, behavior, or other personal traits. Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and or personality. Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences or behavior. Maintaining this position depends on the sources continued support for the position as well as receivers continued identification with the source. If the source changes position, the receiver may also change. Unlike internalization, identification does not usually integrate information from an attractive source into receiver's belief system. The receiver may maintain the attitudinal position or behavior only as long as it is supported by the source or the source remains attractive (mc crew hill, 2003).

We use the word source to mean the person involved in communicating marketing message, either directly or indirectly. A direct source is a spokesperson that delivers a message and or demonstrates a product or service, like a tennis star Andre Agassi who endorses head tennis rackets. An indirect source, say a model, doesn't actually deliver a message but draws attention to and or enhances the appearance of the advertisement. Some advertisements use neither a direct nor an indirect source. The source is the organization with the message to communicate. Since most research focuses on individuals as a message source.

### ***2.5.1 Source credibility***

Credibility is the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give UN biased, objective information. There are two dimensions to credibility: expertise and trustworthiness.

Consumers who are particularly knowledgeable about product or service or have strongly established attitudes may be less influenced by celebrity than those with little knowledge or neutral attitudes. One study found that college-age students are more likely to have a positive attitude toward a product endorsed by a celebrity than were older consumers. The teenage market has generally been very receptive to celebrity endorsers, as evidenced by the frequent use of

entertainers and athletes in advertisements targeted to this group for products such as apparel, cosmetics, and beverages. However, many marketers are finding that teenage consumers are more skeptical and cynical toward the use of celebrity endorsers, and respond better to advertising using humor, irony and unvarnished truth. Some marketers targeting teenagers has responded to this by no longer using celebrities in their campaigns or by poking fun at their use.

## **2.6 Advertising channel**

Channel is a method by which the communication travels from the source or sender to receiver. at broadcast level, channels of communication are of two types: personal and non-personal. Non - personal. Personal channel of communication are direct interpersonal (face to face) contact with target individuals or groups. Sales people serve as personal channel of communication when they deliver their sales message to a buyer or potential customer. Social channels of communication such as friends, neighbors, associates, co-workers, or family members are also personal channels. They often represent word of mouth communication, a powerful source of information for consumers. Non-personal channels of communications are those that carry a message without interpersonal contact between sender and receiver. Non-personal channels are generally referred to as MAs media or mass communications, since the message is sent to many individuals at one time. For example, a TV commercial broadcast on prime time show may be seen by 20 million households in a given evening. Non-personal channels of communication consist of two major types: print and broadcast. Print media includes newspapers, magazines, direct mail, and billboards. Broadcast media includes radio and television.

There are basic differences in the manner and rate at which information from various forms of media is transmitted and can be processed. Information from advertisement in print media, such as newspapers, magazines or direct mail, is self-paced: readers process the advertisement at their own rate and can study it as long as they desire. In contrast, information from the broadcast media of radio and television is externally paced. The transmission rate is controlled by the medium. The difference in processing rate for print and broadcast media has some obvious implication for advertisers. Self-paced print media make it easier for the message recipient to process a long, complex message. Advertisers often use print advertisement when they want to present a detailed message with a lot of information. Broadcast media are more effective for transmitting shorter messages or, in the case of TV, presenting pictorial information along with words. Differences

between personal and no personal channel of communication were discussed. Alternative mass media can have an effect on the communication process as a result of information processing and qualitative factors. The context in which

Advertising appears and the reception environment is important factors to consider in the selection of mass media.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

This chapter describes description of the study area, research design and methodology, target population, sample size determination, method of data collection, ethical consideration and data analysis.

#### **3.2 Description of The Study Area**

The study was conducted to identify effectiveness of advertising message, source and channel of Aqua safe mineral water. The study was conducted in both bole and Kirkos sub cities of Addis Ababa. Accordingly, respondents of the study are customers of Aqua safe mineral water living in both bole and Kirkos sub cities. The reason why the researcher chooses both sub cities is that they are both the largest sub-cities in the city.

The company's factory is found in Debre Brehan 130 km from Addis Ababa. And they also have stores in Legetafo, Kality, Sululta and Sebeta. The researcher went to the places, to Aqua safes distribution channel to understand well the effectiveness of advertising message, source and channel of Aqua safe mineral water.

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

Research designs are plans and procedures for research that span the decision from broad assumption to detailed method of data collection and analysis (Cresswell, 2003).

In other words, the research design articulates what data is required, what methods are going to be used to collect and analyze this data, and how all of this is going to answer the research question.

This study was descriptive research design and aims to determine the aspects of the problem which was crucial for a thorough analysis. With a descriptive research design, the researcher has an opportunity to have a clear view of the problem from other related sources and narrows the research around these important items.

### **3.4 Target Population**

The population of this study was residents of Bole and Kirkos sub cities in Addis Ababa. The researcher chooses these sub cities because they have large population more than 100,000 and they are business areas. Questionnaires were distributed to the target population. 123 questionnaires were distributed to target population.

### **3.5 Sampling Techniques**

The researcher used non-probability sampling method to take samples. Among non-probability sampling method, the researcher chooses convenience sampling method because it helps the researcher to easily select respondents and to achieve the diverse nature of respondents including age, education and product usage.

### **3.6 Sample Size**

A total of 125 questionnaires were distributed to customers and in order to fill the gap and fulfill the objective of the study. In view of malthora (2007), a sample over 100 respondents in survey study is expected to give an acceptable degree of accuracy, given that it is basing some probabilistic technique.

### **3.7. Data Source and Type**

The sources of data used in this study comprised both primary and secondary data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand, obtaining them can be expensive and time consuming, primary data being the most significant were gathered through structured questionnaires.

The secondary data for this study was collected from marketing journals, different marketing books and related publications. Secondary data is pre requisite to the collection of the primary data.

### **3.8 Data Collection Tools**

For this study the structured questionnaire was prepared in line with the objective of the study mentioned above. The questionnaire was organized in three sections. The first section was

designed to discuss about advertising message, the second section contains advertising source, and the third is all about advertising channel. Data was gathered through questionnaires' and WH questions are the main nature of questions.

### **3.9. Method of Data Analysis**

Different statistical techniques were applied to analyze quantitative data. Descriptive statistics was applied in this study. The quantitative data were addressed by using percentage computation.

That percentage was computed in the form of tables and charts which clearly shows the data obtained from respondents.

## CHAPTER FOUR

### 4. results and discussions

This chapter focuses on the presentation and the analysis of the research findings. The demographic profiles of respondents, advertising messages, source and channel of aqua safe mineral water has been described using descriptive statistics and presented in the form of tables of percentage and frequencies.

#### 4.1. Data Preparation

In order to make all the collected data more suitable for analysis, all the collected questionnaires were screened. Out of 125 questionnaires distributed 123 were completed. Each questionnaire and possible answers of the questionnaire has a code, since coding of data is necessary for the question and possible answers are corresponded in the order of the actual questionnaire.

#### 4.2. Demographic Characteristics

The information in this chapter was obtained mainly using questionnaires. 125 questionnaires were distributed but 123 were filled as indicated in the table below.

**Table 4.1 response rate**

Details	frequencies	percentages
responses	123	99
Non-response	2	1
total	125	100

**Table 4.2 Gender of respondents**

	frequency	percent	Valid percent	Cumulative percent
Male	94	76.4	76.4	76.4
female	29	23.6	23.6	100
total	123	100	100	100

Table 4.2 indicates the number of males and females accordingly 76 % of respondents are males and 24% are females. This shows the majority of respondents are males.

**Table 4.3 Educational Background of Respondents**

	frequency	percent	Valid percent	Cumulative percent
Post graduate	7	5.7%	5.7%	5.7
degree	66	5.7%	53.7%	4.9
diploma	37	30.1	30.1	89.4
high school(9-12)	13	10.6	10.6	100
total	123	100	100	

The table 4.3 describes the educational background of respondents and 5.7% of the respondents are post graduate background, 4.9% of them are degree holders, and 89.4% are diploma holders

#### 4.4 Findings on Advertising Messages of Aqua Safe Mineral Water

**Table 4.4 Does advertising messages of aqua safe mineral water reach the audience well?**

	Frequency (y)	percent
yes	96	78.05%
no	27	21.95%
total	123	100

From the table above, 78% percent of the respondents said that aqua safe mineral water advertising messages are fruitful. and they agree with that. 21.95% said no. This implies that advertising messages of aqua safe mineral water is effective.

**Table 4.5 Does advertising of aqua safe mineral water reach the audience?**

	frequency	percent
yes	91	73.9%
no	12	9.8%
moderate	20	16.3%
total	123	100

According to the above table 73.9% of the respondents said those aqua safe natural waters advertising messages reach customers well and 9.8% of them no and 16.3% of them choose moderate this implies that advertising messages of aqua safe mineral water reach the audience.

**Table 4.6 Media mixes that aqua safe mineral water used to advertise (according to respondents' questionnaires)**

	N	minimum	maximum	mean	Standard deviation	
Radio	123	1.00	55.00	4.8699	4.60926	
Sponsoring event	123	1.00	5.00	4.4016	.77523	
Giving prizes with company product name	123	1.00	53.00	4.3659	5.76204	
Television	123	1.00	5.00	4.2846	0.86385	
stickers	123	1.00	5.00	4.2358	0.84039	
Billboard	123	1.00	1.00	4.2033	.90499	
Posters	123	1.00	5.00	4.1626	.96982	
Brochures	123	2.00	5.00	4.0244	.91851	
magazines	123	1.00	5.00	3.7480	1.00485	
newspapers	123	1.00	5.00	3.5528	1.08796	
Mobile advertising	123	1.00	55.00	3.2033	4.81112	
Internet/ website	123	1.00	5.00	2.8689	1.14484	
Business cards	123	1.00	5.00	2.9919	.97085	
workshops	123	1.00	5.00	2.7480	.96320	

The above table depicts that media mixes used by aqua safe mineral water to advertise its products. As it is seen in the above table radio, sponsoring event, giving prizes with companies' product name, television, stickers, billboard, posters and brochures are used with a mean value of 4 and

above. Other forms of advertising are used with lesser. The most three dominant forms of advertising used by aqua safe mineral water is that radio, sponsoring event and giving prizes with company product name. Internet/website form of advertising is less used compared with other Medias.

**Table 4.7 Advertising message is frequently delivered to customers.**

	responses				
	Number	frequency	Mid-point	F*M	mean
Strongly disagree	11	3	16.5	49.5	40.03
Disagree	32	4	64	256	40.03
moderate	13	1	21	42	40.03
agree	25	2	25	50	40.03
Strongly agree	42	6	39	234	40.03
total	123	16	165.5	640.50	

According to the above table the mean value of the above data was 40.03 which range between customer responses strongly agree and the second is dis agree with the highest frequency of four and this implies that advertising messages of aqua safe mineral water is frequently delivered to customers.

**Table 4.8 Advertising message increases the image of the company**

	responses	percent	
Strongly disagree	16	0.13%	
Dis agree	12	11.07%	
moderate	23	21.6%	
agree	30	25.2%	
Strongly agree	42	42.0%	
total	123	100	

42.0% of respondents strongly agree that advertising message can increase the image of the company. 25.2% agree that advertising message can increase the image of the company and 21.6 % of them says moderate and 11.07% of them dis agree with the idea and 0.13 of them strongly dis agree with the idea.

**Table 4.9 Visual advertising messages are more relevant than verbal**

	responses	percent	
Strongly disagree	20	18.09	
Disagree	19	17.11	
moderate	21	18.9	
agree	28	25.2	
Strongly agree	23	20.7	
total	111	100%	

20.7% of respondents respond that they strongly agree with visual advertising messages are moral relevant than verbal one and 25.2% of them agree that visual advertising message is more relevant than verbal one and 18.9% of the say moderate and 17.11% of them dis agree with the idea and 18.09% of them strongly dis agree with the idea. 12 of the questionnaires cannot submit back or cannot respond about the question.

**Table 4.10 Advertising message of aqua safe mineral water is effective and reach customers well**

	responses	percent	
Strongly disagree	8	8%	
Disagree	12	12%	
moderate	20	20%	
agree	30	30%	
Strongly agree	30	30%	
total	100	100%	

30% of respondents respond that they strongly agree that advertising message of aqua safe mineral water is effective and reach customers well and also 30% responded agree and 20% of them think moderate and 12% of them disagree with the idea and 8% strongly disagree.

**Table 4.11 The advertising source of aqua safe mineral water is influential person.**

	responses	percent	
Strongly dis agree	4	4.08%	
Dis agree	2	2.04%	
moderate	18	18.36	
agree	20	20.4%	
Strongly agree	54	55.12%	
total	98	100	

The above table shows that 55.12% of respondents respond that the advertiser of aqua safe mineral water is influential and 20.4% also agree with the idea and 18.36 of them are moderate and only 2.04% and 4.08% disagree and strongly disagree respectively. This shows as the advertiser is influential and it may increase sales value and when sales vale increase revenue of the company also increases.

**Table 4.12 The advertising message of aqua safe mineral water is one sided and it is good.**

	responses	percentage
Strongly disagree	56	46.6%
Disagree	21	17.5%
moderate	26	21.6%
agree	9	8.1%
Strongly agree	8	6.2%
Total	120	100%

According to the table above, 46.6% of respondents respond that they strongly disagree with one sidedness of advertising message of aqua safe mineral water and 17.5% of them disagree with the idea and 21.6 of them are moderate about the idea and 8.1% of them agree with the idea and 6.2% of them strongly agree. This indicates that one sided advertising message are less preferable than two-sided advertising message.

**Table 4.13 does aqua safe mineral water uses informative advertising message?**

Response	Percentage	
YES	71.54%	
NO	28.46%	
Total 123	100%	

According to the above table 71.54 % of the respondents agree that aqua safe mineral water uses informative way of advertisement. i.e. Advertisement that relies on giving information about product.

**Table 4.14 Aqua safe mineral water advertising messages are consistent and high value oriented**

	Response	percentage
Strongly dis agree	6	4.89%
Dis agree	14	11.39%
moderate	26	21.13%
agree	32	26.01%
Strongly agree	45	36.58
total	123	100%

36.58% of respondents strongly agree that advertising messages of aqua safe mineral water are consistent and have high value messages and 26.01% of them agree that the messages are consistent and have high value messages. And 21.13% of them says moderate and 11.39% and 4.89% of them disagree and strongly disagree respectively.

**Table 4.15 Which advertisement types are suitable to u**

**(respondents)**

Types	responses	percentage	
Informative advertisement	33	26.82%	
Persuasive advertisement	68	55.3%	
Reminder advertisement	22	17.88	
total	123	100%	

55.3% of respondents respond that persuasive advertisements are more suitable and 26.82% says informative advertisement and the rest 17.88% respond to reminder advertisement. This implies that persuasive advertisement is more suitable for aqua safe mineral water to advertise its product. It is more suitable to advertise when there is more similar product in the market.

**4.16 Aqua safe mineral water is effective in creating product image in the mind of customers.**

	responses	percentage
Strongly dis agree	9	7.3%
Dis agree	13	10.5%
moderate	5	4.23%
agree	44	35.7 %
Strongly agree	52	42.27%
total	123	100%

42.27% of respondents respond that they strongly agree in creating image in mind of customers and 35.7 of them agree and 4.23% of them are moderate about it and 10.5% dis agree and 7.3% strongly disagree with it. This indicates that aqua safe mineral water is effective in creating product image in the mind of customers.

**Table 4.17 Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences or behavior.**

	Responses	percentage
Strongly dis agree	3	2.45%
Disagree	6	4.87%
moderate	12	9.75%
Agree	50	40.65
Strongly agree	52	42.28
total	123	100%

42.28% of respondents strongly agree that source attractiveness leads to persuasion through a process of identification, where by the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences or behavior. And 40.65% responds agree and 9.75% of them responds moderate and 4.87% of them dis agree with the idea and 2.45% of them strongly dis agree.

**Table 4.18 Consumers who are particularly knowledgeable about product or service or have strongly established attitudes may be less influenced by celebrity.**

	responses	percentage	
Strongly disagree	11	8.94 %	
Disagree	16	13.00%	
moderate	11	8.94%	
agree	38	30.91%	
Strongly agree	47	38.21%	
total	123	100%	

38.21% of the respondents respond that they strongly agree with consumers who are knowledgeable about product or service attitude may be less influenced by celebrity and 30.91% of customers agree with the idea and 8.94% think moderate and 13.00% dis agree and 8.94% strongly dis agree respectively. This indicates that consumers who are knowledgeable about product are less influenced by celebrity advertisement.

**Table 4.19 Advertisement of aqua safe mineral water is credible.**

	Reponses	percentage
Strongly dis agree	7	5.69%
Dis agree	4	3.25%
moderate	23	18.69%
agree	37	30.08%
Strongly agree	52	42.27%
total	123	100%

42.27 % of the respondents respond that they strongly agree with advertisement source credibility and 30.08% of the respondents respond that they agree with the idea and 18.69% are moderate and 3.25 % dis agree with the idea and 5.69% strongly dis agree. This indicates that advertisement of aqua safe mineral water is credible.

**Table 4.20 Teenage consumers are more skeptical and cynical toward the use of celebrity endorsers, and respond better to advertising?**

	responses	percentage
Strongly disagree	3	2.46%
Disagree	9	7.31%
moderate	13	10.56%
agree	58	47.15%
Strongly agree	40	32.52%
total	123	100%

According to the above table 32.5% of respondents respond that they strongly agree with teenage consumers respond more for celebrity advertisement. 47.15% of respondents respond that they agree with the idea and 10.56% of them are moderate about the idea and 7.31% of them disagree and 2.46% of them strongly dis agree.

**Table 4.21 Aqua safe mineral water advertises its product by celebrity and this may help the company to reach its customers.**

	responses	percentage
Strongly disagree		3.06
Disagree	6	3.06%
moderate	14	14.28%
agree	26	26.53%
Strongly agree	52	53.07%
total	98	100%

53.07% of respondents respond that they strongly agree with aqua safe mineral waters celebrity advertisement and how it reaches consumers. And 26.53% of them agree with the idea and 14.28% and 6.12% are moderate and dis agrees respectively.

**Table 4.22 Do you know aqua safe mineral water before advertisement by media?**

response	Number of responses	percentage
yes	36	29.26%
no	87	70.74%
total	123	100%

70.74% of respondents respond that they don't know aqua safe mineral water well before advertisement by media and 29.26% of them know the company before advertisement this implies that advertisement has great impact to have more consumers.

**Table 4.23 Do you prefer aqua safe mineral water after advertisement and tested (tested and preference)?**

responses	Number of responses	percentage
yes	104	84.6%
No	19	15.4%
total	123	100%

According to the above table 84.6% of respondents respond that they prefer aqua safe mineral water and 15.45 % of them cannot prefer aqua safe mineral water. This indicates that most of customers prefer aqua safe mineral water after advertisement.

**Table 4.24 Do you think aqua safe mineral water information distribution is good?**

responses	Number of responses	percentage	
yes	65	52.84%	
no	58	47.16%	
total	123	100%	

The above table shows that 52.84% of respondents said that aqua safe mineral water distribution is safe and the rest of the 47.16% says no and this indicates that distribution is not safe.

**Table 4.25 Findings on advertising objectives**

Aqua safe mineral water advertise its product frequently

Responses	Number	percent	Percent of cases	
Strongly disagree	20	2.3%	16.3%	
Dis agree	48	5.6%	39.0%	
moderate	140	16.3%	113.8%	
agree	369	42.9%	300.0%	
Strongly agree	284	33.0%	230.9%	
total	861	100%	700.0%	

33.0% of respondents strongly disagree, 42.9% agree and 16.3% moderately agree only 7.9% disagree or strongly disagree this implies the informative purpose of advertising is achieved.

**Table 4.26 Frequencies of respondents**

**advertising messages of aqua safe is persuasive**

Responses	Number of responses	percent	Percent of cases
Strongly disagree	75	7.6%	61.0%
Dis agree	111	11.3%	90.2%
moderate	206	20.9%	167.7%
agree	350	35.6%	284.6%

Strongly agree	242	24.6%	196.7%
total	984	100.0%	800.0%

24.6% of respondents strongly agree, 35.6% agree and 20.9% moderately agree. Only 18.9 dis agree or strongly dis agree this implies that the persuasive purpose of advertising is significantly met. In other words, the output obtained showed that almost all the respondents agreed that the persuasive purpose of company advertisement is achieved.

**Table 4.27 How you can rate the feedback policy of the company (when there is a problem)?**

responses	Number	percentage	
poor	14	11.38%	
fair	26	21.13%	
moderate	12	9.78%	
good	38	30.89%	
Very good	33	26.82%	
total	123	100%	

57.71% of the respondents say that feedback policy of the company is almost good and 9.78% of respondents respond moderate and 21.13% responds fair and 11.38% responds the feedback policy of the company are poor.

**Table 4.28 What mixes of media you can prefer best?**

responses	Number of responses	percentage
TV advertisement	25	20.32%
radio advertisement	16	13.008%
Internet advertisement	24	19.51%
Stickers	6	0.0487%
Billboard	8	0.065%
brochures	3	0.024%
magazines	7	0.056%
Newspapers advert	5	0.0406%

Giving prizes with companies name	8	0.065%
Sponsoring event	21	17.07%
total	123	100%

According to the above table TV advertisement, internet advertisement and sponsoring event is the best media preferred by respondents. Brochures, newspaper advertisement and magazine advertisement are the least preferred media mixes. This indicates that TV advertisement, internet advertisement and sponsoring event are effective in advertising product.

**Table 4.29 Do you think Print media are used to transmit short messages (short advert).**

responses	Number of responses	percentage
yes	89	72.35%
no	34	27.65
total	100	100%

72.35% of the respondents think that print media used to transmit short messages and 27.65 of them thinks a consumer response and this implies that print medias can transit short messages.

**Table 4.30 which channel is mostly transmitting messages or value oriented messages?**

responses	Number of responses	percentages
TV advertisement	49	39.83%
Radio advertisement	28	22.76%

Brochures	15	12.195%
Magazines	13	10.56%
billboard	18	14.63%
total	123	100%

TV advertising, radio advertisement and billboard is transmitting messages or value-oriented messages. Magazines, brochures and billboard fewer transmitting messages or value-oriented messages.

**Table 4.31 Do you think advertising channel (media mixes) of aqua safe is fruitful?**

Responses	Number of responses	percentages
Yes	76	61.78%
No	31	25.22%
Moderate	16	13.00%
Total	123	100%

61.78% of respondents respond that advertising channel of aqua safe mineral water is fruitful and 13.00% thinks moderate and 25.22% of them think that advertising channel of aqua safe is not fruitful. This indicates that advertising channel of aqua safe mineral water is fruitful.

**Table 4.32 Can you believe aqua safe mineral water chooses best television advertisement(channel).**

responses	Number of responses	percentage
Strongly dis agree	4	3.25%
Dis agree	18	14.6%
moderate	29	23.57%
Agree	31	25.20%
Strongly agree	41	33.38%
total	123	100%

58.58% of respondents respond that they agree that aqua safe mineral water chooses the best television channel to advertise its product. And 23.57% of them are moderate about the idea and 14.6% of them disagree with the idea and 3.25% of them strongly disagree with the idea.

74.51% of the respondents respond that advertisement that involves giving prizes with company's product name is effective and the remaining responds no. this indicates that advertising strategy that involves giving prizes with company's product name is effective.

Only 102 people returns questionnaires' out of 123 and the researcher converts it to 100<sup>th</sup> and drive the output.

**Table 4.33 How satisfied or dissatisfied are you with aqua safe mineral water?**

responses	Number of responses	percentage
Very dissatisfied	3	2.58%
Somewhat dissatisfied	12	10.34%
Neither satisfied nor dissatisfied	23	19.82%
Somewhat satisfied	38	32.78%
Very satisfied	40	34.48
total	116	100%

67.26% of respondents are satisfied with aqua safe mineral water and 19.82% of them are neither satisfied nor dissatisfied and 10.34% of them are somewhat dissatisfied and 2.58% are very dissatisfied. This indicates that a lot of customers are satisfied.

## **CHAPTER FIVE**

### **FINDINGS, CONCLUSION AND RECOMENDATIONS**

#### **5.1 Introduction**

This chapter contains the field of discoveries, draw conclusion and recommendations and end with areas of future research. The objective of this study was examining the effectiveness of advertising message, source and channel in case of aqua safe mineral water.

#### **5.2 Discussion of Findings**

This study aims to assess the effect of advertising message, source and channel in case of aqua safe mineral water and the media mixes that the company used to advertise have been examined.

Aqua safe mineral water advertising messages, source and channel was described by using descriptive statistics and presented in the form of tables of percentages and frequencies.

Regarding the finding on the media mixes that aqua safe mineral water used to advertise its product, the company uses almost all types of Medias that visual, audio and print Medias.

According to the statistics of the study advertising messages of aqua safe mineral water is very effective.

According to the study advertising source of aqua safe mineral water is effective.

According to the study advertising channel of aqua safe mineral water is effective (media mixes used by aqua safe mineral water) is effective.

### 5.3. Conclusions

- According to the results found in the above tables advertising channel of aqua safe mineral water is fruit full.
- TV is the best media mix to transmit messages.
- Advertisement of aqua safe mineral water is credible according to the finding.
- Feedback policy of the aqua safe mineral water is good.
- Most of the customers cannot know aqua safe mineral water before advertisement.
- Aqua mineral water product distribution for customer is very good.
- Aqua safe mineral water advertises its product by celebrity and this helps the company to reach its customers.
- Aqua safe mineral water advertising messages are consistent and high value oriented.
- Teenage consumers are more skeptical and cynical toward the use of celebrity endorsers, and respond better to advertising.
- Advertising messages of aqua safe mineral water reach the audience well.
- Advertising message is frequently delivered to customers.
- Advertising messages increases the image of the company.
- Aqua safe mineral water uses informative advertising message.
- Aqua safe mineral water advertising messages are consistent and high value oriented.
- The advertiser of aqua safe mineral water is influential person.
- Consumers who are particularly knowledgeable about product or service or have strongly established attitudes may be less influenced by celebrity.
- Advertising message of aqua safe mineral water is effective and reach customers well.
- Aqua safe mineral water is effective in creating product image in the mind of customers.
- Advertisement that involves giving prizes with company's product name is effective.
- Aqua safe mineral water advertising messages is effective.
- Advertising source of aqua safe mineral water is effective.
- Advertising channels of aqua safe mineral water is effective.

## **Recommendations**

Based on the findings of the study and the conclusion made the following possible recommendations are forwarded:

- According to Keller(2009) since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide and determine purchase, as consumers are willing to base their choice merely on familiar brand. Hence it is recommended that aqua safe mineral water should embark on intensive advertising campaign to create strong brand awareness.
- The management of aqua safe mineral water should carry out periodic review of the advertising message, advertising source and channel to rate their effectiveness.
- At this stage of the competition in the industry aqua safe mineral water advertising messages should both be persuasive and reminder oriented.
- Advertising messages must be more strong and appealing enough to persuade and build product preference, encourage switching to aqua safe mineral water by changing the perception of the consumers of rival brands.
- However advertising objective should emerge from the analysis of the current marketing situation of the company, for example if the brand is new to the market obviously the advertising objective of aqua safe mineral water should be informative.
- With regard to advertising channel, this study revealed that aqua safe mineral water used many types of advertising mediums to advertise its product. Currently television and internet are the most potent of all Medias used in advertising of aqua safe mineral water product. More considerations should be given to radio and billboards.

## **Limitations of the study**

There may be some factors that may constrain the researcher from attaining the peak of the research work. Among these factors are:

- (i) Cost: the company is found in Debre brehan 130 km from Addis Ababa and some higher officials are found in factory area and to get information I go there and this is one of cost limitation the researcher face and this make the researcher to expend a lot more than the budget the researcher set at the begning and this make the researcher not to finish the research on time.
- (ii) Time: The researcher is also time constrained as the time space at disposal to carry out the research is seriously affected by the time limitation. There should be more time to do this research and this make the researcher so busy to perform this research.
- (iii) lack of experience in undertaking research activities.

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## **APPENDIXES**

### **MEKELE UNIVERSITY**

#### **Department of Marketing Management**

A Questionnaire on the effectiveness of Advertising messages, source and channel: in case of Aqua safe Mineral Water.

Dear respondents, the purpose of this Questionnaires is to collect data on the effectiveness of Advertising messages, source and channel in your respective organization for academic purpose only. Therefore, you are kindly request to give the right answer you think since it contributes a lot for the success and reliability of this study,

Please provide correct response as per requirement of each question and circle for appropriate answer.

#### **Personal Examination**

##### **1- Age**

A- 20 - 35

B- 36 – 40

C- 41 – 45

D- Above 45

##### **2 – Sex**

A- Male

B- Female

##### **3 – Educational Status**

A- Elementary school (1-8)

B- High School (9- 10)

C-10 or 12 complete

D-Diploma

E-Degree

F- Above

- 1- Does advertising message of Aqua safe mineral water reach the audience well?
- A- Strongly disagree                      C- agree                      E- moderate  
 B- Disagree                                  D- strongly agree
- 2- Does advertising of aqua safe mineral water reach the audience?
- A- Strongly disagree                      C-agree                      E-moderate  
 B- Disagree                                  D- strongly agree
- 3- Advertising message is frequently delivered to customers?
- A- Strongly disagree                      C- agree                      E-moderate  
 B- Disagree                                  D-strongly agree
- 4- Advertising message increase the image of the company?
- A- Strongly disagree                      C-agree                      E- moderate  
 B- Disagree                                  D-strongly agree
- 5- Visual advertise message are more relevant than verbal?
- A- Strongly disagree                      C-agree                      E-moderate  
 B- Disagree                                  D-strongly agree
- 6-Advertising message of Aqua safe mineral water is effective and reach customer well?
- A- Strongly disagree                      C- agree                      E-moderate  
 B- Disagree                                  D-strongly agree
- 7- The advertising source of aqua safe mineral water is influential person?
- A- Strongly disagree                      C- agree                      E- moderate  
 B- Disagree                                  D- strongly agree
- 8- Does aqua safe mineral water advertising message are consistent and high value oriented?
- A-Yes    B- No
- 9- Does Aqua safe mineral water uses informative advertising message?
- A- Strongly disagree                      C- agree                      E- moderate  
 B- Disagree                                  D- strongly agree

10- Which advertisement types are suitable to you?

A- Informative advertisement

B- persuasive advertisement

C- Reminder advertisement

11- Does aqua safe mineral water is effective in creating product image in the mind of customers?

A- Strongly disagree

C- agree

E- moderate

B- Disagree

D- strongly agree

12- Advertisement aqua safe mineral water is credible?

A- Strongly disagree

C- agree

E- moderate

B- Disagree

D strongly agree

13- Teenage consumers are more skeptical and cynical toward the use of celebrity endorses and Respond better to advertising?

A- Strongly disagree

C- agree

E- moderate

B- Disagree

D- strongly agree

14- Do you know aqua safe mineral water before advertisement by media?

A-Yes

B-No

15- Do you prefer aqua safe mineral water after advertisement?

A-Yes

B- No

16- Do you think aqua safe mineral water information distribution is good?

A-Yes

B- No

17- What mixes of media you can prefer best?

A- Tv advertisement

F- brochures

B- Radio advertisement

G-magazines

C- Internet advertisement

H-Newspaper

D- Stickers

I-Giving prizes with company's name

E- Billboard

J-Sponsoring event

18- Do you think print media are used to transmit short media?

A-Yes

B- No

19- Which channel is mostly transmitting message or value-oriented messages?

A- Tv advertisement

F- brochures

B- Radio advertisement

G-magazines

C- Internet advertisement

H-Newspaper

D-Stickers

I-Giving prizes with company's name

E- Billboard

J-Sponsoring event

20- Do you think advertising channel of aqua safe is fruitful?

A- Yes

B- No

21- Can you believe aqua safe mineral water chooses the best television advertisement?

A- Strongly disagree

C-agree

E- moderate

B- Disagree

D- strongly agree

22- How satisfied or dissatisfied are you with aqua safe mineral water?

A- Very dissatisfied

B- Somewhat dissatisfied

C- Neither satisfied nor dissatisfied

D- Somewhat satisfied

E- Very satisfied