

## Effect Of Advertisement On Promoting Bottled Water In Hawassa City Administration

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### Abstract

In this research, the primary objective was to comprehensively evaluate the influence of advertising on the promotion of bottled water in the Hawassa city administration, adopting an explanatory research design and employing a quantitative approach. A dataset from 372 bottled water customers was analyzed using SPSS software, encompassing descriptive statistics like percentage, frequency, mean, and standard deviation, along with inferential statistics, including correlation and multiple linear regression. The study's outcomes unequivocally underscored a positive correlation between advertising initiatives and the promotion of bottled water products within the city. Notably, diverse media channels such as television, radio, newspapers, magazines, and outdoor advertisements emerged as substantial contributors to this promotional effect. The involvement of trained experts and celebrities in advertising also significantly impacted bottled water products. Furthermore, the research identified crucial determinants shaping consumer behavior and attitudes, including the quality of advertising, alignment with organizational messages, and the frequency of advertisement exposure. Consequently, the researcher advocates for strategically reinforcing advertising campaigns by bottled water producers, emphasizing the utilization of celebrities and experts ranging from actors and athletes to pop stars and attractive models across a spectrum of media platforms to effectively and consistently promote their products. This multifaceted approach is recommended to enhance the resonance and impact of bottled water advertising in the market.

Keywords: Media usage, Source factor, Message factor, Promotion, Bottled water

### 1. INTRODUCTION

The advertising industry, a multibillion-dollar sector employing hundreds of thousands globally, profoundly impacts billions of individuals. Given the escalating and intensified clutter in advertising, companies must distinguish themselves from competitors. To achieve this, they must craft advertising messages that are more potent, engaging, and innovative, influencing consumers' brand preferences. In the current landscape, where advertising saturation is at an all-time high, the challenge for companies lies in developing strategies that transcend the heightened competition, ensuring that their messages resonate effectively with consumers and set them apart in a crowded marketplace (Nartey, 2010).

The enchantment of advertising resides in the ability to transform ideas from a mere concept on paper into vivid images within the target audience's imagination. In print advertising, the communicator makes crucial decisions on elements such as headlines, copy, illustrations, and colors. When crafting a message for radio, the communicator must carefully select words, voice qualities, and vocalizations. In the case of television or in-person communication, an additional layer involves planning for body language in conjunction with the previously mentioned elements. Transitioning the message to an online platform introduces another dimension, necessitating thoughtful consideration of layout, fonts, graphics, and many visual and verbal components. Successfully navigating these choices across diverse mediums is a testament to the art and science of advertising, where the communicator orchestrates a symphony of elements to effectively convey a compelling message to the audience (Kotler & Keller, 2012).

The consumption of bottled water among Ethiopians has been on a steady rise, evolving into an everyday commodity. The inception of bottled water in Ethiopia traces back to the early 1990s when the local Apex Bottling Company

introduced the iconic “Highland Spring Water.” Notably, any bottled water brand has been colloquially referred to as simply ‘highland’ for an extended period. Despite its relatively high cost compared to tap water, there is a growing demand for bottled water across Ethiopia, with Hawassa City experiencing a particular surge. This heightened demand aligns with the changing lifestyle of the urban population, contributing to an exponential increase in the consumption of treated and bottled water. Concurrently, the number of bottled water manufacturing facilities has been witnessing a notable upswing, reflecting the dynamic shift in preferences and the integral role that bottled water now plays in the daily lives of Ethiopians (Ruth, 2018).

In response to the government’s initiatives to foster industrialization, numerous local and international entrepreneurs have embarked on the production and distribution of bottled water across diverse regions in Ethiopia. Consequently, the bottled water consumer base has consistently grown over time (Elisabet et al., 2019). Despite this positive trend, the bottled water market is grappling with formidable competition due to the influx of numerous new brands. The market dynamics indicate a continual rotation of bottled water varieties, with one brand frequently replaced by another, presenting a scenario where sustained market presence is a notable challenge. In light of this context, the focus of this study is to investigate the impact of advertising on the promotion of bottled water within the Hawassa City Administration. The study explores how advertising strategies contribute to brand visibility and market positioning in the face of the region’s dynamic and competitive landscape of the bottled water industry.

## 2. LITERATURE REVIEW

### 2.1. Media Usage

**Print Media Advertising:** Print media has long held a significant position as a primary advertising medium, with newspapers and magazines being traditional platforms for promoting products and services. The effectiveness of print media for advertisers is contingent upon its ability to capture either a broad readership or a highly specialized audience. This practice has existed for over two centuries, with newspapers and magazines serving as the predominant advertising channels for an extended period. While the popularity of print media has faced challenges with the advent of broadcast mediums, particularly television, as a preferred source of entertainment and information, newspapers and magazines have maintained their relevance as crucial advertising vehicles. Despite the shift in consumer reading habits, these print media platforms continue to be valued by consumers and advertisers, offering unique advantages and a tangible, lasting presence in the evolving media consumption landscape (O’Guinn et al., 2000).

**Outdoor advertising:** Outdoor advertising emerges as a highly prevalent form of communication, particularly in suburban or urban settings where consumers are abundantly present (Belch & Belch, 2003). This mode of advertising employs diverse tools and techniques strategically designed to engage customers in outdoor spaces. Notably, billboards stand out as a widely adopted form of outdoor promotion, requiring a captivating and memorable design to capture the attention of passersby. Conversely, kiosks serve as convenient outlets for the company’s products, doubling as practical advertising tools. Additionally, companies often leverage outdoor advertising through participation in various events and tradeshow, providing ample opportunities to showcase their offerings. Organizing or sponsoring events presents a valuable avenue for promoting products, allowing companies to connect with their target audience in dynamic and engaging settings. Trade shows and exhibitions, in particular, serve as platforms for corporations to effectively showcase and promote their products, fostering brand visibility and consumer engagement in outdoor advertising (Bruktawit, 2017).

**Broadcast Advertising:** Broadcast advertising is a prominent and diversified medium encompassing television, radio, and the Internet. Since their inception, television commercials have enjoyed widespread popularity, becoming a cornerstone of advertising. The costs associated with television advertising typically hinge on factors such as the advertisement’s length, the timing of its transmission (during prime time or peak hours), and the popularity of the television channel selected for broadcasting. While the radio may have seen a decline in allure with the advent of new media, it remains a favored platform for small-scale advertisers. Radio jingles, in particular, have proven to be a highly effective advertising medium, leaving a lasting impact on audiences. The resonance of famous radio jingles is evident in the fact that many people still fondly remember and appreciate these catchy tunes, highlighting the enduring influence of radio advertising despite evolving media landscapes (Merugu, 2009).

### 2.2. Source and Message Factor

The nature of a message’s source is an essential aspect of persuasion. The three sorts of source factors are expertise, trustworthiness, and attractiveness. Customers of a specific product are naturally more prone to accept an expert’s words than a non-expert’s. According to the cognitive response model, auditors have less motive to analyze (create counter-arguments to) messages ascribed to an expert when they assume the message’s source is an expert. Fewer negative thoughts, in turn, should result in more attitude change (with counter-attitudinal messages). On the other

hand, characteristics of the source of a persuasive message are likely to influence the effectiveness of the message. Source attractiveness, source credibility, source expertise, source majority or minority status, and source trustworthiness are all source factors (Benoit, 1991).

#### 2.4. Promotion

Promotion is a vital aspect of marketing that facilitates swift sales and extends market reach beyond geographical boundaries, stimulating product purchases. Widely acknowledged as a persuasive tool, it is significant for companies targeting mass consumer markets. Promotion guides consumers through three critical stages of responses: perception, attitude, and behavior (Kotler, 2010). Promotion serves multiple purposes, including generating demand for new products, announcing their availability, attracting new customers, fostering brand preferences, expanding the market, aiding sales efforts, warning against imitations, preparing for new product launches, making special offers through sales promotions, neutralizing competitors' advertising, and enhancing the firm's goodwill (Helina, 2012).

#### 2.5. Conceptual Framework

The framework for this study was developed by modifying relevant literature to align with the study's objectives. The advertising media aspect is drawn from Michael (2012), the source factor is adapted from Gezachew (2012) and Yang (2007), and the messages factor is adapted from Haghirian and Madlberger (2005), Ling (2010), and Vivekananthan (2010). The following figure (Figure 1) shows the link between variables.

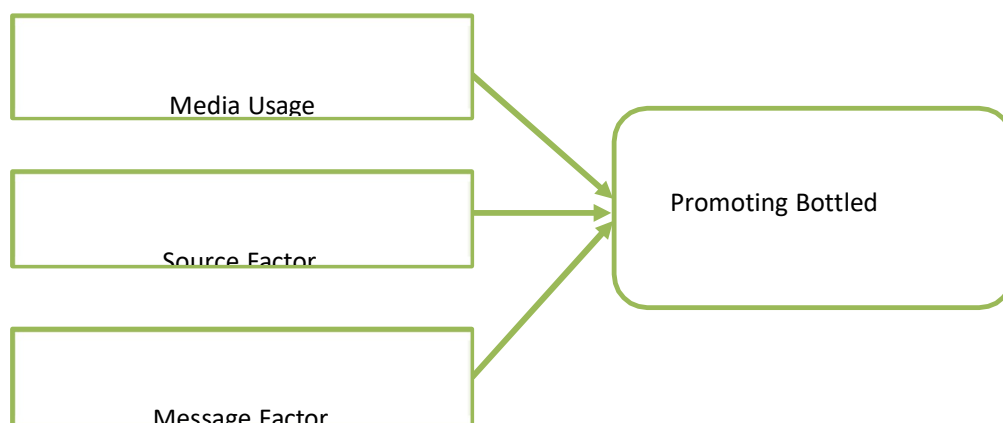


Figure 1: Conceptual Framework

Source: Adapted from (Michael (2012); Gezachew (2012) and Yang (2007); Haghirian and Madlberger (2005); Ling (2010) and Vivekananthan (2010))

#### Hypothesis

Ho1: Media usage has no significant effect on promoting bottled water products.

Ho2: Source factor usage has no significant effect on promoting bottled water products.

Ho3: Message factor has no significant effect on promoting bottled water products.

#### 3. RESEARCH METHODOLOGY

This study employed an explanatory research design, chosen for its suitability when the research question seeks to identify associated factors or understand the best predictors of the dependent variable, as O'Leary (2004) suggested. The population under investigation consisted of users of bottled drinking water in Hawassa City. Due to the unavailability of a sampling frame, the total population was unknown, leading to adopting a convenient sampling technique. Inconvenient sampling, participants are selected based on their willingness and availability to be studied, aligning with the principle of choosing elements for inclusion in the sample based on ease of access (Kothari, 2012). Given the unknown study population, the formula developed by Cochran (1977) was employed to determine the appropriate sample size.

$$n = \frac{Z_{\alpha/2}^2 p(1-p)}{d^2}$$

**Where**  $n$  = The desired sample size

$Z$  = The statistics for the level of confidence (1.96)

$P$  = The proportion of bottled drinking water customers (50%)

$d$  = Marginal error between the population and sample size (5%)

$$n = \frac{(1.96)^2 0.5(1-0.5)}{(0.05)^2}$$

$$n \approx 384$$

The research employed a closed-ended questionnaire as the primary data collection tool to gather relevant and reliable information from the chosen sample respondents. This survey used Likert item questions with five-point ratings (1 = “Strongly disagree” to 5 = “Strongly agree”) to assess respondents’ opinions. The data collection process was overseen by the researcher, who also trained additional enumerators for data collection. Subsequently, the collected data underwent cleaning, coding, entry, editing, and analysis using SPSS software version 26, with the analytical methods including correlation and multiple linear regression analysis.

#### 4. RESULTS AND INTERPRETATION

Out of the 384 questionnaires gathered from the selected respondents, 372 were accurately completed by the participants. Consequently, the response rate for this study stands at 96.9%. The investigation into the impact of advertising on promoting bottled water was conducted through multiple linear regression analysis.

Table 1: *Results of Regression Analysis Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771	0.594	0.591	.36790

Source: Model output, 2024

In the model summary of the multiple linear regression analysis, Table 1 reveals that the model’s R- value is .771, signifying the strongest relationship between the independent and dependent variables. The adjusted R-squared value in the regression model is 0.591, indicating that 59.1% of the variance in bottled water promotion can be attributed to media usage, message factor, and source factor. The remaining variance in bottled water promotion is ascribed to other variables not considered in the current study.

Table 2: *Results of ANOVA Output*

Model		Sum of Squares	Df	Mean Square	F-test	Sig.
1	Regression	72.979	3	24.326	179.728	.000
	Residual	49.809	368	.135		
	Total	122.788	371			

Source: Model output, 2024

The ANOVA table (Table 2) demonstrates the statistical significance of the multiple regression model, revealing that it is significant with the inclusion of media usage, message factor, and source factor ( $F=179.728$ ,  $p<.001$ ). Consequently, the overall equation was deemed statistically significant.

Table 3: Regression Result on the Effect of Advertisement on Promoting Bottled Water

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	S.E.	Beta		
1 (Constant)		.452	.150		3.026	.003
Media_usage		.191	.033	.210	5.868	.000
Source_Factor		.314	.034	.320	9.289	.000
Message_Factor		.358	.025	.517	14.327	.000

Note: B = Unstandardized regression coefficient (Estimate), Std. Error = Standard Error, Dependent variable = Promoting bottled water

Source: Model output, 2024

Media usage positively and statistically significantly affects the promotion of bottled water products. The null hypothesis, which posits that media usage has no significant effect on promoting bottled water products, is rejected in favor of the alternative hypothesis. The regression coefficient result ( $\beta=0.191$ ) indicates that a one-unit increase in media usage corresponds to a 0.191 unit increase in promoting bottled water products. This implies that using media for promotion is associated with an increased promotion of bottled water products.

Social factors exhibit a positive and statistically significant effect on promoting bottled water products. Consequently, the null hypothesis, asserting that the source factor has no significant effect on promoting bottled water products, is rejected, and the alternative hypothesis is accepted. The beta coefficient result ( $\beta=0.314$ ) indicates that a one-unit increase in the social factor corresponds to a 0.314 unit increase in the promotion of bottled water products.

Regarding the message factor, the results indicate that it has a positive and statistically significant effect on promoting bottled water products. Consequently, the null hypothesis, which posits that the message factor has no significant impact on bottled water products, is rejected, and the alternative hypothesis is accepted. The beta coefficient and p-value ( $\beta=0.358$ ) suggest that for every unit increase in the message factor, a 0.358 unit increase in the promotion of bottled water products is predicted.

## 5. CONCLUSION AND RECOMMENDATIONS

Advertising stands out as a crucial business activity that profoundly influences societal attitudes. In the examined region, the study reveals that media usage in promotion, the source factor, and the message factor significantly impact bottled water marketing. The utilization of various media channels such as television, radio, newspapers, magazines, and outdoor advertisements has a noteworthy effect on bottled water marketing. Similarly, the endorsement of products by trained experts, celebrities, and peer groups or families demonstrates a significant influence on bottled water marketing. Furthermore, factors like incorporating background music, crafting stories and documentaries, emphasizing product quality, the credibility of the advertiser and the organization, aligning with both organizational and consumer interests in the advertisement message, and ensuring advertisement frequency contribute significantly to bottled water marketing. The study suggests that bottled water manufacturers and distributors should consistently and extensively employ advertising methods that create distinct awareness and familiarity with their products, focusing on tailored messages rather than generic broadcasts. Emphasizing the use of celebrities and experts, including actors, athletes, pop stars, or attractive models, through robust media channels is recommended to capture the attention of target audiences. Additionally, marketers should use storytelling, documentaries, and background music to align consumer interests in their advertising messages, emphasizing the benefits of new products persuasively for brand recall and preference.

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