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**THE EFFECT OF BROADCAST ADVERTISING ON CONSUMER
BUYING BEHAVIOR: THE CASE OF ETHIOTELECOM COMPANY
ADDIS ABABA**

BY

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St. Mary's University

St. Mary's University
School of Graduate Studies
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**The Effect of Broadcast Advertising on Consumer Buying Behavior: The Case of
Ethiotelecom Company Addis Ababa**

By

Betlehem Gashu

**A Thesis Submitted to
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Advisor: Zemenu Aynadis (Asst. Prof)

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ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

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APPROVED BY BOARD OF EXAMINERS

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DECLARATION

I hereby declare that this my original work, where every source that provided information for the thesis has been properly credited. I additionally attest that the thesis has not been submitted, in whole or in part, to any other university with the intention of receiving a degree from another educational institution.

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ENDORSEMENT

This thesis titled “effect of broadcasting advertising on customer buying behavior in the case of Ethiotelcom Company in Addis Ababa” has been submitted to St. Mary’s University, school of Graduate studies for examination with approval as a university advisor.

Zemenu Aynadis (Asst. Prof)

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Signature_____

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LIST OF ACRONYMS

| | |
|--------------|----------------------------------------|
| AIDA | Awareness, Interest, Desire and Action |
| ANOVA | Analysis of Variance |

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ABSTRACT

The primary objective of this study was to analyze the influence of broadcast advertising on consumers' buying behavior in the case of Ethiotelcom company Addis Ababa, Ethiopia. To study the relationship of three different factor of broadcast advertising, namely, media factor, message factor, source factor and customer buying behavior the researcher used explanatory research design with quantitative research approach in order to meet the objective of the study. In these research the target of the population was the customer of ethiotelcom. From a total of 399 questionnaires distributed 384 questionnaires were completed and collected. . The data collection was then summarized, classified, tabulated and analyzed using SPSS and Microsoft office tools. And also The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like (correlation and multiple regression). To measure the influence of advertising on consumers' buying behavior, the media factor, the source factor, and the message factor of advertising were considered. From the findings of regression analysis, it was found out that the media factor (β) 0.329, the source factor(β) 0.100, and the message factor(β)0.237 of advertising have positive and significant influence on the consumers' buying behavior. The result further indicated that the media factor have 3.93 mean value, source factor have 3.77 mean value, and message factor have 3.79 mean value and consumer buying behavior.the message factor has the highest positive and significant influence on consumers' buying behavior. This implies that ethitelcom company need to give attention to all the three variables since they influence consumers' buying behavior significantly, so that the company could increase its market share and stay in the market competitively.

Keywords: Media factor, Source factor, Message factor, Customer buying behavior

CHAPTER ONE

INTRODUCTION

This chapter deal with background of the study, statement of the problem, research question, objective of the study, significance of the study, scope of the study, limitation of the study, and organization of the paper are the major areas are discussed in this chapter.

1.1 Background of the Study

In business the most prominent issue is to generate profit. In order to get profit, there must be a sale of goods and services. To sale a product, there must be connection to the consumer. How do connection of business organization and customer will be created? Here, the importance of Advertisement comes into the table for discussion specially in telecom service.

Advertisement as noted by (Kotler & Keller 2012) is Any kind of non-personal, paid advertising that is used to market ideas, products, or services by a designated sponsor in print, broadcast, network, electronic, and display media. According to (Guolla, Belch& Belch 1990) the fact that the time or space for an advertisement must often be purchased is reflected in the paid component of this definition. Advertising uses mass media (such as TV, radio, magazines, and newspapers) that may communicate a message to vast populations of people, frequently all at once. Because advertising is impersonal, there is typically no way for the message recipient to provide immediate feedback (with the exception of direct-response advertising), thus the marketer must consider how the audience will interpret and respond to the message before it is conveyed.

What makes Advertising one of the most preferable promotional mix elements is its cost efficiency and effectiveness. Additionally, it is an effective tool to enlighten customers and shape their perspectives. Melkamu 2014, noted that advertising is the most popular and most debated method of marketing. He also claimed that many marketers use it because of its wide audience, cost-effectiveness, and capacity to build brand identities and symbolic appeal for an organization or a business.

According to(Eyerusalem, 2021) Customer purchasing behavior is the sum of a buyer's opinions, affinities, requirements, and choices with regard to the buyer's behavior in the business context while acquiring a good or affiliation. The investigation of consumer behavior makes use of humanistic controls from the humanities, cognitive science, human science, and financial perspectives. Advertisers believe that by learning what motivates consumers to acquire particular goods and services, they will be better able to determine what products are necessary for their industry, what products are no longer in demand, and how to effectively market those products to consumers (Katke, 2007).

The analysis of customer behavior reveals that customers are the business center's performance experts. According to the idea of occupation, customers recognize a variety of professions in the commercial world. Three shoppers identify these professions in the choice system, starting from the information supplier, moving from the consumer to the payment, and ending with the disposer. According to Engel, Blackwell, and Mansard's research, client behavior refers to the actions and decision-making processes of persons who buy stocks and make purchases for personal use. Client behavior is the decision-making process and physical growth that people value while examining, obtaining, using, or rejecting goods and services (Arshad, 2014).

Advertising helps to organize social and economic interactions and harmonize societal behavior, forcing those who follow common values, and facilitating peaceful coexistence. The second strategy, in contrast, receives a lot of criticism since it encourages mass consumption through advertising. It provides fresh, barely differentiating symbolic values to let communications be more targeted at a larger audience (Belch, 2004).

According to (Esubalew, 2022) research Direct measures and indirect measures are the two different sorts of measures for advertisement. A connection between advertising and sales is established by direct measures of advertising performance. It is possible to compare the sales of two markets or periods and observe any comparable changes. Indirect metrics of advertising effectiveness take into account variables like client knowledge, attitude, or recall of the advertising message that have an indirect impact on sales, profitability, or corporate objectives .

The indirect measures of advertising effectiveness measured in ways: exposure to advertisement; attention or recall of advertising message content; brand awareness; comprehension and attitude change. Exposure to advertisement: the advertiser is concerned about the number of target audiences who see or hear the organization message set in the advertisement. Without exposure, advertisement is bound to failure. It is also known as reach and frequency factors. Attention or recall of advertising message content: Under this measure, a recall of the message content among a specified group or groups or prospective customers is measured within 24 hours of the exposure of the advertisement (Jobber, 2001).

Attention value is the chief quality of the advertising copy the advertisements cannot be said to be effective unless they attract the attention of the target consumers. There are two methods for evaluating the attention getting value of the advertisements. One is pre-test and the other is posttest (Belch, 2004). Comprehension is the consumers here are asked to comprehend the message of advertisements. Various tests like recall tests, asking questions etc. are used to measure comprehension. Attitude change is the results of attitude changes are important because of advertisements are measured in terms of attitudes among groups exposed to advertising communication. The action of purchasing or behavior towards purchasing is measured because

of the advertisements here (Kapferer, 1990). The Ethiopian telecom market is hotter , due to an over growing of digitalized technology. This cause the growth of demand of telecommunication service. The issue bring the importance of advertising for the consumers, in order to show its products and service.

1.2 Statement of the Problem

Advertisements serve as a means of information by delivering the necessary product attribute to consumer so as to get a message to identify the right brand to select. Consumers can acquire important information though the advertisement attractiveness which gives awareness and attention (Arens, 1996). Shimp and Andrews (2013) explained that, for new companies, product advertisement can create awareness about the new product and motivate consumers to prefer in the market from other products. For existing one, advertisement makes customers aware of value of the product and makes them eager to buy again.

If the above tasks are successfully accomplished; advertisement will create major influence in success of any types of businesses. By nature, most of consumers prefer to buy the advertised product among others. Due to such condition, sale of the product and service of any company that most use advertisement will significantly increase. Once sales increase, company should require to keep the quality of product and services by make king promotion.

In many previous researches, different factors that affect consumers buying behavior had been studied. For instance, Yang et al. (2007) used one factor which is social reference group and some others used two factors such as Singh et al. (2012) used that celebrity endorsement and type of advertising media, Hiwot Workneh(2018) used three factors that affect consumer buying behavior source, message, and media factors, and Gezachew (2012) also used that four factors such as features of advertisement, contents of advertising message, types of advertising media

and reference group influence. But companies are still in confusion of which factors of advertisement should be dominantly among three of them. and in what ways do these advertisements will help to change the consumer buying behavior. The same is true for this research work, which is focused on Ethiotelcom company.

Ethiotelcom companies, use a variety of media factors, such as (television, radio, and social media), source factor, message factor.to promote their names, products, and services. But what matters is which factor also great influence among the listed. Thus, the purpose of this research was to analyze the influence of advertising on the consumers' buying behavior in the case of Ethiotelcom Company. Aiming to answer the following research questions.

1.3 Research Question

This study was tried to answer the following research questions:

1. What is the perception of customers towards broadcast advertisement by ethiotelcom?
2. What is the influence of media factor on consumer buying behavior in ethiotelcom?
3. What is the influence of source factor on consumer buying behavior in ethiotelcom?
4. What is the influence of message factor on consumer buying behavior in ethiotelcom?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of this study is to investigate effect of broadcast advertising advertising on customers buying behavior in the case of Ethiotelcom Company Addis Ababa

1.4.1 Specific Objective

- To determine the effect of source factors on customer's buying behavior.
- To examine the effect of message factors on customer's buying behavior.

- To analyze the effect of media factors on customer's buying behavior.

1.5 Significance of the Study

This research focuses on the effect broadcast of advertisement on the customer buying behavior. It explores the factors which are affects advertisement and ultimately influence the buying behavior of the consumers. The study will help the readers to understand what factor affect consumer behavior during advertisement. Also, the study enables Ethio telecom company to be aware of the advertisement with its strategies and in order to know their customer buying behavior. In addition, the study helps the Ethio telecom management to appreciate the extent of the problems and take appropriate remedial actions. It is also expected that a research contributes in awareness creation concerning the strength of the correlation between advertisement and consumer buying behavior for researchers. The study also has important to that of governments and policy makers.

1.6 Scope and limitation of the Research

1.6.1 Scope of the study

Geographically, the study was carried out on the customers of Ethiotelcom located at Capital city of Ethiopia, Addis Ababa and, conceptually this study was examine the effect of advertising on customer buying behavior. In doing this, Key concepts to be explored include independent variable include the source factor, message factor, channel factor. And dependent variable includes, customer buying behavior. Methodological this research adapted approach approach, explanatory research design.

1.6.2 Limitations of the study

One of the limitations of this study was geographical. The study is only done in the city Addis Ababa so it does not represent the whole population in the country. Due to also constraint of time

and resources this study is limited in its scale of study, which could affect the number of participants, in depth. Therefore, any of the analysis and finding of this research is confined only to the selected study area. The results and Conclusions in this finding may not be valid to places outside of the study area.

1.7 Organization of the Study

This research study entitled “The effect of broadcast advertising on consumers buying behavior in the Ethiotelcom” is organized in the following manner: Chapter one try to discuss on Background of the study, statement of the problem, research questions, objectives of the study, significance, scope and limitation of the study. Chapter two provides theoretical foundation of the study through exploring the arguments of different theoretical perspectives, empirical evidences and research frame work. The third chapter will show the research design, research approach, target population, sampling technique and sample size, data type and source, data collection instruments, data analysis technique and Ethical consideration. Chapter four is about data presentation, analysis and interpretation of the research finding. Chapter five include summary of the finding, conclusions, recommendations, diagram from the general findings, finally, questionnaires are included in the appendix

1.8 The operational key terms

Broadcast Advertising: The use of media channels such as television, radio, and the internet to deliver promotional messages to a wide audience.

Consumer Buying Behavior: The process and actions taken by consumers in purchasing products or services, influenced by various factors such as advertising, personal preferences, and social influences.

Media Factor: The type of media channel (e.g., television, radio, newspapers, magazines, outdoor advertising) used to deliver advertising messages and its impact on consumer behavior.

Source Factor: The credibility, attractiveness, and power of the source (e.g., celebrities, experts, peers) delivering the advertising message and its influence on consumer behavior.

Message Factor: The content, appeal, and presentation of the advertising message, including elements like emotional appeal, rational appeal, and the quality of the message.

Ethiotelecom: The telecommunications company in Ethiopia that serves as the case study for this research, focusing on its advertising strategies and their impact on consumer behavior.

AIDA Model: A marketing model that describes the stages a consumer goes through before making a purchase: Awareness, Interest, Desire, and Action.

Hierarchy of Effects Model: A model that explains the stages of consumer behavior influenced by advertising, including awareness, knowledge, liking, preference, conviction, and purchase.

Elaboration Likelihood Model (ELM): A theory that explains how consumers process persuasive messages through either central or peripheral routes, depending on their level of involvement.

Fogg Behavior Model: A psychological framework that explains behavior change as a result of three elements: Motivation, Ability, and Triggers.

Promotional Mix: The combination of promotional tools used by a company to communicate with its target audience, including advertising, sales promotion, public relations, and personal selling.

Customer Awareness: The level of familiarity consumers have with a brand or product, often influenced by advertising and other marketing efforts.

Advertising Appeal: The strategy used in advertising to attract consumers, which can be emotional, rational, moral, or social in nature.

Source Credibility: The perceived trustworthiness and expertise of the source delivering the advertising message, which can influence consumer attitudes and behaviors.

Source Attractiveness: The degree to which the source of an advertising message is perceived as appealing, which can include factors like physical attractiveness, similarity, and likability.

Source Power: The ability of the source to influence consumer behavior through incentives or penalties, often used in persuasive advertising.

CHAPTER TWO

2 REVIEW OF RELATED LITERATURE

This section of the study reviews conceptual, theoretical and empirical literature in relation to broadcast advertising and consumer behavior.

2.1 Conceptual review

2.1.1 Definition of Advertising

As the most dominant form of communication in customer marketing, advertising is often the first point of contact between service marketer and their customers, serving to build awareness, inform, persuade and remind. Advertising play a vital role in providing factual information about service and educating customers about product feature and capabilities. (Christopher I., 2007)Advertising is often designed to add psychological value to product or brand. It pays a more important communications role in marketing consumer products than in marketing industrial products. Frequently purchased, low-cost products generally require heavy advertising support to remind consumers about the product. (Warren J., 2002).

Today, we all have strong concepts of what advertising is, and we also tend to have very strong opinions and prejudices about it. Advertising can have many ways of definition. It may be defined as a process of communication, a process of marketing, an economic and social process, and a process of public relations, as per the issue raised (Bov'ee and Arens, 1989).According to Wijaya (2012), a recent definition of advertising contains new significant issue, such as media, audience, and goals. Advertising was also defined in some writings as a paid form of influential communication using mass and collaborative media to influence wide audiences so as to link known sponsor with buyers and provide necessary message for the product –goods and service.

According to Kotler and Keller (2012) Advertising is any paid form of non-personal demonstration and upgrade of ideas, goods, or services by a known promoter through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

2.1.2. Objectives of Advertising

Advertising's role and purpose in a marketing program, as well as the goals of an organization's advertising efforts, frequently change. Advertising may attempt to build awareness or a favorable perception of its product or service over a longer period of time (Percy, 2008). An advertising aim (or goal) is a particular communication task that must be completed with a certain audience within a given time frame (Kotler & Keller 2012).

The objectives of advertising can be classified as to inform, persuade, remind and reinforce. The goal of informative advertising is to increase consumer awareness of new items/or new features of existing ones. Comparative advertising, which clearly contrasts the features of two or more brands, is a tactic employed in some persuasion marketing and its goal is to convince people to enjoy, prefer, believe in, and purchase a given commodity or service. Advertising that serves as a reminder and tries to encourage repeat purchases of goods and services. Reinforcement Advertising seeks to persuade current customers that they made the right decision.

According to Percy 2008, Advertising has a variety of goals, including need recognition, buyer identification, brand building, alternative evaluations, exposure, awareness, attitude modification, profit, purchase decision, and customer retention. Advertising is essential in encouraging people to make purchases. According to Keller (2003), brand awareness refers to consumers' capacity to recall and recognize the brand in a variety of situations and to connect the brand's name, logo, symbol, and other visual cues to particular connections in their memories.

2.1.3 Broadcast Advertising

Broadcast Advertising Having been in existence for a longer amount of time, television have become a permanent in all upper and middle-class houses, and they are not uncommon even in the lower sections of society, such as urban and rural households (Ketelaar et al. 2018). Advertisements on television assist customers in making purchasing decisions for items and services, and they play an important role in giving useful information. Advertisement makers employ a variety of tactics to engage the audience in order to boost the appeal of advertisements and to combat the problem of advertisement avoidance. Advertising through the television media blends sight, sound, and action, appealing to the senses, and as a result, it draws a great deal of attention and reaches a large number of people. (Galoni et al. 2020). Those to television advertising appear to be more common than other advertisements, according to research.

When it comes to reaching customers, advertisers believe that using television rather than print media is more successful (Högberg et al. 2019). The use of television advertising helps marketers to demonstrate and inform a large number of people about their company, product, or service. Television appeals to both the literate and the ignorant, and this is one of the characteristics that distinguishes television from other media (Dhiman et al. 2018). Because television is seen as a combination of audio and video elements, it has a distinct advantage over other mediums in that it gives companies with instant validity and fame, as well as the largest opportunity for innovative advertising campaigns (Weismueller et al. 2020).

Despite the fact that there are only a few research available on radio commercials and their socioeconomic influence, it appears that radio advertisements have a beneficial impact on consumer purchasing decisions based on the studies I discovered. Promoting products and services accounts for around twelve percent of the operational budgets of supermarkets,

department shops, and big shopping malls. When it comes to particular advertising alternatives such as generating an acceptable communication mix and producing messaging, radio advertising was discovered to be the most often employed promotional element. Given the strong competition that retailing enterprises are facing, efficient marketing and advertising are required to motivate consumers across all demographics and market groups (McClure & Seock, 2020).

Food retailers, such as supermarkets and department shops, respond quickly to radio advertising that broadcast promotional messages about product sales. Radio ads that are more entertaining while also conveying a message are more likely to be heard by radio commercial listeners. A sense of comedy is infused into the most popular kind of radio advertisement on sales promotions at retail establishments in order to enhance emotional value. The brand's that is seen by the audience, and an attitude toward the brand develops. Consumers' purchase intentions are greater when the commercial is amusing and moderate in tone rather than when the campaign is only focused on communicating a message (Kizgin et al. 2018).

The most remembered advertising among radio listeners have been those that have elicited the most favorable emotions and have been the most easily comprehended by the audience. Radio advertisements, despite the fact that they account for a tiny proportion of the total amount of media available, are significant for marketing and advertising in big cities and metropolitan areas. The television advertising is another sort of broadcast advertisement. TV advertisements tend to make use of well-known presenters and compelling messaging, as well as audiovisual effects, all of which are used in conjunction to create a vivid presentation of products and services. The advancement of technology has resulted in an increase in the number of options to advertise on television in recent years (Chin et al. 2020)

2.1.4 Types of advertising

2.1.4.1 Online Advertising

Internet advertisements is one of types of advertising and Companies that engage with consumers through online social networking sites have a better chance of having an effect on their purchase decisions. Customers are now more likely to share their thoughts about products and services through online social networks such as Facebook than they are to just be recipients of information (Pérez-Villarreal et al. 2019).

Clients may readily communicate with one another through these networks, exchanging their experiences, ideas, and information with one another (Luo et al. 2020). Researchers (Liao et al. 2020) discovered that online social networks had an influence on every step of the purchase decision process for customers who shop at grocery stores to varying degrees. Customers may engage with supermarkets and other customers using Facebook's capabilities, and they can also view comments from other customers on supermarkets' Facebook sites, according to the findings.

Individuals have come to see online social networks as a significant and useful tool and source of information about products and services, as well as indications for their own behavior and action (Kao & Du, 2020). Consumers' decisions about which items and services to purchase are influenced by their involvement and debate on the internet. The Internet, and particularly social media, have altered the way consumers and advertisers connect with one another (Panwar et al. 2019).

Customers may survey, choose, and purchase items from businesses all over the globe, which is one of the many advantages of the internet. Enterprises can reach a worldwide client population, allowing customers to profit from businesses all over the world (Camilleri et al. 2019). The quick development in online advertising revenues, according to Ikonen et al. (2020), "indicates the potential of international web advertising as a viable alternative to traditional media." When you take into consideration the expansion of online advertising, there is no doubt that the internet is a potent and viable alternative to traditional media advertising."

2.1.4.2 Outdoor Advertising

In recent years, there has been a significant increase in the amount of outdoor advertising. Outdoor billboards aid in the development of brands and the reinforcement of their images in the minds of potential customers (Grewal et al. 2019), refers to any word, letter, model, sign, board notice, device, or representation that is utilized for the purpose of advertisement, notification, or direction outside of a building. It is the most ancient kind of advertising in the history of the globe. When compared to other media, outdoor advertising has received less attention in the literature.

The majority of the research were concerned with determining the efficacy of outdoor advertising, particularly in terms of memory and recognition (Whitley et al. 2018). There haven't been many research on people's views (Todri et al. 2020). Supermarkets, in addition to websites and fliers, create advertising for their establishments that are displayed on building facades, billboards, and public transportation vehicles to inform customers of their existence, as well as signs displaying current promotions that are being offered at the supermarket.

Outdoor advertising comprises advertising on billboards or signboards, advertising on the exterior of a building, and advertising on the side of the road. Outdoor advertising has been around a very long time. The Egyptians, for example, used a huge stone obelisk to announce laws and treated thousands of years ago, according to one source.

2.1.4.3 Print Advertising

Many businesses have made investments in printed materials such as pamphlets, brochures, and flyers in order to better promote their products and enhance their sales. A flyer is a marketing tool that is often overlooked by marketing professionals, despite the fact that retail companies are constantly concerned with the efficacy of their promotional methods, such as flyers.

According to Stasi et al. (2018), flyers are an important part of any marketing strategy. Print media is an advertising approach that has been employed by a large number of businesses to market their products and service over time. It may be described as printed communications, as opposed to broadcast or electronically transmitted communications, and encompasses all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications, as well as all newsletters and other printed publications

2.1.5 Important of advertising

2.1.5.1 Educates Consumers

Modern consumers demand information. They want to understand how your offerings solve their problems and improve their lives. Advertising bridges this knowledge gap by educating customers on everything from product features to pricing and usage. Advertising campaigns serve as a platform to communicate not just the “what” but also the “why.” They align with the goal of advertising—to position your product as the best solution for the customer’s needs. This process builds trust and confidence, which are essential for making informed purchase decisions. [\(youngurbanproject.com\)](http://youngurbanproject.com)

2.1.5.2 Facilitates Product Launches

Launching a new product is a critical phase for any business, and advertising plays a pivotal role in ensuring its success. Without advertising, even the most innovative products may struggle to gain visibility in a competitive market. A strategic advertising launch positions your product as a must-have item for your target audience. It creates awareness and drives early adoption, ensuring your product gains traction quickly. With platforms like social media advertising and digital advertising, you can reach large audiences effectively and generate buzz. [\(youngurbanproject.com\)](http://youngurbanproject.com)

2.1.5.3 Provides Insights into Competitors

Advertising isn't just about promoting your brand; it's also a tool for market research. By studying competitors' advertising strategies, you can uncover their strengths, weaknesses, and market positioning. This information allows you to refine your marketing strategies and differentiate yourself in meaningful ways. Competitive insights gained through advertising can be the key to staying one step ahead in crowded industries (youngurbanproject.com)

2.1.5.4 Enhances Customer Retention

Customer retention is just as crucial as customer acquisition. Advertising keeps your brand fresh in the minds of your existing customers, reminding them of why they chose you in the first place. Through effective advertising, businesses can maintain a consistent dialogue with their audience, reinforcing trust and loyalty. *Forexample*, loyalty programs or retargeting campaigns can encourage repeat purchases, increasing the lifetime value of a customer. (youngurbanproject.com)

2.1.6 The Effect of Advertising

2.1.6.1 Positive effect of Advertising

When executed well, advertising can serve a number of purposes and have a significant impact. It assists in identifying items, their suppliers, and how they vary from competitors. Additionally, it transmits information on the goods, their characteristics, and the shop where they are sold. It also supports efforts to promote the creation of new goods and the recommendation to reuse current ones. Companies might use advertising to introduce a product that consumers could find valuable or to raise consumer awareness of an unmet need. This effect is frequently seen when new products are introduced to the market. Advertising also has the ability to evoke images and symbolic appeals for products and services, which is important for companies that provide products and services that are difficult to differentiate from one another. It may nevertheless have a profound impact on individuals even when other elements of the marketing plan have failed (Belch & Belch 1990).

2.1.6.2 Negative effect of Advertising

Advertising is a communication tool which is widely used by many business organizations. However it is criticized by many scholars for the ways it influenced our society. As (Guolla, Belch & Belch, 1990) pointed out many ads are being criticized for misleading and deceiving consumers. Numerous researches have also revealed that people generally distrust advertising. Although they tend to feel more confident in advertising claims when they are focused on their actual purchase decisions, consumers typically do not trust advertising.

The other main critique of advertising is that it typically contains little to no information about genuine products. Advertising wastes resources and only improves living conditions for few. One of the common criticisms of advertising is that it represents an ineffective, wasteful process that uses financial and human resources to reshuffle current total demand instead of increasing total demand. According to (Marian, 2013) Advertising creates unrealistic expectations. Prescription medicine advertisements that are targeted directly at consumers have led to unrealistic expectations regarding the efficacy and adverse effects of the drugs. The visuals of these advertisements solely feature happy, healthy people. The true negative effects of the medications are never fully depicted. For a very long time, advertising has been used to persuade customers to spend their money on goods or services that they might not actually need. Advertising is unethical and, if not watched closely, it can have a more harmful impact than positive on an individual (Marian, 2013).

2.1.7 Model of Advertising

2.1.7.1 AID model theory

The AIDA model provides a comprehensive explanation of how advertising influences customer behavior and purchasing decisions throughout the entire process. It stands for attention, interest, desire, and action, all of which are essential to understanding how advertising affects customer behavior. The first component, called attention, outlines the process by which a brand is able to capture a consumer's attention after initially coming into touch with them through an advertisement. It may be either favorable or unfavorable attention, or perhaps, in a worst-case

scenario, no attention at all. Only the first scenario in which the customer pays attention to the advertisement and eventually the brand is advantageous from the advertiser's perspective (Kotler, 2007). The second component which is interest emphasizes to stimulate target viewers' interest, as this is what advertisers prioritize doing (Broeckelmann, 2010). The third level of the AIDA model's hierarchy, called desire, addresses the aspirations of target customers to purchase a good or service. From the perspective of advertising, want is defined as the level of fervent desire for a thing. The goal of advertising is to arouse desire, so it is important that they highlight the qualities and advantages of their products (Richardson, 2013). The act of a client taking action, i.e., actually buying a good or service occurs at the fourth level of the AIDA model's hierarchy. Customers are prepared to pay for the goods at this point in order to satisfy their acute want for a specific good or service. Utilizing effective communication methods to reach the mass market, the corporation should create awareness, interest, desire, and attractiveness for its products in order to increase demand for both new and existing products. As a result, using the theory in business encourages rapid expansion of the company' customer base and revenue (Aaker and Joachimsthaler, 2000).

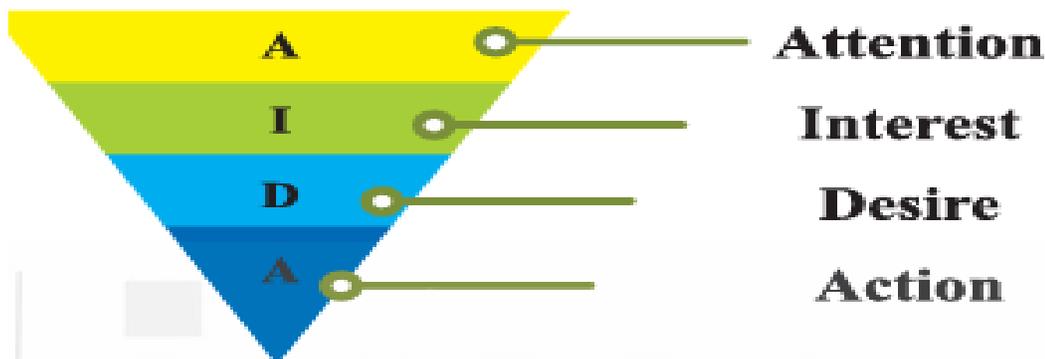


Figure 1. The AIDA Model (<http://ww.simplimba.com>)

2.1.8.2 Hierarchy of effects Theory

Hierarchy of effects Theory The hierarchy-of-effects hypothesis is a theory created by Robert J. Lavidge and Gary in the year 1961. It outlines how advertising impacts a consumer's choice to buy or not to buy an item or service. The hierarchy demonstrates how advertising influences consumer learning and decision-making processes. It is employed to plan out a series of advertising message objectives for a specific product, building on each new objective until a sale is ultimately made.

The Stages of Hierarchy of Effects Theory are awareness and knowledge (cognitive):- stages when a customer receives information about a good or service, and how they interpret the information they receive. At this stage, it is critical for advertisers to stress brand information in a straightforward and accessible way that compels a potential customer to study more and develop an emotional bond with a product. The advertiser's responsibility is to ensure that product information is easily accessible. (Belch and Belch, 2003).

The liking and preference (affective):- stages when consumers create opinions about a brand, thus an advertisement shouldn't highlight a product's features, benefits, or technical skill at this time. Advertisers should instead make an effort to appeal to a consumer's values, emotions, self-esteem, or way of life.

The conviction and purchase (Conative):- phases that emphasize action. It takes place when a marketer tries to convince a potential consumer to buy something as a result of the knowledge they have learned and the emotional bond they have formed with a brand. It could mean taking positive action in response to doubt about a product or service. At these stages, advertisers should try to convince potential customers that they need a product or service, maybe by offering a trial run or sample item.



Figure 2. The Hierarchy of Effects Model (<http://www.simplimba.com>)

2.1.8.3 Elaboration Likelihood Model (ELM)

The elaboration likelihood model (ELM) of persuasion is a dual process theory describing the change of attitudes. The elaboration likelihood model seeks to explore how humans process stimuli differently and how the outcomes of these processes result in changing attitudes and, consequently, behavior. Persuasion happens internally, which means that no one can persuade anybody with certainty of success. Rather, people can only design for persuasion. Thus, the model is ultimately a way of guiding how people can design more persuasive systems.

The elaboration likelihood model was created by psychologists Richard E. Petty and John T. Cacioppo in the early 1980s. In the 1970s, many researchers attempted to investigate attitude change and the consistency between attitudes and behavior.



Figure 3. The Hierarchy of Effects Model (<http://www.simplimba.com>)

2.1.8.4 Fogg Behavior Model of Advertisement

The Fogg Behavior Model, developed by Dr. B.J. Fogg, is a psychological framework that explains the elements required for behavior change, including in the context of advertising. This model is based on three core elements: Motivation, Ability, and Triggers. According to the model, for a behavior to occur, a person must be sufficiently motivated, have the ability to perform the behavior, and be triggered to do so. Motivation: This refers to the desire to engage in a particular behavior. In advertising, this involves creating a desire or need for a product or service. Advertisers achieve this by highlighting benefits, creating emotional connections, or showcasing social proof. Ability: This element is about a person can perform the desired behavior Advertisers work to simplify processes, provide clear instructions, or reduce financial or physical barriers to increase a consumer’s ability to take action. Triggers: Triggers are cues or calls to action that prompt the behavior. In advertising, this often involves direct calls to action, such as “Buy Now” or “Sign Up Today,” or more subtle cues, like showing the product in use by others. The timing and placement of these triggers are crucial; they need to occur when a consumer is both motivated and able to perform the behavior.



Figure 4. The Hierarchy of Effects Model (<http://www.simplimba.com>)

2.1.8 What is Consumer Buying Behavior

Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Buyer behavior has been defined as “a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants” (Enis, 1974, p.228). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. According to Blackwell et al (2006) consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers.

The definition formed by Solomon et al (1995) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

Consumer buying behavior is defined by Stallworth (2008) as a set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioral responses. It is further stated by Gabbot and Hogg (1998) that the process may contain different activities and stages

2.1.8.1 Consumer buying processes

Problem recognition

The way a person perceives their feelings and situation at the moment is their real state. A desired state is the way an individual wants to feel or be at the moment. According to (Hawkins & Motherbahgh, 2008), A difference between a desired and actual state that is significant enough to awaken and engage the decision process is the cause of problem detection. Three reference groups that consumers either belong to or would like to belong to could offer useful insight into how marketers should approach social media involvement. Consumer choice-making is influenced by cultural, societal, and personal factors. Consumer purchasing decisions are significantly influenced by social class, culture, and subculture (Kotler, 2012). The main element influencing someone's desires and behavior is their culture. Additionally, social factors like our families, social networks, and societal roles and positions have an impact on the purchase decisions of consumers.

Information search

The next step for a potential customer is to search for and gather information after determining their needs. At this stage of the buying process, the customer weighs all the advantages and disadvantages of the purchase. A person can access public, commercial, and private sources of information. The impact of information sources varies depending on the product and the target market. According to Ismail,

Majeed, and Faris (2016), consumers often learn the most about a product via commercial sources that the marketer has influence over

Alternative evaluation

At this stage, the Consumer weighs a variety of options based on, among other important factors, the product price, quality, quantity, and value-added features. Marketers need to comprehend alternative assessment, or the process by which consumers choose which 19 brands to buy. Customers' evaluations of their purchase alternatives will vary depending on the actual consumer and the buying situation. Some customers do thorough analyses and reason through their choices. Sometimes, the same customers make little to no evaluations; instead, they make snap decisions and rely on their instincts. Customers may decide what to buy on their own, while other times they seek help from friends, online reviews, or salespeople.

outlet selection and purchase

As (Hawkins & Motherbahgh, 2008), pointed out there are three steps a consumer can take to make a choice on a purchase: Outlets come first, brands come second, and both brands and outlets come first at the same time. In the first scenario, as an illustration, a customer thinking about purchasing a notebook computer may first choose a brand and then buy it from the retailer offering the greatest deal (or the simplest access, best image, service, or other pertinent features). In the second instance, the customer may be familiar with one store and choose to go there and select a computer from the brands that are offered. The third tactic involves simultaneously assessing a product's and a store's attributes. Once the consumers selected the brand and retail outlets, they must complete the transaction (Hawkins & Motherbahgh, 2008) this involves what is called purchasing the product.

Post purchase process

Post-purchase analysis is the process by which a client determines whether or not the product was valuable to him and whether it met his needs. After purchasing a good or service, a customer could discover that some aspects fall short of his initial perceptions or expectations. On other occasions, consumers can hear nice remarks about other brands, which might make him doubt the quality of the item he bought. Because of this, marketers should use an Integrated Marketing

Communications approach to support customer decisions and boost brand loyalty. Consequently, the marketing team's work does not end with the customer's purchase; rather, it has just begun. Social media may serve as an additional venue for this ongoing monitoring of customer satisfaction after the sale.

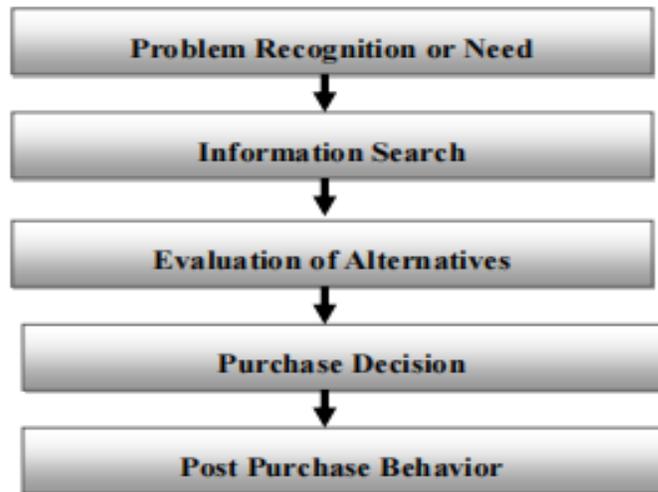


Figure 1. The five stage model in consumer behavior“ Source; Kotler, (2012)

2.2 Empirical literature review

2.2.1. The source factor of advertising and customers’ buying behavior

Genet, (2014) assessing the Effectiveness of Communication Factors and Behavioral Changes of Audiences as a Result of Advertising Efforts the Case of Commercial Bank of Ethiopia. According to the research findings, the quality of the message and the source that carry the message has significant effect. Further, the advertising efforts is effective to create awareness and preference of the services, but not effective to create knowledge, liking, conviction and action. Also, the affective level of customers towards the services is more; however, the cognitive and connective level is less. The research findings also reveal that there is a positive and strong relationship between the two variables. However, the relationship between message qualities is stronger than the message source.

Kalia, G. and Mishra, A.(2016) study on the effects of online Advertising on Consumers in Punjab. The study brings facts on how advertisers use social sites to make their products popular. It indicates that rectangular banner and skyscraper advertisements that are too designed in big picture and copy heavy layouts are preferred. Online advertisements of ecommerce sites and mobile phones are noticed as compared to any other products and those advertisements whose functions are displayed are chosen. The study suggests that, online advertisement placed above the mast head and on the right side of the homepage gains the maximum attention also vibrant colors and promotional offers attract people.

According to Rai, (2013), there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition (Rai, 2013).

Melkamu(2014) studied on the effect of media advertising on consumers'' buying behavior in the banking service (The case of Oromia International Bank). In Ethiopia context, the study result reveals that, TV has the most powerful influence on consumers'' buying behavior due to the combinations of audio-visual presentations. The informative advertisement, perception about the bank, the color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank''s media advertisement. The results suggested that, the company needs to design its advertising methods using the various media outlets extensively to reach large number of target audience and to attract as well as retain customers.

2.2.2. The message factor of advertising and customers' buying behavior

The study by Kiandokht and Mahmoud, (2015) on the advertising is one of the most popular kinds of marketing strategies. Companies can apply media advertising to promote productto their

customers. Media advertising is usually through three different types of media such as TV, Internet and print. This paper concentrates on the impact of media advertising on proton sales. Also other researches on the effect of media advertising on people and different type of products would be studied. The main objective of this research is to investigate that if the media advertising have a significant impact on proton sales and to find out which type of media advertising are the most effective in proton sales. The result of this research shows that customers are more influenced by online advertising followed by television advertising and print advertising. However, this research investigates that all three types of media advertising have a significant impact on proton sales. The findings proposed some significant of implications which may support advertisers to produce enhanced local ads and offers some explanations to apply media advertising efficiently.

According to the study by Adams, (2005) message creativity can be defined as the production of something original and valuable. Creativity involves arising with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Some scholars view creativity as a natural gift while others view it as a talent which will be learnt and developed. However, creativity seems to be a combination of both. Research in psychology reveals that creativity arises through the confluence of data, creativity thinking skills and motivation. Knowledge here refers to all what a person knows. Creative thinking skills refer to how flexible and imaginatively people approach problems while motivation refers to the passion and interest in the work itself (Terkan, 2014). The aim of the encoding process is to develop a message that relays the knowledge that the sender wants to supply to the audience. According to McLean (2005), message is the stimulus or meaning produced by the source for the receiver or audience.

The study by Dereje, (2019) mainly focused on exploring the impact of advertisement on consumers' beer brand preference in Addis Ababa city. Structured questionnaires were used to collect data from 400 respondents of which 373 were valid questionnaires collected and analyzed. Descriptive statistics, which includes percentage and frequency in addition to inferential statistics (Correlation and multiple regression), were computed in order to analyze. The result of this study showed that there are positive and significant relationship between

Characteristics of Advertising Message, Advertising Media, Source of Advertisement and Consumers” Brand Preference of beer products in Addis Ababa city. Though all the other Medias have a significant impact on influencing brand preference of consumers television advertisement influences consumers” beer brand preference.

2.2.3. The media factor of advertising and customers’ buying behavior

Eden,(2018) studied on the advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising. This study is undertaken to investigate the effect of media advertising on consumer buying behavior. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The finding shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behavior followed by Eye catching advertisement. One variable which is simple advertisement is found to be not statically significant to influence the dependent variable.

The purpose of the research by Meron(2017) is to study the influence of Media Advertisements on the customers brand choice decisions by taking evidence from United Bank customers in Addis Ababa, Ethiopia. The objective of this study is to support the banks to be more effectively reach customers as in this privatization and globalization era, it is challenge for every bank to address the influence of media advertisements on the customer service choice of the generation.

To test the hypothesis, Structural Equational Modeling (SEM), a multivariate examination method is performed , correlation and reliability analysis, a Supplementary descriptive Statistics is used to analyze the collected data using the Software package for social science (SPSS version 23). As a result of the findings the following conclusions are established; That Media Advertisements particularly T.V. was very significant while Social Media, Print Media, Word of-mouth, and bank branch display were positively inclined in the frequency analysis. Media

Advertisements on quality of services influenced banks customers' service choice decisions with high quality and high price of the product was very significant whereas well-known Brands and Best-selling Brands were less significant. The relationship between the customers personal characteristics and their brand choice were significantly influenced by Occupation and Monthly Income.

2.3 Conceptual frame work of the study

According to Moskal and Leyden (2000), conceptual frame work is a textual or visual presentation that provide explanation using graphics or narratives .In this research, independent and dependent variable is going to be used to develop a theoretical framework. The independent variable is for this research is media factor, source factor, message factor and the dependent variable is customer buying behavior. The schematic diagram for the theoretical framework, based on the literature review approach is as follows:

Independent variables

Dependent variables

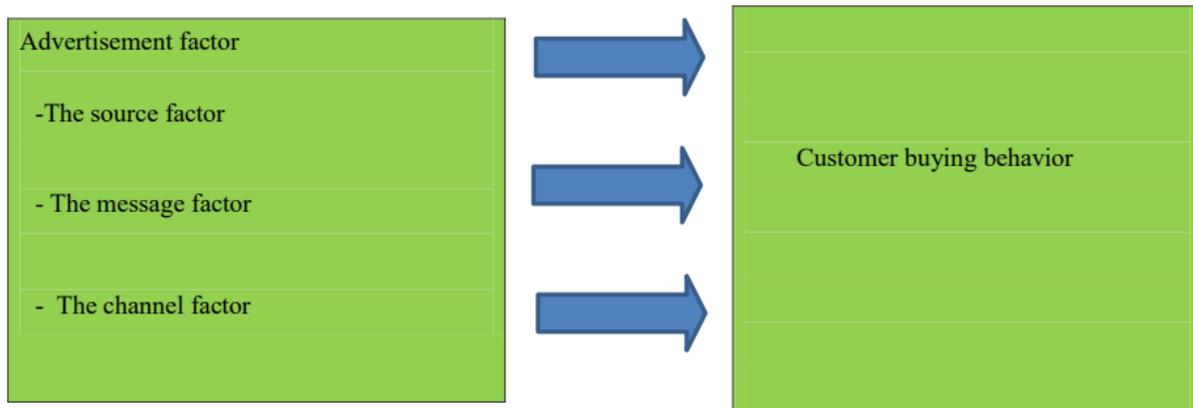


Figure 2. The conceptual framework of the research

Adapted from E.Belch and A.Belch 2023

2.4 Research hypothesis

H1: Media factors have a positive and a significant effect on the consumer buying behavior.

H2: Source factors have a positive and a significant effect on the consumers buying behavior.

H3: Message factors have a positive and significant effect on the consumers buying behavior.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents the research methodology which are used to carry out this thesis the Research approach, research design, target population and sampling technique, data sources and types, data collection instruments and procedures in addition to method of data analysis. Finally, reliability and validity of the data collection instrument and ethical considerations are presented.

3.1 Research Approach

According to Saunders et al. (2009), there are two main research approaches: qualitative and quantitative approaches. Quantitative studies, according to Creswell (2005), are those that rely on statistical analysis to get their conclusions. In this study, the quantitative approach was used to quantify the hypothesized relationship between the dependent variable (media factor, source factor, message factor) and the independent variables (buying behavior).

3.2 Research Design

According to Rahi (2017), research design approach classified as exploratory, descriptive and explanatory or causal research. Exploratory research is undertaken to explore an issue or a topic, to look for new insights, or to reach a greater understanding of an issue. On the other hand, descriptive research includes different kinds of survey and fact findings enquiries. The main characteristics of descriptive research there is no control by researcher on the variable under study the only right of him is to report the happening taken place. According to Vogt (1999), as cited by Carrie (2007) when the focus is on cause-effect relationships, the study will be causal or explanatory research that explains which causes produce which effects.

In this student researcher study. the dependent variable is customer buying behavior of Ethiotelcome company; the independent variables are advertisement media, advertisement source

factor and advertisement message factor as a result among the research design, the appropriate research design for this study was explanatory design as the main objective of the paper is explain the cause-and-effect relationship of advertising and customer buying behavior in the case of Ethiotelcom company.

3.3 Target Population

Target population is the entire group of people or objects to which the researcher wishes to Generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). In this study the target population frame was customers of Ethiotelcom.in Addis Ababa. From the total of eleven sub-cities, the researcher took three sub-cities (lideta, nfase selik,kolfe,) at random sampling.

3.4 Sampling Technique and sample size

Under Probable sampling representation, random sampling technique was used, and complete the Structured questionnaire was used to determine the sampling technique of this Study. Under Random sampling every member of the population has an equal chance of being selected.

Sample size refers to the number of study participants or observations. s. Sample size is therefore directly proportional the given population(N) and the level of the precision (e= 0.05) The total population of the study is 2,000,000 from this entire population of the study the following sample size will be drawn using the following formula.

Sample size from the customers is calculated as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = required sample size.

N = the given population in this case 2,000,000

e² = is the level of precision (0.05)

$$n = \frac{2,000,000}{1 + 2,000,000 \cdot 0.05^2}$$

$$N = 399$$

3.5 Data Type and Source of Data

The primary source of data collection for the study was a designed and structured questionnaire, which was completed by customers of Ethio telecom Company.

3.6 Data Collection Instrument

There are several methods of collecting primary data, those are observation method, interview method, questionnaires, and methods. However, for this study, the instrument used to collect data from the customers of Ethio telecom in Addis Ababa was structured (close-ended) questionnaires. Questionnaires are a formalized set of questions involving one or more measurement scales designed to collect specified primary data.

3.7 Data Analysis technique

The study was require quantitative techniques of data analysis. Thus, the quantitative data was analyzed using the Statistical Package for the Social Science (SPSS) 2024 version software program. The quantitative data from the closed-ended questions was analyzed if the dataset is clean, accurate, and consistent. Both descriptive and inferential statistics analyze. The descriptive statistics includes frequencies, percentages, means and standard deviation and the inferential statistics includes correlation analysis and regression and regression analysis.

3.8 Validity and Reliability

3.8.1 Validity

Is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). Numbers of different steps was taken to ensure the validity of the study: Data were collected from the reliable sources, from respondents who have experiences in using different products and services of the Ethio telecom.

Survey questions were developed based on literature reviews and reference frameworks to ensure the validity of the results

3.8.2 Reliability

Reliability means that the process (such as data collection procedures) of the study can be repeated to obtain the same results (Yin, 2014). For this research, reliability was achieved by selecting and following an appropriate research methodology model to ensure that the aim and objectives were fulfilled In order to measure the consistency of the questionnaire and the overall 30 reliability of constructs that it is measuring, the reliability test will carried out based on Cronbach,s Alpha coefficient. Cronbach,s Alpha can be interpreted like a correlation coefficient. Its coefficient range lay on the value from 0 to 1. A reliability coefficient (alpha) higher than or equal to 0.7 is considered as acceptable. That means the targeted questions raised in the questionnaires are capable to meet the objective of the study. Cronbach*s alpha, α (or coefficient alpha), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. “Reliability” is how well a test measures what it should. For example, a company

might give a customer's" buying behavior survey to their customers. High reliability means it measures customers" buying behavior, while low reliability means it measures something else (or possibly nothing at all).Accordingly, reliability results of the measurements for the variables of effect of advertising on customer buying behavior is in the table below.

Table 1. Overall reliability

| Measurement | Number of Items | Cronbach's α | Internal consistency |
|----------------------------|------------------------|---------------------------------------|-----------------------------|
| Channel Factor | 2 | 0.862 | Good |
| Source Factor | 4 | 0.842 | Good |
| Message Factor | 5 | 0.873 | Good |
| Consumers' buying behavior | 5 | 0.892 | Good |

3.9 Ethical Considerations

This study was entirely have devoted to identify the effect of broadcast advertising on customers buying behavior in Ethio telcom companies, and the Ethical issues related to the study were addressed by maintaining high-level confidentiality of the information volunteered by the respondents and not using the information for purposes other than drawing the conclusion of the study. The names of the respondents were not required and if known to the researcher was not disclosed to protect their identities. All personal details are limited to general information. To minimize harm or discomfort of participants; intrusive or sensitive questions are avoided and appropriate debriefing procedures were made

CHAPTER FOUR

4 DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the analysis outputs and discussion of the descriptive statistics, inferential statistics, a linear regression analysis of the study variables are presented. The chapter has four sections. The first section is response rates for respondents, the second section is Descriptive Analysis of demography of respondents The third section is descriptive statistics of variable and the fourth section is inferential statics.

4.2 Response rates for respondent

The study focused on a population of 399 respondents from which 384 filled in and gave back the questionnaires making a response rate of 96.24%

Table 2. Response rates

| Target Population | Total Questionnaires Distributed | Questioners Returned | Not Respond | Response Rate |
|--------------------------|-----------------------------------------|-----------------------------|--------------------|----------------------|
| 399 | 399 | 384 | 15 | 96.24% |

4.3 Descriptive statistics

4.3.1 Demographic analysis of respondents

| Demography Profile of customers of Ethiotelcom | | | |
|------------------------------------------------|--------------------------------|-----------|---------------|
| NO | Sex | Frequency | Valid Percent |
| 1 | Male | 231 | 60.2 |
| 2 | Female | 153 | 39.8 |
| | Total | 384 | 100.0 |
| NO | Age profile | | |
| 1 | 18-30 | 118 | 30.7 |
| 2 | 31-45 | 203 | 52.9 |
| 3 | 46-60 | 57 | 14.8 |
| 4 | >60 | 6 | 1.6 |
| | Total | 384 | 100.0 |
| No | Educational status | | |
| 1 | 7 - 8 | 5 | 1.3 |
| 2 | High school | 15 | 3.9 |
| 3 | College diploma | 36 | 9.4 |
| 4 | First Degree holder | 206 | 53.6 |
| 5 | Second Degree and above holder | 122 | 31.8 |
| | Total | 384 | 100.0 |
| No | Length of relationship | | |
| 1 | Below one 1 year | 6 | 1.6 |
| 2 | 1-3 year | 24 | 6.3 |
| 3 | 3-5 year | 31 | 10.6 |
| 4 | Over 5 years | 50 | 13.0 |
| 5 | Total | 111 | 31.5 |

| No | Marital status | | |
|----|----------------|-----|-------|
| 1 | Married | 224 | 58.3 |
| 2 | Single | 160 | 41.7 |
| 3 | Total | 384 | 100.0 |

Table 3. Demography

The purpose of descriptive statistics is to organize, summarize, describe and present data through numerical calculations, graphs or tables. According to (Nicholas, 2006), descriptive statistics only makes statements about the sample. The three main Types of descriptive statistics are frequencies, measures of central tendency (also called averages), and measures of variability, according to these the respondents were answered their Gender, Age, Educational Status, length of relationship with the Ethiotelcom company, and marital status.

As shown below in Table 3, male respondents constituted the largest share of the gender composition representing 60.2% of the total respondents while 39.8% were female. The combination of male to females" respondents indicated that the gender combination of the sample was fair which was helpful to incorporate the opinion of both sex in the study. Concerning the age group majority of respondents. In terms of age range, the largest number of respondents was in the age range between 31 and 45 years, which accounted for 52.9% of the respondents. The second largest number of respondents was in the age range between 18 and 30 years of age which accounted for 30.7% of the respondents. The remaining 14.8% and 1.6% of respondents were between 46 and 60 years of age and above 60 years of age respectively.

Concerning the educational statuses majority of respondents Majority of the respondents had a first degree consisting of 53.6%, the second largest respondents have masters and above which consist 31.8%, and the remaining 9.4% and 5.2% of the respondents are diploma holder and high school respectively. . Concerning of length of relationship with the Ethiotelcom company, below one year 1.6%, and 1-3 year 6.3%, and 3-5 years is 10.6%, and over 5 years is 13.0%

Regarding the marital status of respondent; married respondents constituted the largest share 58.3% of the total respondents while 41.7% were single.

4.3.2 Descriptive Statistics of study variables

In order to see the general perception of the respondents regarding effect of broadcast advertisement (i.e. Channel factor, Message Factor, Source factor), on customer buying behavior I the summarized effect of advertisement using frequency, percentage, mean and standard deviation using 5 - point Likert scale. Thus, the mean indicates to what extent the sample group on average agrees or disagree with the different statements. According to Marczyk, Dematteo and Festinger (2005), the lower the mean, the more the respondents disagree with the statements. The higher the mean, the more the respondents agree with the statement. According to Zaidat and Bagheri (2009) cited in (Wogari, 2016) the mean score below 3.39 is considered as low; the mean score from 3.40 up to 3.79 is considered as moderate and mean score above 3.8 is considered as high as shown below.

| No | Mean Value | Description |
|----|------------------------|-------------|
| 1 | Less than 3.39 | Low |
| 2 | 3.4 to 3.79 | Moderate |
| 3 | 3.8 & greater than 3.8 | High |

Table 4. Measurement of Mean

4.3.2.1 Descriptive Statistics of media Factor

| | Measurement | N | Mean | Standard Deviation |
|---|---------------------------------------------------------------------------------|-----|------|--------------------|
| 1 | Television Advertisement significantly contributes to customers buying behavior | 384 | 4.27 | 0.849 |
| 2 | Radio Advertisement significantly contributes to customers buying behavior. | 384 | 3.93 | 0.851 |

| | | | | |
|---|-------------------------------------------------------------------------------|-----|------|-------|
| 3 | Newspaper Advertisement significantly contribute to customers buying behavior | 384 | 3.58 | 0.941 |
| 4 | Magazines Advertisement significantly contribute to customers buying behavior | 384 | 3.6 | 0.951 |
| 5 | Outdoor Advertisement significantly contribute to customers buying behavior | 384 | 3.47 | 0.936 |
| 6 | Aggregate | 384 | 3.77 | 0.609 |

Table 5. Media factor descriptive statistics

Source: SPSS data output (2024)

The mean and the standard deviation scores have been computed for all the five sub-constructs of *channel factor* dimension. These sub-constructs are stated as: (1) Television Advertisement significantly contributes to customer buying behavior (2) Radio Advertisement significantly contributes to customer buying behavior (3) Newspaper Advertisement significantly contributes to customer buying behavior. (4) Magazines Advertisement significantly contributes to customers buying behavior. (5) Outdoor Advertisement significantly contributes to customers buying behavior. As indicated in Table 5, the mean scores of media factor attribute for all the five items ranged from 4.27 to 3.47, which indicates that the attractiveness of the TV media program content in which advertising received the highest mean score of 4.27, whereas the influence of outdoor media that is using for advertising received the least mean score value of 3.47. The overall mean score of the media factor attribute was calculated to be 3.77, which is above average

4.3.2.2 Descriptive Statistics of the Source Factor

| | Measurement | N | Mean | Standard Deviation |
|---|-----------------------------------------------------------------------------|-----|------|--------------------|
| 1 | Advertising undertaken by trained experts has effect on my buying behavior. | 384 | 3.99 | 0.901 |
| 2 | Advertising undertaken by celebrities influence my buying behavior. | 384 | 3.99 | 0.888 |

| | | | | |
|---|----------------------------------------------------------------------------------|-----|------|-------|
| 3 | Peer groups and family influence have effect on my buying behavior. | 384 | 3.81 | 0.848 |
| 4 | An advertisement endorsed by a trust worthy person influences my buying behavior | 384 | 3.92 | 0.985 |
| 5 | Aggregate | 384 | 3.93 | 0.592 |
| 6 | Valid N (list wise) | 384 | | |

Table 6. Source factor descriptive statistics (Survey result using SPSS 2024)

The mean and the standard deviation scores have been computed for all the four sub-constructs of the source factor dimension. These sub-constructs are stated as: 1) Advertising undertaken by trained experts has effect on my buying behavior, 2) Advertising undertaken by celebrities influence my buying behavior, 3) Peer groups and family influence have effect on my buying behavior, 4) An advertisement endorsed by a trust worthy person influences my-buying behavior. The result is presented in Table 6. As shown in Table 6, the mean scores of the source factor attribute for all the four items ranged from 3.81 to 3.99. The sub-construct of the endorsement of trained expert and celebrities' advertisement being fit with the buying behavior received the highest mean score of 3.99; whereas the peer group and family of the advertisement received the least mean score value of 3.81. The overall mean score of the source factor attributes was calculated to be 3.93, which is above average.

4.3.2.3 Descriptive Statistics the Message Factor

| | Measurement | N | Mean | Standard Deviation |
|---|----------------------------------------------------------------------------------------|-----|------|--------------------|
| 1 | Background music during advertising using contributes to my buying behavior. | 384 | 3.40 | 1.075 |
| 2 | On my buying behavior, developing stories and documentaries in advertising have effect | 384 | 3.87 | 0.816 |
| 3 | My buying behavior is influenced by advertising made about Quality of the product | 384 | 3.99 | 1.080 |

| | | | | |
|---|---------------------------------------------------------------------------------------------------------------------|-----|------|-------|
| 4 | My buying behavior is affected by credibility of advertiser and the company | 384 | 3.86 | 0.932 |
| 5 | Fulfilling both the company and the consumer interest in the advertisement message has effect on my buying behavior | 384 | 3.76 | 0.987 |
| 6 | My buying behavior is affected by the frequency of advertisement | 384 | 3.75 | 1.077 |
| | Aggregate | 384 | 3.79 | 0.643 |

Table 7. Message factor descriptive statistics (Survey result using SPSS 2024) Source: SPSS data output.

The mean and the standard deviation scores have been computed for all the seven sub-constructs of the message factor dimension. These sub-constructs are stated as: 1) Background music during advertising using contributes to my buying behavior, 2) On my buying behavior, developing stories and documentaries in advertising have effect, 3) My buying behavior is influenced by advertising made about quality of the product, 4) My buying behaviour is effected by credibility of advertiser and the company, 5) Fulfilling both the company and the consumer interest in the advertisement message has effect on my buying behavior, 6) My buying behavior is effected by the frequency of advertisement, and. The result is presented in Table 7. As shown in Table 7, the mean scores of the message factor attribute for all the seven sub constructs ranged from 3.40 to 3.99, which indicates that the quality of the product message of the Ethiotelcom advertisement received the highest mean score of 3.99, whereas the use of background music in message of the automobile advertisement received the least mean score value of 3.40. The overall mean score value of the message factor attribute was calculated to be 3.79, which is above average.

4.3.2.4 Descriptive Statistics of Consumers Buying behavior

| | Measurement | N | Mean | Standard Deviation |
|---|------------------------------------------------------------------------------------------------|-----|------|--------------------|
| 1 | Prefer the Ethiotelcom because advertising of Ethiotelcom introduces new products and service. | 384 | 3.65 | 0.939 |
| 2 | I prefer the Ethiotelcom because advertising of Ethiotelcom give awareness to customer's | 384 | 3.47 | 0.980 |

| | | | | |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------|-------|
| 3 | I prefer ethitelcom because I am influenced by the medium in which Ethiotelcom advertising | 384 | 3.27 | 0.993 |
| 4 | I prefer Ethiotelcom because advertising of Ethiotelcom company help us to get a consistent messaging which is important to build a positive consumer experience. | 384 | 3.71 | 1.030 |
| 5 | My purchase intention to buy Ethiotelcom products and service is influenced by the quality of products and service. | 384 | 4.12 | 0.840 |
| <u>Aggregate</u> | | 384 | 3.65 | 0.655 |

Table 8. Consumers' buying behavior descriptive statistics (Survey result using SPSS 2024)

The mean and the standard deviation scores have been computed for all the six-constructs of consumers' buying behavior dimension. These sub-constructs are stated as: 1) Prefer the Ethiotelcom because advertising of Ethiotelcom introduces new products and service. 2) I prefer the Ethiotelcom because advertising of Ethiotelcom give awareness to customer's, 3) I prefer Ethiotelcom because I am influenced by the medium in which Ethiotelcom advertising 4) I prefer Ethiotelcom because advertising of Ethiotelcom company help us to get a consistent messaging which is important to build a positive consumer experiences. 5) My purchase intention to buy Ethiotelcom products and service is influenced by the quality of telcom service and product. The result is presented in Table 8. As shown in Table 8, the mean scores of consumers' buying behavior attributes for all the six items ranged from 3.27 to 4.12, which indicates that the consumers' buying behavior of Ethiotelcom being due to the influence from the quality in the advertisement received the highest mean score 4.12, whereas the consumers' brand preference of Ethiotelcom being due to the medium that advertising received the least mean score value of 3.27. The overall mean score of consumers' buying behavior attribute was calculated to be 3.65, which is above average.

4.4 Inferential Statistics

Inferential statistics are produced by complex mathematical calculations, and allow researchers to infer trends and make assumptions and predictions about a population based on a study sample

(Bhattacharjee, 2012). They differ from descriptive statistics as they are designed to test hypotheses explicitly.

4.4.1 Correlation Analysis

Correlation determines whether and how strong pairs of variables are related. The correlation analysis can lead to greater understanding of the data. To know whether there is a correlation between the variables and what the level of the linear relationship between the variables, the Pearson’s correlation coefficient was examined. This coefficient indicates the direction and the strength of a linear relationship between two variables. The Pearson’s correlation coefficient (r) can vary from -1 to +1. The larger the value implies the stronger the relationship. A coefficient of +1 indicates a perfect positive relationship and a coefficient of -1 indicates a perfect negative relationship. 0 indicates that there is no linear relationship between the variables (Field, 2009). According to Eachron (1982) the values for interpretation are indicated in the Table 9.

Table 9. Direction and magnitude of correlation

| S/No | Direction Positive | Direction Negative | Magnitude |
|------|--------------------|--------------------|--------------------------|
| 1 | 0.00 to 0.20 | -0.00 to - 0.20 | Very weak or very low |
| 2 | 0.20 to 0.40 | -0.20 to -0.40 | Weak or low |
| 3 | 0.40 to 0.60 | -0.40 to -0.60 | Moderate |
| 4 | 0.60 to 0.80 | -0.60 to -0.80 | Strong or high |
| 5 | 0.80 to 1.0 | -0.80 to-1.0 | Very high or very strong |

Source: Eachron (1982)

The results of correlation analysis in Table 10 show that all of the three independent variables were positively and significantly correlated with the dependent variable, which is consumers’ buying behavior at 99% confidence level ($P < 0.01$). The strong correlation to the consumers’ buying behavior is shown by the message factor at a value of r equal to 0.605, while the media factor and the source factor are positively but moderately correlated with the consumers’ buying behavior at values of r equal to 0.387 and 0.404 respectively.

| | | Media Factor | Source Factor | Message Factor | Buying Behavior |
|------------------------|---------------------|-------------------------|--------------------------|---------------------------|----------------------------|
| Media Factor | Pearson Correlation | 1 | 0.592** | 0.442** | 0.387** |
| | Sig (2-tailed) | | 0.000 | 0.000 | 0.000 |
| | N | 384 | 384 | 384 | 384 |
| Source Factor | Pearson Correlation | 0.592** | 1 | 0.473** | 0.404** |
| | Sig (2-tailed) | 0.000 | | 0.000 | 0.000 |
| | N | 384 | 384 | 384 | 384 |
| Message Factor | Pearson Correlation | 0.442** | 0.473** | 1 | 0.605** |
| | Sig (2-tailed) | 0.000 | 0.000 | | 0.000 |
| | N | 384 | 384 | 384 | 384 |
| Buying Behavior | Pearson Correlation | 0.387** | 0.404** | 0.605** | 1 |
| | Sig (2-tailed) | 0.000 | 0.000 | 0.000 | |
| | N | 384 | 384 | 384 | 384 |

Table 10. Correlation Matrix (Survey result using SPSS 2024)

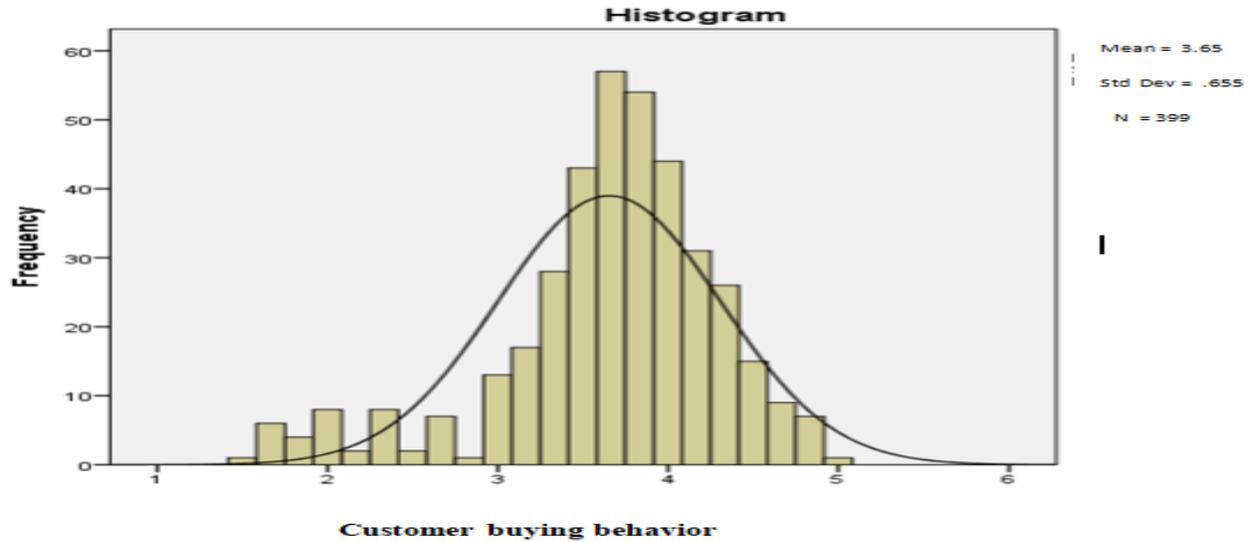
** Correlation is significant at 0.01 level (2-tailed)

4.4.2 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represents the sample in order to get the best results (Hair et al., 2006). Three assumptions Namely normality, linearity and multicollinearity were used in this research as discussed below.

Normality Assumption

In statistics it is conventional to assume that the observations are normal. In simple term the normality assumption suggests that the data should be symmetrically distributed around a central value, with most data point clustering near the mean and fewer data point appearing as you move further from the mean , creating a bell-shaped curve. Normality test was examined using the graphical method approach below.



Source: SPSS data output

Figure 3. Normality Test Results

According to Robert (2006), the symmetry of a distribution is measured by Skewness. It shows how much a distribution differs from the normal, either to the left or to the right. The Skewness value can be either positive, negative or zero, and a perfect normal distribution would have a Skewness value of zero because the mean equals the median. However, the extent to which observations cluster around a central point is measured by kurtosis. It measures whether the dataset is heavy-tailed or light-tailed compared to a normal distribution. The value of Skewness and Kurtosis and their respective standard errors were computed and are presented in TABLE 11. Since the Skewness and kurtosis values fall in the range of +/- 1, the data is assumed to be normally distributed. It can be seen from the above discussion that the figures and the table confirmed the normality assumption of the data, which implies that the conclusion made on the population parameters from the sample statistics is valid.

| | N Statistics | Skewness Statistic | Skewness Standard Error | Kurtosis Statistic | Kurtosis Standard Error |
|---------------|--------------|--------------------|-------------------------|--------------------|-------------------------|
| Media factor | 384 | -0.967 | 0.125 | 2.086 | 0.248 |
| Source factor | 384 | -1.012 | 0.125 | 1.471 | 0.248 |

| | | | | | |
|----------------------------|-----|--------|-------|-------|-------|
| Message factor | 384 | -1.389 | 0.125 | 2.951 | 0.248 |
| Consumer's buying behavior | 384 | -1.054 | 0.125 | 1.447 | 0.248 |
| Valid N (list wise) | 384 | | | | |

Table 11. Skewness and Kurtosis measures (Survey result using SPSS 2024)

Linearity Assumption

Linear models predict values falling in a straight line by having a constant unit change of the dependent variable for a constant unit change of the independent variable (Hair et al., 2006). In other words, the linearity of the relationship between the dependent and independent variables represented the degree to which the change in the dependent variable is associated with the independent variable. , the scatter plot of residuals showed no large difference in the spread of the residuals. The result indicated that the relationship is linear.

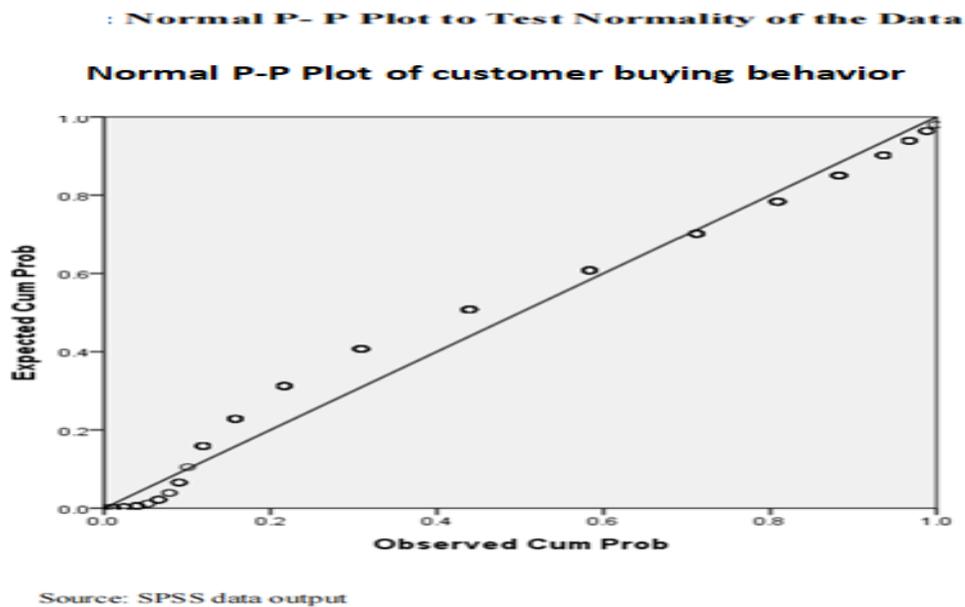


Figure 4. Linearity Test Result

Multicollinearity

Multicollinearity refers to the state of high correlation among the independent variables. When independent variables are multicollinear, there is an overlap of power which results in contradiction (Hair et al., 2006). In this research, multicollinearity was checked using the tolerance and Variance Inflation Factor (VIF) values. The VIF calculates the influence of correlations among independent variables on the precision of regression estimates and the value should be less than 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and for each variable it is calculated using the formula $(1 - R^2)$ according to (Hair et al., 2006). If the tolerance value is less than 0.1, it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

| Model | Collinearity Statistics | Collinearity Statistics |
|----------------|-------------------------|-------------------------|
| Constant | Tolerance | VIF |
| Media factor | 0.615 | 1.625 |
| Source factor | 0.594 | 1.684 |
| Message factor | 0.739 | 1.359 |

Table 12. Multicollinearity test using Consumers' buying behavior as a dependent variable (Survey result using SPSS 2024).

The results of multicollinearity test in the Table 12 shows that, the tolerance level of all independent variables is less than 0.1 and the VIF value of all the independent variables is also less than 10. This result confirms the absence of multicollinearity.

4.2.2 Regression Analysis

4.2.2.1 Multiple Regressions

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Multiple regressions, which are sometimes called multivariate regressions. It uses of more than one independent variables to predict the value of one dependent variable. (Bhattacharjee, 2012) It is used to investigate the influence of independent variables on the dependent variable and to identify the relatively significant influence. In this research,

multiple regressions were conducted in order to identify by how much the independent variables namely the media factor, the source factor, and the message factor explain the dependent variable, which is the consumers' buying behavior. R-squared was used to measure the percentage of variance in the dependent variable explained by the independent variables of the media factor, the source factor, and the message factor.

The multiple regression equation is: $Y = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$

Where Y = the predicted independent variable

A = constant

B = unstandardized regression coefficient

X = value of the predicted coefficient

Thus, in this research the following multiple equations were used to predict the level of preference for the three independent variables:

$$CBB = A + B_1M_dF + B_2SF + B_3MF$$

$$Y = -0.827 + 0.106M_dF + 0.114SF + 0.522MF$$

Where: CBB is Consumers' buying behavior

M_dF is Media Factor

SF is Source Factor

MF is Message Factor

The model summary in Table 13 shows an R-squared value of 0.391, which means that 39.1% of the consumers' buying behavior variable was explained by the variation of the three independent variables. On the other hand, 60.9% of the dependent consumers' buying behavior variable could not be explained by these three dimensions, and that there must be other variables that have an influence on the outcome like quality and price.

Table 13. Model Summary (Survey result using SPSS 2024)

| Model | R | R-squared | Adjusted R-squared | Standard error of the estimate |
|-------|--------|-----------|--------------------|--------------------------------|
| 1 | 0.625a | 0.391 | 0.386 | 0.523 |

Source: SPSS data output

a. Predictors: (Constant): Media Factor, Source Factor, Message Factor

b. Dependent Variable: Consumer buying behavior

To test the hypothesis of no linear relationship between the predictor and dependent variables, Analysis of Variance (ANOVA) is used. According to Robert (2006), if the f-statistics is high and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent and dependent variable is rejected. Table 14 (ANOVA) presents the F statistics to test how well the regression model fits the data. Thus in this research F-statistics with 81.16 and significance value of 0.000, the regression model fits the data. In conclusion all the independent variables are linked to the dependent variable.

Table 14. ANOVA (Survey result using SPSS 2018)

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------|
| Regression | 64.122 | 3 | 21.374 | 81.166 | .000b |
| Residual | 100.067 | 380 | 263 | | |
| Total | 164.189 | 383 | | | |

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), Media Factor, Source Factor, & Message Factor Source: SPSS data output

As shown in Table 15, the independent variables media factor, source factor, and message factor that contribute to the variance of the dependent variable consumers' buying behavior are explained by the standardized beta coefficient. The larger the beta coefficient an independent variable has brings the more support to the independent variable as the more important determinant in predicting the dependent variable. In other words, keeping the other variables as

constant, a unit increase on the media factor will bring a 0.099 increase on the consumers' buying behavior, a one-unit increase in the source factor will bring a 0.103 increase in the consumers' buying behavior, and a one-unit increase in the message factor will bring a 0.513 increase on the 56 consumers' buying behavior of Ethiotelcom in Addis Ababa. Therefore, that message factor is the most important factor to have positive and significant effect on consumer buying behavior.

Table 15. Coefficient Matrix (Survey result using SPSS 2016)

| | Unstandardized Coefficient | | Standardized Coefficient | t | Sig |
|----------------|----------------------------|-------------|--------------------------|--------|-------|
| | B | Stand Error | Beta | | |
| (constant) | 0.827 | 0.202 | | 4.09 | 0.000 |
| Media factor | 0.106 | 0.055 | 0.099 | 1.933 | 0.054 |
| Source factor | 0.114 | 0.058 | 0.103 | 1.991 | 0.047 |
| Message factor | 0.522 | 0.048 | 0.513 | 10.987 | 0.000 |

Source: SPSS data output

4 Hypothesis Testing and Interpretation of Results

Table 16. Results of the hypothesis testing and their reasons (Survey result using SPSS 2018)

| Hypotheses | Result | Reason |
|-------------------------------------------------------------------------------------------------|---------------|---------------------------------|
| H1: Media factors have a positive and a significant effect on the consumers' buying behavior. | H1: Supported | $\beta = 0.099$, $P < 0.05$ |
| H1: Source factors have a positive and a significant effect on the consumers' buying behavior. | H1: Supported | $\beta = 0.103$, $P < 0.05$ |
| H1: Message factors have a positive and a significant effect on the consumers' buying behavior. | H1: Supported | $\beta = 0.513$, $P < 0.05$ |

H1: Media factors have a positive and a significant influence on the consumers' buying behavior.

The result of multiple regression analysis of the TABLE 16 indicates that Media factors have a significant effect on the consumers' buying behavior with a p value of 0.054. Moreover, the

value of beta (β) being equal to 0.099 indicates the positive influence of Media factors on the consumers' buying behavior. This implies that a one percent increase in Media factors results in a 9.9% increase on consumers' buying behavior. Therefore, the above proposed hypothesis is accepted.

H2: Source factors have a positive and significant influence on the consumers' buying behavior.

The result of multiple regression analysis of the TABLE 16 indicates that source factors have a significant effect on the consumers' buying behavior with a p value of 0.047. In addition, the value of beta (β) being equal to 0.103 reveals that there is a positive influence of the source factor on the consumers' buying behavior. This implies that a one percent increase in the source factor results in a 10.3% increase on the consumers' buying behavior. Therefore, the proposed hypothesis is accepted.

H3: Message factors have a positive and significant influence on the consumers' buying behavior.

The result of multiple regression analysis of the TABLE 16 indicates that the message factor has a significant effect on the consumers' buying behavior with a p value of 0.000. Furthermore, the value of beta (β) being equal to 0.513 shows the positive influence of message factors on the consumers' buying behavior. This implies that a one percent increase in the message factors results in a 51.3% increase on the consumers' buying behavior. This makes message factors the strongest predictors of consumers' buying behavior. Therefore, the above proposed hypothesis is accepted.

4.5 Discussion of Results

Considering the data analysis on the survey, the demographic composition of the respondents was that 39.8% of the respondents were female and the remaining 60.2% were male. The higher percentage of male respondents could show that there are more male consumers of Ethiotelcom than female consumers. On the other hand, the majority of the respondents were between the age

ranges of years 18 to 30 and 31 to 45 years, which accounted for 30.7% and 52.9% of the respondents respectively. Respondents who were 46 to 60 years and above the age of 60 constituted a small proportion of 14.8% and 1.6% respectively. This indicates that the age group within 31 to 45 years are the main consumers of Ethiotelcom focused in this research.

The other variable was the education level of respondents, where the highest percentage of respondents, around 53.6% was at first degree level. The second highest percentage of respondents was second degree and above levels that constituted of 31.8% of respondents. The remaining 9.4% respondents were diploma holders. The fewest 5.2% was at a high school level and others. As majority of respondents were above the diploma level, 88.8% of the respondents were employed in different sectors, 9.6% of the respondents were self-employed, while only 1.6% were students. This indicates that the majority of Ethiotelcome consumers are the employed category and having a diploma level, a first-degree level, and second degree and above levels of education.

Based on the analysis of the responses, it was found out that the source factor has the highest mean score with 3.93 followed by the message factor and the media factor with mean values of 3.79 and 3.77 respectively. This indicated that most of the respondents mentioned the source factor was a major advertising aspect that influenced them to prefer Ethiotelcom and to choose the brand as their best preference followed by influences from the message factor and the media factor respectively.

The correlation result revealed that there is a positive and a significant relationship between the media factor and the consumers' buying behavior, between the source factor and the consumers' buying behavior, and between the message factor and the consumers' buying behavior. Moreover, the result further indicated that the highest relationship was found between the message factor and the consumers' buying behavior.

As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the

consumers' buying behavior. This finding is supported by other literature Gossa L., (2015), which indicated that advertisements have strong, positive and significant relationship with the consumers' buying behavior.

The findings in this research indicate that the media factor has a positive and significant influence on the consumers' buying behavior. This finding is supported by literatures written by others which have shown that consumers' buying behavior is effect of different means of media on the. Samar F. & Samreen L. (2015) and Gossa L., (2015) research indicates that banner and skyscraper advertisements that are designed in big pictures and copy heavy layouts have a significant influence of consumers.

The result of this study indicates that the source factor has a positive and a significant influence on the consumers' buying behavior. This finding is highlighted by Bilal A., (2013) and Strout R., (2018), who performed a research on assessing the effectiveness of communication factors and behavioral changes of audiences as a result of advertising. As indicated, the source that carries the message has a significant effect on creating awareness, impacting preference of the services and increasing the effectiveness of the advertising efforts.

Moreover, the result of this research indicates that the message factor has a positive and significant influence on the customers' buying behavior. It is known from other research works that the quality of the message has significant influence on the effectiveness of the advertisement Biruktawit A., (2018) and Michael (2012). Furthermore, in this research, the how much the message factor influenced the customers' buying behavior of Ethiotelcom is indicated. This could be used to shape the message in the advertisement to create awareness and to be preferred.

Overall, the results revealed that the independent variables used in this research accounted for 39.1% of the variance in the consumers' buying behavior ($R^2 = 0.391$). Thus, 39.1% of the variation in the consumers' buying behavior could be attributed to the influence of advertising. Other variables could explain the variation in consumers' buying behavior that

accounts for about 60.9%. The result of this research further indicated that message factor is the most important factor to have positive and significant influence on consumer buying behavior.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes what has been discussed in the earlier chapters and gives a conclusion based on the results from the research. Based on the research findings, recommendations and directions for future researches are presented.

5.1 Summary of Major Findings

The main objective of this research is to analyze the influence of broadcast advertising on customer buying behavior of Ethiotelcom consumers in Addis Ababa. Although many studies have been done on advertising in general and on the relation of advertising with other marketing elements, comparatively fewer studies have explored the communication factors of advertising mainly the media factor, the source factor, and the message factor, and analyzed their effect on the buying behavior of consumers in Ethiotelcom.

This research aimed to determine and investigate the influence of source factors, message factors and media factors on the consumers' buying behavior of Ethiotelcom in Addis Ababa. Primary data was gathered by using structured questionnaire. A total of 399 structured questionnaires were distributed to customers of Ethiotelcom through simple random sampling techniques. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained.

The finding of this study indicates that most of owners of Ethiotelcom were agreed with the media factor with the cumulative of a mean values and standard deviation (3.77 and 0.609), source factor scored with (3.93 and 0.592), message factor scored with (3.79 and 0.643) and buying behavior has scored (3.65 and 0.655) consecutively. The source factor had the highest mean score of 3.93, whereas the dependent variable brand preference factor had the least mean score value of 3.65

The correlation result show that there is positive and significant relationship between media factor and buying behavior (0.387** and $P < 0.01$). Source factor and buying behavior (0.464** and $P < 0.01$) and message factor buying behavior (0.605** and $P < 0.01$) . The finding further indicates that the highest relationship is found between message factor and buying behavior (0.605** and $P < 0.01$) the lowest relationship exists between media factor and buying behavior (0.387** and $P < 0.01$).

Overall, the results revealed that the independent variables used in this research accounted for 39.1% of the variance in the consumers' brand preference ($R^2 = 0.391$). Thus, 39.1% of the variation in the consumers' brand preference could be attributed to the effect of advertising. The result of this research further indicated that message factor is the most important factor to have positive and significant effect on consumer buying behavior.

As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the consumers' brand preference. Hence, from the findings of this study the researcher found out that all of the advertising factors have positive and significant influence on the consumers' brand preference but from this all The result of this research further indicated that message factor is the most important factor to have positive and significant influence on consumer brand preference.

5.2 Conclusions

The main objective of this research is to analyze the influence of broadcast advertising on the customer buying behavior of Ethiotelcome customers in Addis Ababa. Following the findings of the study, several conclusions could be made.

The findings in this research indicate that the media factor has a positive and significant effect on the consumers' buying behavior. This finding is supported by literatures written by others which have shown that consumers' buying behavior is effect of different means of media on the. Samar

F. & Samreen L. (2015) and Gossa L., (2015) research indicates that banner and skyscraper advertisements that are designed in big pictures and copy heavy layouts have a significant influence of consumers.

The result of this study indicates that the source factor has a positive and a significant effect on the consumers' brand preference. This finding is highlighted by Bilal A., (2013) and Strout R., (2018), who performed a research on assessing the effectiveness of communication factors and behavioral changes of audiences as a result of advertising. As indicated, the source that carries the message has a significant effect on creating awareness, impacting preference of the services and increasing the effectiveness of the advertising efforts.

Moreover, the result of this research indicates that the message factor has a positive and significant effect on the customers' buying behavior. It is known from other research works that the quality of the message has significant effect on the effectiveness of the advertisement Biruktawit A., (2018) and Michael (2012).

The correlation result revealed that there is a positive and a significant relationship between the media factor and the consumers' buying behavior, between the channel factor and the consumers' buying behavior, and between the message factor and the consumers' buying behavior. As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the consumers' buying behavior. This finding is supported by other literature Gossa L., (2015), which indicated that advertisements have strong, positive and significant relationship with the consumers' buying behavior. But the highest relationship was found between the message factor and the consumers' buying behavior.

5.3 Recommendations

Ethiotelcom company owners need to consider all the variables since these variables are the main factors that influence consumers' buying behavior decision and could determine the company's

market share. The company needs to work more on identifying the right factors that fits the product and service. On the basis of the findings, the following recommendations are made.

Significant relationship between the message factors and the customer buying behavior has been observed in this research. Therefore, Ethiotelcom company owners continue their effort on the attractiveness of the visual message of the advertisement and aim to make the verbal message more attractive and try to make suitable for media that most customers prefer. And they need to improve their marketing strategies by address specific pain points or desires of potential customers, leading to better customer engagement and increased conversions.

Significant relationship between media factors and customer buying behavior has been also observed in this research. Therefore, Ethiotelcom company must continue their effort on the attractiveness of medias because it help to understanding how customers interact with various channels, companies like EthioTelecom can optimize their distribution, communication, and sales strategies to better align with customer preferences and behaviors. This, in turn, can lead to higher customer satisfaction, increased sales, and improved Ethiotelcom customer loyalty. Whether it's providing convenience, building trust, or offering personalized experiences, the right channels can influence customer decisions in powerful ways.

Significant relationship between source factor and customer buying behavior has been also observed in this research. Therefore, ethiotecom company must continue their Knowing the source factors allows ethioelcom to focus on the most effective channels throughout the customers buying journey, ensuring that customers receive relevant and timely information.

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APPENDEX
APPENDEX 1 - Questionnaire

ST. MARY'S UNIVERSITY

**School of Graduate studies
Department of Marketing Management**

Dear Sir/Madam, First I would like to thank you for your time. My name is Betelhem Gashu and I am a graduate student at St Mary's University. I am conducting this study for the completion of my Master's Degree in Marketing Management. The purpose of the study is to measure the Effective of advertising on customer buying behavior in the case of Ethiotelcome service. Your kind cooperation will help me to find reliable data and will be used only for this study. Please try to answer all stated questions and I would like to thank you for your time again. Please mark your response

With “√” If you have any question, please contact me through betelhemgashu13@gmail.com

Part I. PERSONAL INFORMATION

1. **Gender** 1. Mal 2. Female
2. **Age** 1. 18 – 30 2. 31 – 45 3. 46 – 60 4. > 62.
- 3 **Educational Qualification:**
1. 7-8 2. High school 3. College diploma
- 4 First Degree 5. Second Degree and above

5. Marital statues

1. Marred

2. Single

6. How long have you used EthioTelecom Services?

1. Below one 1 years

2. 1-3 year

3. 3-5 years

4. Over 5 years

Part II: QUESTIONS DIRECTLY RELATED WITH THE STUDY

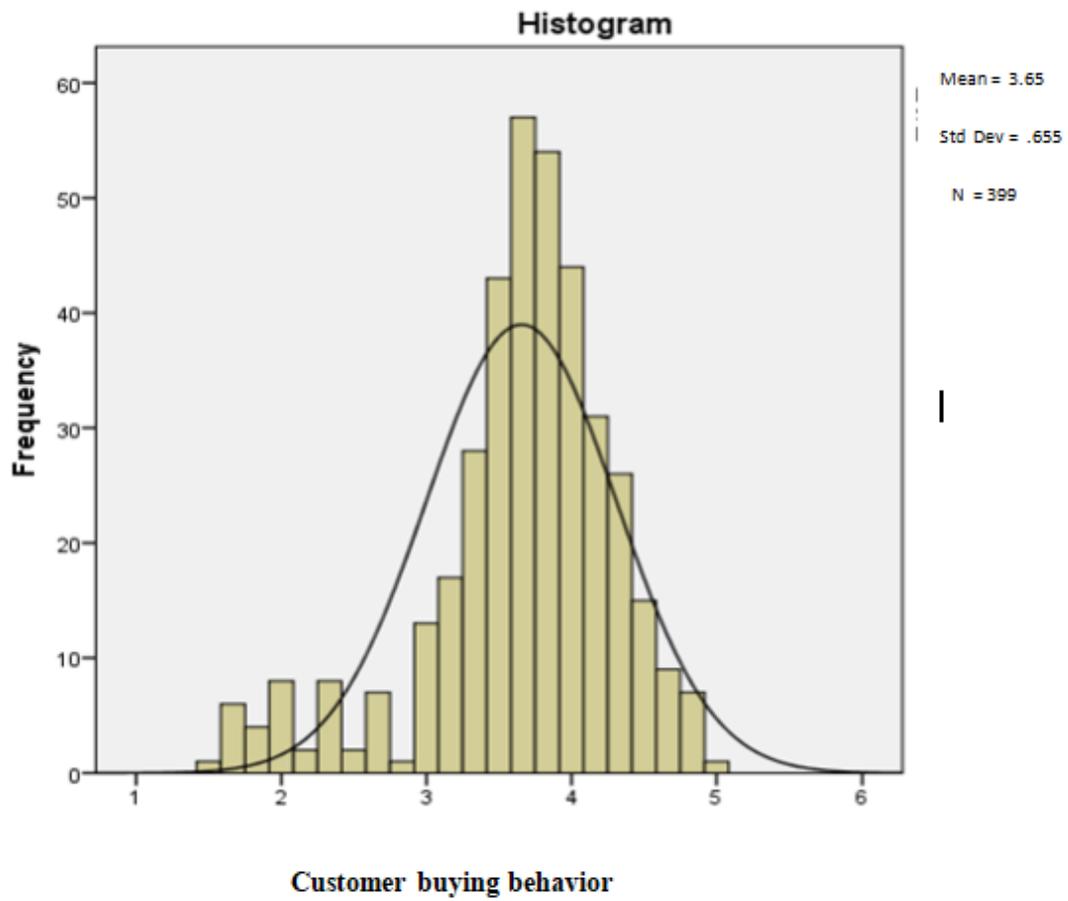
Instructions: Please indicate your level of agreement (whether you agree or disagree), with each statement using the scale below as a guide: put (√) on your selection.

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

| | | Score Values | | | | |
|-----------------------|-----------------------------------------------------------------------------|--------------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Channel factor | | | | | | |
| 1 | Television Advertisement significantly contributes to my buying behavior. | | | | | |
| 2 | Radio Advertisement significantly contributes to my buying behavior. | | | | | |
| 3 | Newspaper Advertisement significantly contributes to my buying behavior. | | | | | |
| 4 | Magazines Advertisement significantly contributes to my buying behavior. | | | | | |
| Message Factor | | | | | | |
| 1 | During advertising using background music contributes to my buying behavior | | | | | |

| | | | | | | |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 2 | Developing stories and documentaries in advertising have influence my buying behavior. | | | | | |
| 3 | Advertising about quality of the product influence my buying behavior | | | | | |
| 4 | Fulfilling both the company and the consumer interest in the advertisement message has influence on my buying behavior. | | | | | |
| Source factor | | | | | | |
| 1 | Advertising undertaken by trained experts has influence on my buying behavior | | | | | |
| 2 | Advertising undertaken by celebrities influence my buying behavior | | | | | |
| 3 | Peer groups and family influence have influence on my buying behavior | | | | | |
| 4 | An advertisement endorsed by a trust worthy person influences my buying behavior | | | | | |
| Consumer Buying behavior | | | | | | |
| 1 | Prefer the Ethiotelcom because advertising of Ethiotelcom introduces new products and service. | | | | | |
| 2 | I prefer the Ethiotelcom because advertising of Ethiotelcom give awareness to customer's | | | | | |
| 3 | I prefer Ethiotelcom because advertising of Ethiotelcom company help to establish brand identity | | | | | |
| 4 | I prefer Ethiotelcom because advertising of Ethiotelcom company help us to get a consistent messaging which is important to build a positive consumer experiences. | | | | | |

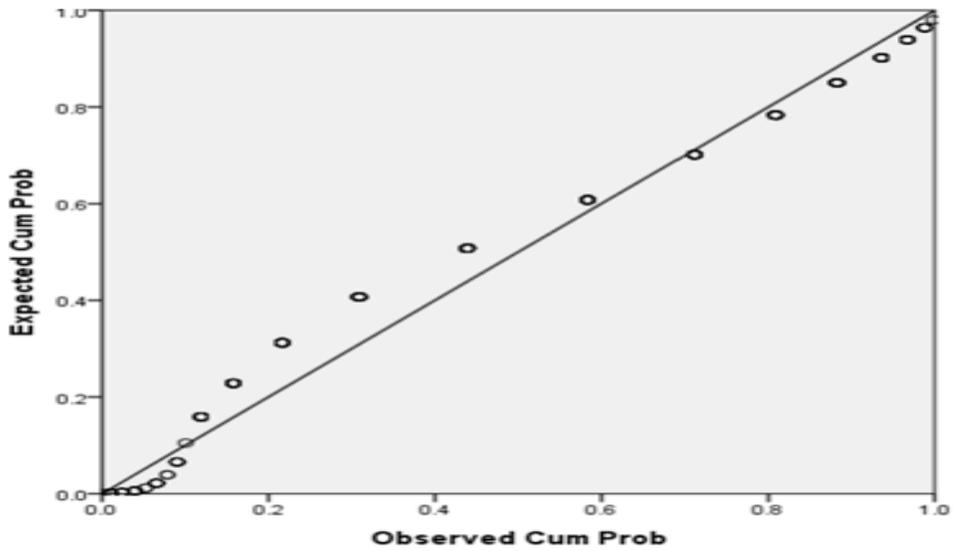
APPENDIX 2



Source: SPSS data output

: Normal P- P Plot to Test Normality of the Data

Normal P-P Plot of customer buying behavior



Source: SPSS data output

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .695 | 5 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .767 | 7 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .872 | 22 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .551 | 4 |

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .755 | 6 |

Source: SPSS data output