



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



**COLLEGE OF BUSINESS AND ECONOMICS  
SCHOOL OF COMMERCE**

**THE EFFECT OF ADVERTISING ON CANAL + BUYING  
BEHAVIOR OF CONSUMERS IN ADDIS ABABA,  
ETHIOPIA**

**By  
Daniel Gessese**

**A Thesis Submitted to Addis Ababa University School of  
Commerce for the Degree of Masters of Art in Marketing  
Management**

**Advisor: Mesfin Workineh (PHD)**

**June, 2024**

**Addis Ababa, Ethiopia.**

**THE EFFECT OF ADVERTISING ON CANAL+ BUYING  
BEHAVIOR OF CONSUMERS IN ADDIS ABABA,  
ETHIOPIA**

**By:  
Daniel Gessese**

**A Thesis Submitted to Addis Ababa University School of  
Commerce in Partial Fulfillment of the Requirements for the  
Degree of Master of Arts in Marketing Management**

**Advisor: Mesfin Workineh (Ph.D.)  
Addis Ababa University**

**Addis Ababa, Ethiopia**

**June, 2024**

## STATEMENT OF DECLARATION

I, Daniel Gessese, declare that this thesis entitled: “The Effect of Advertising on Canal+ Buying Behavior of Consumers in Addis Ababa, Ethiopia” and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management is the outcome of my own effort and study. All sources of materials used for the study have been duly acknowledged. I have produced it independently with only the guidance and suggestions of the thesis advisor. The study complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## STATEMENT OF CERTIFICATION

This is to certify that the thesis prepared by Daniel Gessese, entitled “The Effect of Advertising on Canal+ Buying Behavior of Consumers in Addis Ababa, Ethiopia” and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

**Approved by:**

**Advisor:** Mesfin Workineh (Ph.D.)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# DECLARATION

**ADDIS ABABA UNIVERSITY  
COLLEGE OF BUSINESS AND ECONOMICS  
DEPARTMENT OF MARKETING MANAGEMENT**

This is to certify that the thesis prepared by Daniel Gessese, entitled: “The Effect of Advertising on Canal+ Buying Behavior of Consumers in Addis Ababa, Ethiopia” and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

**Approved by:**

_____	_____	_____
External examiner	Signature	Date
_____	_____	_____
Internal examiner	Signature	Date
_____	_____	_____
Dean, SGS	Signature	Date

## **ACKNOWLEDGEMENT**

First and foremost, I thank God for His guidance and blessings throughout this journey. I extend my deepest gratitude to my advisor, Dr. Mesfin Workineh, for his invaluable guidance and support, the faculty and staff of Addis Ababa University School of Commerce for their resources, my boss Mr. Seifu Gashaw, my colleagues, and friends for their encouragement, the Canal+ consumers in Addis Ababa for their participation, and my family especially my wife for her unwavering support and encouragement. Thank you all for your contributions.

# TABLE OF CONTENTS

STATEMENT OF DECLARATION.....	i
STATEMENT OF CERTIFICATION.....	ii
DECLARATION.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF FIGURES.....	vii
LIST OF TABLES.....	viii
LIST OF ACRONYMS.....	ix
ABSTRACT.....	x
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1. Background of the study.....	1
1.2. Statement of the problem.....	3
1.3. Research Questions.....	5
1.4. Objectives of this study.....	5
1.4.1. General objective.....	5
1.4.2. Specific objective.....	5
1.5. Hypothesis.....	6
1.6. Significance of the study.....	6
1.7. Scope of the study.....	7
1.8. Limitation of the study.....	7
1.9. Organization of the study.....	8
1.10. Definition of key terms.....	8
CHAPTER TWO.....	12
2. Review of related Literature.....	12
2.1. Introduction.....	12
2.2. Advertising.....	12
2.2.1. The concept of advertising.....	12
2.2.2. Relevant Theoretical Models.....	13
2.2.3. Media advertising models.....	14
2.3. Consumer Buying Behavior.....	19
2.3.1. The concept of consumer buying behavior.....	19
2.3.2. Consumer Behavior Models.....	20
2.4. Advertisement and Consumer Buying Behavior.....	22
2.5. Review of Empirical literature.....	23
2.6. Knowledge Gap.....	24
2.7. Conceptual Framework of the Study.....	25
CHAPTER THREE.....	27
3. RESEARCH METHODOLOGY.....	27
3.1. Introduction.....	27
3.2. Research Approach.....	27
3.3. Research Design.....	27
3.4. Source of data collection.....	28
3.5. Population, Sample size and Sampling Techniques.....	28
3.5.1. Population.....	28

3.5.2. Sample size .....	28
3.5.3. Sampling Techniques .....	30
3.6. Data analysis techniques.....	30
3.6.1. Analytical Model.....	30
3.7. Reliability and Validity .....	31
3.8. Ethical Consideration .....	32
CHAPTER FOUR .....	33
4. DATA ANALYSIS, PRESENTATION, AND INTERPRETATION .....	33
4.1. Introduction.....	33
4.2. Response Rate.....	33
4.3. Data Presentation .....	34
4.3.1. Data Validity.....	34
4.3.2. Data Reliability .....	34
4.4. General Information .....	35
4.5. Consumer Preferences and Usage Patterns .....	37
4.5.1. Influence Factor: .....	38
4.5.2. Advertisement Influence: .....	39
4.5.3. Duration of Product/Service Usage:.....	40
4.6. Media Advertising.....	41
4.6.1. Outdoor media advertising .....	41
4.6.2. Print media advertising.....	42
4.6.3. Broadcast media advertising .....	43
4.6.4. Internet media advertising .....	44
4.7. Testing Assumptions of Classical Linear Regression Model (CLRM).....	45
4.7.1. Linearity Test.....	45
4.7.2. Independence (Durbin-Watson Test) .....	49
4.7.3. Homoscedasticity .....	50
4.7.4. Normality.....	54
4.7.5. Multicollinearity .....	58
4.8. Regression Analysis .....	60
4.8.1. Model Summary.....	60
4.8.2. Analysis of Variance / ANOVA <sup>a</sup> .....	62
4.8.3. Regression Coefficients <sup>a</sup> .....	63
4.8.4. Multiple Regression Analysis.....	65
4.9. Hypothesis Testing .....	67
CHAPTER FIVE.....	70
5. SUMMARY, CONCLUSION AND RECOMMENDATION .....	70
5.1. Introduction.....	70
5.2. Summary of the Study.....	70
5.3. Conclusion of the Study .....	71
5.4. Recommendations of the Study .....	73
5.5. Suggestions for Future Studies .....	74
REFERENCE.....	I
ANNEX .....	I

## LIST OF FIGURES

Figure 2. 1 Conceptual Framework of the Study .....	26
Figure 4. 1 Descriptive Statistics of Influence Factor .....	39
Figure 4. 2 Descriptive Statistics of Advertising Influence.....	40
Figure 4. 3 Descriptive Statistics of Decision Factor .....	41
Figure 4. 4 Linearity Test between Outdoor Media Advertising and Consumers Behavior	46
Figure 4. 5 Linearity Test between Print Media Advertising and Consumers Behavior .....	47
Figure 4. 6 Linearity Test between Broadcast Media Advertising and Consumers Behavior .....	48
Figure 4. 7 Linearity Test between Internet Media Advertising and Consumers Behavior .	49
Figure 4. 8 Histogram of Regression Standardized Residuals.....	51
Figure 4. 9 Normal P-P Plot of Regression Standardized Residuals .....	52
Figure 4. 10 Scatterplot of Regression Standardized Residuals .....	53
Figure 4. 11 Normal Q-Q Plot of Unstandardized Predicted Value .....	56
Figure 4. 12 Detrended Normal Q-Q Plot of Unstandardized Predicted Value .....	56
Figure 4. 13 Boxplot of Unstandardized Predicted Value .....	57

## LIST OF TABLES

Table 4. 1 Response Rate .....	33
Table 4. 2 Data Reliability .....	34
Table 4. 3 General Information/ Demographic Data.....	35
Table 4. 4 Consumer Preferences and Usage Patterns .....	37
Table 4. 5 Outdoor media advertising .....	42
Table 4. 6 Print media advertising .....	42
Table 4. 7 Broadcast media advertising .....	43
Table 4. 8 Internet media advertising .....	44
Table 4. 9 Independence (Durbin-Watson Test).....	50
Table 4. 10 Tests of Normality / Kolmogorov-Smirnov and Shapiro-Wilk Tests.....	54
Table 4. 11 Coefficients and Collinearity Statistics .....	58
Table 4. 13 Collinearity Diagnostics .....	59
Table 4. 13 Model Summary .....	61
Table 4. 14 ANOVA <sup>a</sup> .....	62
Table 4. 15 Coefficients <sup>a</sup> .....	64
Table 4. 16: Summary of Actual and Expected Signs of Explanatory Variables on the Dependent Variables .....	69

## **LIST OF ACRONYMS**

*CANAL+ : COMPAGNIE D'APPLICATIONS NATIONALES AUDIOVISUELLES PLUS*

*ANOVA : ANALYSIS OF VARIANCE*

*F-STATISTIC : FISHER STATISTIC*

*P-VALUE : PROBABILITY VALUE*

*SPSS : STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES*

*PLC : PRODUCT LIFE CYCLE*

*ACCA : AWARENESS COMPREHENSION CONVICTION AND ACTION*

*AIDA : ATTENTION INTEREST DESIRE AND ACTION*

*SEO : SEARCH ENGINE OPTIMIZATION*

*AR : AUGMENTED REALITY*

*VR : VIRTUAL REALITY*

*LCA : LIFE CYCLE ASSESSMENT*

*ESG : ENVIRONMENTAL, SOCIAL, AND GOVERNANCE*

## ABSTRACT

*This study examines the effect of various types of media advertising on the consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia. The primary focus is on four types of media advertising: outdoor, print, broadcast, and internet. Utilizing a multiple regression analysis approach, the research investigates how these advertising strategies influence consumer behavior. Data were collected through structured questionnaires distributed to Canal+ consumers, achieving a high response rate from 384 participants, with all questionnaires returned and deemed usable. The findings reveal that all four types of media advertising significantly and positively impact consumer buying behavior, with outdoor media advertising showing the highest influence, followed by broadcast, print, and internet media advertising. The regression analysis indicates that 93% of the variance in consumer buying behavior can be explained by these advertising strategies, confirming their substantial impact. Diagnostic tests, including linearity, independence, homoscedasticity, and normality tests, were conducted to ensure the robustness of the regression model. The results validate the model's assumptions, demonstrating that the relationships between the independent and dependent variables are appropriately modeled by a linear regression. The study concludes that a diversified media advertising strategy is crucial for effectively influencing consumer behavior. Canal+ should prioritize outdoor and broadcast media advertising while maintaining investments in print and internet media to maximize their marketing impact. Recommendations for future research include exploring the impact of emerging digital advertising platforms and the long-term effects of sustained advertising campaigns. This research provides valuable insights for marketers and business leaders on optimizing advertising investments to enhance consumer engagement and drive sales, contributing to the broader understanding of media advertising's role in consumer behavior.*

**Keywords:** *Media Advertising, Consumer Buying Behavior, Outdoor Advertising, Print Advertising, Broadcast Advertising, Internet Advertising*

# CHAPTER ONE

## 1. INTRODUCTION

This section covers various aspects including the study's background, the purpose for conducting the research, the study's objectives, its significance, the scope of the study, the limitations, how the paper is organized, and the definitions of the terms used.

### 1.1. Background of the study

Most individuals grow up in a world saturated with mass media, encompassing television, advertising, films, videos, billboards, magazines, newspapers, and the internet (Livingstone et al., 2020). Among various marketing tools, advertising is renowned for its enduring impact on the viewer's mind due to its extensive exposure (Katke, 2007).

Advertising, a marketing concept designed to influence consumer buying behavior, interacts with consumer behavior, the process of selecting, purchasing, evaluating, and consuming products or services to satisfy needs or wants (Trenholm, et al., 2023). In earlier times, marketers used different symbols to market products and raise consumer awareness. However, with technological advancements, organizations now emphasize the extensive use of print and electronic media. Various marketing promotion strategies, including celebrity endorsements, have proven effective in creating awareness among consumers (Vinod Kumar Bishnoi, 2009).

According to Haider and Shakib (2018), advertising serves as a communication method that delivers information to viewers and influences their decisions regarding the purchase of goods or services. It is considered a crucial element for the financial growth of businesses and organizations. Marketing encompasses various exposure and promotion methods, spanning modern and traditional media such as blog posts, text messages, internet pages, magazines, television, billboards, journal mail, and radio advertisements. The evolution of

industrialization significantly increased the use of advertisements in the 20th century, with a shift towards online advertising in the present era.

Consumer purchasing behavior, as outlined by Haider and Shakib (2018), involves the actions consumers take when searching for, using, evaluating, and disposing of products to fulfill their needs. The techniques individuals or groups employ in choosing, acquiring, using, or discarding items are influenced by their perceptions of product advertising. Successful marketing has a higher likelihood of persuading audiences to make purchases compared to poor-quality marketing. Managers, as noted by Chukwu, Kanu, and Ezeabogu (2019), are concerned with maintaining consumer interest through advertising expenditures and understanding the factors influencing consumer behavior, including emotional, social, and financial aspects.

Chukwu et al. (2019) highlight the importance of emotional connections in advertisements, creating strong brand associations and influencing consumers' categorization of brands based on their experiences. Successful brands have effectively influenced consumer behavior through advertising.

Researchers and businesses have shown ongoing interest in understanding the influence of advertisements on consumer purchasing behavior. However, the extent to which advertising influences consumer purchasing habits for these products remains unknown. This study aims to elucidate the effects of advertising on consumer buying behavior and product and service sales in Canal+ Addis Ababa, Ethiopia.

The study of consumer behavior has become a focal point for marketers, offering insights into how consumers choose goods and services to fulfill multiple needs. The increasing complexity of economic life necessitates a comprehensive understanding of human economic behavior. This includes studying both how individuals act as producers of goods and services, and how they make decisions as consumers (Schotter et al., 2020).

Canal+ Ethiopia is a subsidiary of the Canal+ Group, a French premium television channel launched in 1984. The Ethiopian platform is a significant project for the Canal+ Group, with

around \$100 million invested in it over the last five years. The company has high hopes for Ethiopia, aiming to win over 1 million subscribers, making it Canal+'s largest market south of the Sahara. Canal+ Ethiopia is set to launch the first Ethiopian premium channels in 2021, partnering with local business Bruh Plc, for the distribution and commercialization of the channels. The company has also been inking agreements with Ethiopian media companies over content ownership, including deals with Fana Broadcasting Corporation and the Ethiopian Broadcasting Corporation. Canal+ Ethiopia offers tailored channels with Ethiopian and international content, catering to the local audience. With operations in around 25 African countries and a subscriber base estimated at 4 million, Canal+ Group is a major player in the African media landscape, aiming to expand its presence in Ethiopia.

Canal+ Ethiopia was established to provide high-quality television services and content to the Ethiopian market. The company aims to offer a diverse range of entertainment options, including movies, TV series, sports events, documentaries, news, and more. It focuses on delivering content in multiple languages to cater to the diverse linguistic backgrounds of the Ethiopian audience. Canal+ Ethiopia offers two packages with 15 premium tailored channels, 100% in Amharic and Affan Oromo in HD. The channels include Canal+ Cinema 1, Canal+ Cinema 2, Canal+ Jumbo, Canal+ Diskoover, Canal+ Dik Dike, Canal+ Discover, Canal+ Gebeta, Canal+ Sport, Canal+ Novela 1, Canal+ Novela 2, Canal+ Cinema 1, Canal+ Cinema 2, Canal+ action etc.

## **1.2. Statement of the problem**

Advertising has a pervasive global influence, reaching audiences through diverse media channels such as newspapers, the internet, music, films, videos, magazines, movies, and billboards. Beyond mere exposure, advertising is significant due to its constant presence and ability to shape perceptions over time (Huang et al., 2021).

The significance of advertising in the lives of consumers is crucial. Consumers, who purchase products only after being made aware of their availability, rely on advertising. Without advertising, consumers remain uninformed about products in the market, hindering

their ability to make informed purchases. Additionally, advertising aids people in discovering the best products for themselves and their families by allowing them to compare and make informed choices. Hence, advertising plays a vital role for consumers.

Various forms of media, including broadcast (TV, radio, internet), print (newspapers, magazines, brochures), and outdoor (billboards, kiosks, events/sponsorship), host numerous advertisements. However, the key question for marketers is whether these media advertisements positively influence consumer buying behavior. If advertisements fail to induce positive changes in buying behavior, the resources invested, such as money and time, may go to waste. Many businesses neglect to assess the impact of their advertisements on consumers, lacking an understanding of how consumers perceive their products or services. Therefore, it is essential for marketers in the banking industry to understand the extent to which media advertising influences consumer buying behavior. A recent study by Mylonakis (2023) highlights the significant role that advertising plays in shaping consumer perceptions of banking services and influencing their decision-making processes.

While several studies have explored the impact of advertising in general, some focused on specific industries, such as manufacturing (Farashah, 2011) and banking services (Mylonakis, 2008). Notably, a study on Oromia International Bank found that TV advertising had the most powerful influence on consumers' buying behavior (Melkamu Daba, 2014). Another study on Ethio-Ceramics Private Limited Company revealed a strong positive relationship between understandable, attention-grabbing, and honest advertisements and consumer buying behavior (Meweal Negash, 2015).

However, there is a significant gap in the literature regarding the impact of CANAL+ media ads on consumer choice behaviors. No previous research has specifically examined how CANAL+ advertisements affect consumer choices, leaving a gap in understanding the effectiveness of these media ads in the Ethiopian context. This gap is particularly important given the recent introduction of choices between Canal+ and DStv Satellite Television in Ethiopia, which adds competitive pressure and significance to advertising efforts.

This research aims to fill this gap by evaluating the existing media advertising practices of CANAL+ in terms of being impressive, simple to understand, attention-grabbing, memorable, creative, and honest. By analyzing the impact of CANAL+ media ads on consumer buying behavior when choosing an entertainment channel, this study will provide valuable insights into the effectiveness of these advertising strategies. It will help CANAL+ and other stakeholders understand how their advertisements influence consumer decisions and optimize their marketing strategies accordingly.

### **1.3. Research Questions**

In line with the above identified problem this study attempts to address the following research questions.

1. How does outdoor media advertising impact consumer purchasing behavior?
2. What is the influence of print media advertising on consumer buying behavior?
3. How does broadcast media advertising affect consumer buying behavior?
4. What is the impact of internet media advertising on consumer buying behavior?

### **1.4. Objectives of this study**

#### **1.4.1. General objective**

The general objective of this study will be to investigate the effect of advertising on consumer buying behavior of technological products: Canal+ product purchase behavior of consumers in Addis Ababa, Ethiopia.

#### **1.4.2. Specific objective**

1. To determine the effect of outdoor media advertising impact the consumer buying behavior.
2. To investigate the influence of print media advertising on consumer buying behavior.

3. To test the effect of broadcasting media advertisement on consumer buying behavior.
4. To examine the impact of internet media advertising on consumer buying behavior.

### **1.5. Hypothesis**

Based on the literature review and the objective of the study, the expected relationship between the independent variables and the dependent variable is stated and the hypotheses are framed as follows:

- I.**Outdoor media advertising has a positive and significant effect on consumer buying behavior.
- II.**Print media advertising has a positive and significant effect on consumer buying behavior.
- III.**Broadcast media advertising has a positive and significant effect on consumer buying behavior.
- IV.**Internet media advertising has a positive and significant effect on consumer buying behavior.

### **1.6. Significance of the study**

The study holds significant importance for Canal+ management, businesses, and fellow academics.

- ✓ Regarding organizational management: - this research sheds light on the correlation between advertising and consumer purchasing patterns. It offers insights into which forms of media advertising have an impact on consumer behavior.
- ✓ For businesses and companies: - the study's outcomes will enhance the value for advertising agencies, clients, and corporations. It also furnishes crucial evidence on the effective use of media advertisements in influencing consumer buying habits. Crucially, this research assists companies and marketers in comprehending how their utilization of various advertising types affect the purchasing behavior of their target consumers.
- ✓ For academicians: - this study will serve as a valuable point of reference for those interested in conducting similar research in this field.

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

The scope of the study can be categorized into conceptual, geographical, and methodological scopes. Conceptual Scope: The study focuses on investigating the effect of media advertisement consumer buying behavior. It specifically examines impact of four types of media advertisements, outdoor, print media, media, and internet advertisements. study delimits its investigation understand these different forms of media advertising consumer buying behavior. Scope: The study is limited to CANAL+ branch in Addis Ababa, Ethiopia. The is conducted within this specific organization, implying that the findings may be applicable primarily to this particular context. The geographical scope of the study is restricted to this specific location. Methodological Scope: the study aims to establish cause-and-effect relationship between advertisement and consumer buying behavior. To achieve this, data is gathered through a questionnaire survey. The study employs this specific research methodology to collect data and explore the relationship between media advertisements and consumer buying behavior.

## **1.8. Limitation of the study**

To explore the impact of advertising on CANAL+ consumers in Addis Ababa, it is imperative to allocate additional time, conduct thorough surveys, and encourage a heightened level of transparency from the respondents. Unfortunately, many consumers exhibit reticence when responding to certain inquiries. In order to effectively meet the research objectives, the study is confined to the consumer base of CANAL+ users. Ultimately, this investigation aimed at evaluating the purchasing behaviors of CANAL+ consumers in Addis Ababa. It is crucial to acknowledge that the study faces limitations in terms of time constraints, the nature of the survey, and the challenge of obtaining candid responses from participants. Despite these constraints, the research endeavors to provide valuable insights into the dynamics of consumer buying behaviors in the context of CANAL+ usage in Addis Ababa.

## **1.9. Organization of the study**

The study will be structured five chapters. In the initial chapter, it will delve into the introduction, encompassing the background, statement of the problem, research questions, research objectives, significance of the study, scope and limitations, definition of key terms, and the overall organization of the study. Moving on to chapter two, it will focus on the review of related literature, covering both theoretical and empirical aspects, along with the conceptual framework and research hypotheses. Chapter three, it will elaborate on the research methodology employed in the study. The fourth chapter, it will be dedicated to the presentation, analysis, and interpretation of the collected data. Finally, chapter five it will provide a summary, conclusion, and recommendations based on the study's findings.

## **1.10. Definition of key terms**

**Advertisement:** An advertisement is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch, 2012).

**Media:** Media encompasses a wide range of channels, including radio, the Internet, television, newspapers, magazines, and outdoor billboards. It serves as a means of conveying specific information or an advertising message about a product or service to consumers (Helen Katz, 2007).

**Consumer:** A consumer is an individual who identifies a need or desire, engages in the process of making a purchase, and may also dispose of the product (Schiffman, 2010).

**Consumer Buying Behavior:** Consumer buying behavior refers to the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires (Maria, 2008).

**Outdoor advertising:** it's been around for millennia and remains a prevalent form of communication, especially in urban areas (Belch & Belch, 2003). This type of advertising

utilizes tools like billboards, kiosks, and event sponsorship to engage consumers outdoors. Billboards need concise and attention-grabbing content to appeal to passersby, while kiosks provide an easy outlet for product promotion. Companies can leverage events and sponsorships, such as trade fairs or sports tournaments, to effectively advertise their products within their niche (Omcreddy, 2010). Therefore, the research hypothesizes that outdoor advertising, encompassing billboards, kiosks, and event sponsorship, offers a compelling and diverse range of tools and techniques for companies to effectively reach their target audience in outdoor settings.

**Print media advertising:** Print advertisements serve as a marketing communication method disseminated through print media. They are not only a reliable but also an effective means of sparking conversations among people. For instance, posters can be strategically placed in various outlets such as bus shelters, roadside signs, town centers, stations, and other public transportation hubs, reaching a wide audience. In addition to posters, other print materials like flyers, brochures, leaflets, business cards, catalogs, and placemats play a significant role. Street marketing involves the strategic placement of advertisements directly into people's daily lives, unexpectedly positioning them in locations individuals wouldn't typically anticipate encountering such promotions (Marketing Schools, 2020).

**Broadcast advertising :** encompassing television, radio, and the internet, is a widely used medium with various forms. Television ads, popular since their inception, vary in cost based on factors like length, broadcast time (especially during prime time), and the channel's popularity. While radio may seem overshadowed by modern media, it remains a preferred option for small-scale advertisers. Radio jingles, known for their lasting impact, continue to resonate with audiences (Merugu, N.M., 2009).

Primarily, broadcast advertising refers to the commercials on radio and television. These mediums are effective in reaching a broad audience, surpassing the scope of print media. Both radio and television ads are considered mass marketing tools, capable of reaching national and international audiences. The primary objective of broadcast advertisements is to instill confidence in consumers regarding the advantages of the product, making it a

widely effective advertising tool. The expense associated with these advertisements depends on factors such as the commercial's duration and the specific time it airs. Notably, advertising during premium slots incurs a higher cost compared to other time slots, as indicated by (Juneja in 2021).

The effectiveness of a radio ad often hinges on its frequency. It's crucial to understand the listening habits of the target audience and choose appropriate channels for maximum impact. The selection of voice talent in radio commercials should align with the audience and ad content (Management Study Guide, 2013).

Television advertising, often associated with larger corporations, can also benefit smaller businesses. The success of a TV ad depends on a robust combination of audio and visual elements. However, these elements should also be effective independently. For instance, a TV ad should convey its message clearly through audio alone for listeners who might not be watching the screen, and vice versa (Nartey, G. K., 2010).

Internet or online advertising: leverages the power of the Internet or World Wide Web to engage and entice consumers into purchasing products and services. Various forms of online advertising, such as search engine result page ads, rich media ads, banner ads, social network advertising, and email marketing, aim to reach a vast audience. One notable advantage of online advertising is its ability to swiftly publish commercials and make them accessible to a global audience. However, this form of advertising comes with both merits and drawbacks. On the positive side, the immediacy of publishing and global reach is significant advantages.

Conversely, the drawbacks include the potential for advertisers to resort to distracting tactics, such as flashing banners and mass email spam, which can irritate consumers. In some cases, these intrusive practices may lead to the neglect of genuine ads amidst the annoyance caused by aggressive marketing strategies. In light of these challenges, ethical considerations play a crucial role in the success of online advertising. It is imperative for advertisers to prioritize ethical practices to avoid alienating their target audience. This

entails refraining from intrusive and irritating methods and instead focusing on creating meaningful and engaging content. Upholding ethical standards not only fosters a positive perception of the brand but also ensures a more receptive audience, ultimately contributing to the success of the advertising campaign (Tailor, W. (2013).

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

#### 2.1. Introduction

This chapter will be consisted three main sections, the first of which involves an exploration of pertinent concepts and theories related to advertising , types of advertisements , consumer behavior, and consumer buying patterns . The literature review is structured around three key themes: a general overview of the topic, empirical findings, and identified gaps in existing research. The concluding section of this chapter will feature the conceptual framework of the study along with the proposed research hypotheses.

#### 2.2. Advertising

##### 2.2.1. The concept of advertising

Advertising is the deliberate communication of marketing information aimed at a specific audience, typically paid for by a sponsor to achieve specific goals . Bennett (2006) defines it as a controlled transmission of information and persuasion through mass media. Borden (2007 ) describes it as any paid, non-personal promotion by an identified sponsor. It encompasses various mediums like print ( newspapers, magazines), audio (radio), and visual (television, billboards) as outlined by Kotler and Armstrong (2010).

Throughout history, advertising has been an integral part of trade and societal life, dating back to ancient civilizations like Greece and evidenced by findings in Pompeii (Wilmshurst , 1985). Modern definitions , like that by Wijaya (2012), emphasize factors like media, audience, and objectives. It's seen as paid persuasive communication, reaching wide audiences to connect sponsors with buyers and provide product information. The key components include payment by the advertiser, identifying the sponsor, broad

audience reach, the goal of informing and persuading consumers, and leveraging various mass and interactive media.

Shah and d'Souza ( 2009) also define advertising as paid, non- personal promotion by an identified sponsor, aiming not only to inform and persuade but also to establish relationships and drive sales . It's a tool to foster long-term connections between products and markets, transcending geographical boundaries and motivating purchases. This can take various forms such as publication space , television, radio , or outdoor advertising, all aimed at convincing individuals to take a specific action or adopt a particular viewpoint ( Wilmshurst, 1985).

### **2.2.2. Relevant Theoretical Models**

Models in the effect of advertising on consumer buying behavior are theoretical frameworks that attempt to explain and understand the relationship between advertising and consumer behavior. These models provide insights into how advertising influences consumers' attitudes, perceptions , and purchase decisions. Here are some key discussions around these models:

**Hierarchy of Effects Model:** This model suggests that consumers go through a series of stages before making a purchase. These stages include awareness, knowledge , liking, preference, conviction, and finally, the purchase decision. Advertising is believed to play a crucial role in guiding consumers through these stages, by creating awareness, providing information, and shaping preferences.

**Elaboration Likelihood Model:** This model proposes that consumers' level of involvement and motivation plays a significant role in how they process and respond to advertising messages. It differentiates between central route processing , where consumers actively engage and evaluate the ad's content, and peripheral route processing, where consumers are influenced by superficial cues such as celebrity endorsements or attractive visuals.

**Information Processing Model:** This model focuses on how consumers process and interpret advertising information. It suggests that consumers engage in a series of cognitive steps, including exposure, attention, comprehension, acceptance, and retention. The model emphasizes the importance of delivering messages that are clear, relevant, and memorable to effectively influence consumer buying behavior.

### 2.2.3. Media advertising models

An advertising model involves strategically utilizing an advertising medium to reach a specific target audience. The advertising medium refers to the type of media or platform where the advertising is placed. Understanding the target market is crucial for crafting an effective message and selecting the appropriate advertising medium. To ensure effectiveness, it's essential to have a clear understanding of the advantages and limitations of each medium (Burnett, 2002).

While convincing people to buy products through advertising may seem like a mysterious process, there is psychological science behind this persuasive art form. Although there's no one-size-fits-all formula in advertising, an advertising model serves as a valuable guide. Marketers use advertising models to assess the effectiveness of their content before launching ad campaigns (Katz, 2007).

Advertising models act as blueprints, aiding marketers in creating persuasive ads for various outlets like print, TV, radio, or online platforms. Two popular advertising models are AIDA (Awareness, Interest, Desire, and Action) and DRIP (Differentiate, Remind, Inform, and Persuade) (Kelley, Jugenheimer, and Sheehan, 2015). AIDA represents the consumer's journey before deciding to buy a product, encompassing attention, interest, desire, and action. On the other hand, DRIP outlines the actions marketers should take to secure a deal, including differentiation, reminding, informing, and persuading.

Both AIDA and DRIP can guide advertising campaigns by focusing on accomplishing each step with strategic decisions. These steps often overlap, such as capturing attention while differentiating a product. Whether to run a campaign that covers all four steps of both AIDA and DRIP in a single ad is a strategic decision that should be discussed with the team. While some ads may have a profound impact by achieving both models in one go, a long-term approach may involve releasing ads that focus on specific steps sequentially, like gaining attention initially and then building momentum over time.

#### 2.2.3.1. The DAGMAR Advertising Model

The DAGMAR Advertising Model, which stands for Defining Advertising Goals for Measured Advertising Results, builds upon the AIDA model with a variation called ACCA: Awareness, Comprehension, Conviction, and Action. DAGMAR emphasizes the importance of effective goal setting in advertising (Colley, 1984).

In the first step of DAGMAR, marketers are urged to precisely define their objectives in the advertising communication process and establish measurable criteria for success. Determining the duration of the advertisement campaign is also crucial.

Following this, identifying the target audience and understanding their current perceptions of the brand is essential. Marketers should then define the desired change in attitude or perception after the audience views the advertisement. This step integrates AIDA or ACCA principles, where different information is communicated to consumers in the Awareness stage compared to those in the Action stage. Once these details are clarified, the task is to create advertising copy capable of achieving the established goals.

#### 2.2.3.2. The Product Life Cycle Model

The Product Life Cycle (PLC) model in marketing consists of four stages: introduction, growth, maturity, and decline. However, with creativity, products can be reinvented and remarketed to avoid decline. The PLC involves strategic planning on a timeline to

facilitate smooth transitions between stages based on market responses. Determining the stage involves assessing product price, sales volume, distribution channels, and competition.

During the introduction stage, a new product requires maximum visibility, achieved through various channels such as TV, radio, print ads, pay-per-click, SEO, events, and sponsorships. As the product progresses to the growth stage, social media marketing, influencers, and affiliates can be incorporated to generate interest and establish trust.

In the maturity stage, advertising efforts can shift towards differentiating from competitors, and strategies may include promotional sales, consumer loyalty programs, and re-marketing techniques. This comprehensive approach helps adapt to changing market dynamics throughout the product's life cycle.

#### 2.2.3.3. The Andrew Ehrenburg Model

Andrew Ehrenberg, in 1974, approached advertising scientifically by observing consumer behavior, noting a tendency for people to stick with familiar products even if not perfect. When satisfied, consumers often develop habits of repeatedly buying the same product. Ehrenberg challenged the idea that advertisements directly persuade consumers to make purchases. Instead, he emphasized the role of curiosity and the product's merit in influencing consumer behavior.

Ehrenberg's model, known as ATRN, represents the stages of consumer behavior: Awareness, Trial, Reinforcement, and Nudging. He argued that advertising creates "awareness" of a product, but the decision to "trial" a product is influenced by various factors beyond the persuasive impact of an advertisement. Advertising also contributes to "reinforcing" positive trial experiences and "nudging" consumers towards repeat purchases. In summary, Ehrenberg believed that while advertising raises awareness, consumer decisions are influenced by a combination of factors, including product quality and positive experiences.

Other noteworthy advertising models that warrant exploration includes:

#### 2.2.3.4. Maslow's Hierarchy of Needs:

Direct advertising messages towards showcasing how a product enhances fundamental needs such as safety or health, aiming to connect with a broad audience. This theory states that individuals have a series of needs, represented in hierarchical pyramid. Generally, Abraham Maslow's Hierarchy of Needs is a psychological theory that categorizes human needs into a five-tier pyramid. The hierarchy, often depicted as a pyramid, is often used to understand human motivation and behavior. The five levels, from the most basic to the highest, are as follows:

1. Physiological Needs: Basic needs for survival, such as food, water, air, and shelter.
2. Safety Needs: The need for physical and emotional safety and security, including health and well-being.
3. Love and Belongingness Needs: The need for social relationships, friendship, intimacy, and a sense of belonging.
4. Esteem Needs: The need for self-esteem, confidence, achievement, respect from others, and the need to be competent.
5. Self-Actualization Needs: The highest level of needs involves achieving one's full potential, self-fulfillment, personal growth, and realizing personal capabilities.

When it comes to advertising and consumer buying behavior, these needs can be influenced in various ways like:

1. Physiological Needs: Advertisements often highlight how a product or service satisfies basic physiological needs, such as hunger, thirst, or the need for shelter. For example, food and beverage commercials may emphasize taste and nutritional value.

- 2 . Safety Needs: Advertisements can create a sense of security by highlighting the safety features of a product or by positioning it as a reliable and trustworthy choice . This is common in advertisements for insurance, home security, and health-related products .
3. Love and Belongingness Needs: Advertising frequently appeals to the need for social connection and belonging . Products are often marketed as tools to enhance relationships, friendships, and social acceptance.
4. Esteem Needs : Advertisements may focus on how a product can contribute to the consumer's self-esteem and status . Luxury brands, for example , often use advertising to create a sense of exclusivity and prestige.
5. Self-Actualization Needs: Some advertisements aim to associate products or services with personal growth, achievement, and realizing one's full potential. This can be seen in ads promoting educational courses, self- help products, or experiences that encourage personal development.

In summary, advertisers strategically tap into different levels of Maslow's Hierarchy of Needs to influence consumer behavior. The effectiveness of advertising often depends on how well it resonates with consumers' underlying needs and motivations at a given point in time. Successful advertising campaigns are those that connect with consumers on a psychological level and address their specific needs and desires.

#### 2.2.3.5. Visibility, Identity, Promise , Single-mindedness (VIPS):

According to David Bernstein (1955), all advertisements should possess outstanding "visibility," convey a distinct "identity" and "promise ," and maintain a clear "single-minded" focus.

#### 2.2.3.6. The Decision- Making Process (DMP):

Tightly linked to the Ehrenberg model, the DMP initiates when a consumer recognizes the need for a product and actively seeks information. Subsequently, the consumer assesses each option before finalizing a purchase (Andrew Ehrenberg, 1974).

#### 2.2.3.7. Means -End Chain Theory:

This advertising model underscores the portrayal of product features that deliver specific benefits, aligning with the consumer's value system. For instance, a product advertising "whole grain ingredients" implies a health benefit, creating the perception that the consumer will lead a more active and fulfilling life. There isn't a definitive right or wrong model for advertising; instead, experimenting with different approaches is encouraged. It's advisable to remain open-minded, as trying alternative methods may offer valuable perspectives when facing challenges (March, 1991).

### 2.3. Consumer Buying Behavior

#### 2.3.1. The concept of consumer buying behavior

Consumer buying behavior revolves around the process individuals go through when making decisions to allocate their resources, such as time, money, and effort, towards the acquisition, use, and disposal of products. This encompasses the what, why, when, where, how often, and how individuals make purchases, as well as the evaluation of products post-purchase and the subsequent impact on future buying decisions. The decision-making process is intricate, involving various factors and courses of action.

In some cases, the consumer making the purchase is not the same as the end user, as exemplified when a parent selects clothing for a teenager. Zaltman (2003) highlighted the diversity in consumer preferences, emphasizing that individuals differ in their choices. Some consumers prefer trendy products, while others avoid "me too" items, opting for distinct products that cater to their specific needs and reflect their personalities and lifestyles. These insights led to the development of market segmentation, where the heterogeneous market is divided into smaller, more homogeneous groups. Marketers then tailor their strategies, including positioning and promotional efforts, to meet the unique needs of these consumer segments and create a favorable product image (Bearden, 1999).

### 2.3.2. Consumer Behavior Models

In earlier sections, I have explored the numerous factors that impact consumer decision-making. Additionally, there exist various models designed to enhance our comprehension of consumer behavior. As outlined by Berkman et al. (1986), these models fall into two categories: Traditional Models, encompassing Economic, Learning, Psychological, and Sociological aspects, and Contemporary Models, including Howarth Sheth, Engel - Blackwell-Kollat, and Nicosia. Due to their expansive nature, this study will focus on a select few of these models, chosen based on their relevance to the research.

#### 2.3.2.1. Economic Model

According to Matin Khan (2006), consumers aim to maximize their gains by minimizing their spending. The Economic Model relies on the following assumptions:

1. **Price Effect:** The lower the price of a product, the greater the quantity purchased.
2. **Substitution Effect:** A decrease in the price of a substitute product reduces the utility of the original product purchased.
3. **Income Effect:** An increase in income or available money leads to a higher quantity purchased.

Behavioral scientists argue that this model is incomplete because it assumes market homogeneity, buyer behavior similarity, and focuses solely on product and price. It neglects various other factors such as perception, motivation, learning, attitudes, personality, and socio-cultural influences. A comprehensive understanding requires a multi-disciplinary approach, considering the complexity of human beings and their susceptibility to external and internal factors. Therefore, the economic model, as per behavioral scientists, is not without limitations, as it overly emphasizes the role of price and overlooks other crucial aspects of decision-making.

### 2.3.2.2. Psychological Model

Psychologists, as outlined by G. Vani et al. (2010), have delved into the factors influencing purchasing decisions. A. H. Maslow addressed this by proposing the hierarchy of needs, indicating that an individual's behavior is shaped by their most pressing need at a given time. This hierarchy suggests a prioritization of needs, with basic needs taking precedence before secondary ones. The buying process and behavior are influenced by motivational forces, with motivation serving as a driving force and mental phenomenon. Motivation commences with a need, triggered when an individual experiences deprivation. This creates tension, propelling the individual toward goal-directed behavior aimed at fulfilling the need. Upon satisfaction, a new need emerges, marking a continuous process.

### 2.3.2.3. The Pavlovian Learning Model

The Pavlovian Learning Model, named after the Russian physiologist Ivan Pavlov by McDaniel and Gates in 1998, is based on Pavlov's experiments with dogs. In those experiments, Pavlov observed how a dog responded to the ringing of a bell after being given a piece of meat. The dog's responses were measured by the amount of saliva it secreted. In the context of marketing, learning is defined as a change in behavior influenced by previous experiences. The learning process involves factors such as drive, innate and learned drives related to physiological needs or social factors, and reinforcement.

Drive refers to a strong internal stimulus that prompts action, leading a person to take steps to fulfill their desires. Drives can be either innate, arising from physiological needs like hunger, thirst, pain, cold, and sex, or learned, such as the pursuit of status or social approval.

Reinforcement is a crucial element in the learning process. For instance, when a person feels the need to purchase clothing and is attracted by the display of clothing in a showroom—considering factors like color and style—it acts as a stimulus. If the

purchased item meets their satisfaction, reinforcement occurs. This positive experience leads to repeat visits, recommendations to friends, and establishes a positive image of the product in the consumer's mind. In marketing, creating a favorable product image is essential for encouraging repeat purchases through the learning process.

#### 2.3.2.4. The Howarth Sheth Model

The Howarth Sheth Model is a somewhat intricate framework positing that consumer behavior is a multifaceted process shaped by the interplay of learning, perception, and attitudes. This decision-making model is designed for individual applicability and comprises four categories of variables: Input, Perceptual and Learning Constructs, Outputs, and Exogenous or External Variables (Grewal et al., 2004).

## 2.4. Advertisement and Consumer Buying Behavior

In a competitive market, capturing consumer attention through effective advertising and sales promotion is crucial. Significant marketing budgets are allocated to advertising, with a growing trend towards utilizing digital media platforms. This research aims to investigate the impact of various media advertisements on different stages of consumer behavior, including awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR). Consumers' expectations regarding information from diverse media such as TV, radio, newspapers, magazines, and the internet vary.

Based on the literature discussed above, it is evident that there is a strong correlation between advertising and consumer buying behavior. Advertising plays a pivotal role in influencing consumers' purchasing behavior. If an advertisement effectively impresses viewers, they are more likely to pay attention to it and less likely to ignore it in subsequent viewings (Bieletal, 1990). This positive first impression leads to increased exposure and attention, creating an opportunity to enhance consumer involvement, thereby influencing behavior (Gary, 1999). Additionally, the repeated exposure to the ad, driven by the

positive impression, contributes to the advert's prominence in memory ( Ehrenberg, 1974).

## **2.5. Review of Empirical literature**

The significance of advertising in the contemporary era of large -scale production and intense market competition cannot be overstated. It not only transforms how consumers perceive and consume products but also influences their attitudes towards them. This literature review summarizes various scholars' research findings related to the impact of advertising on consumer behavior.

Melkamu Daba (2014) conducted a study on the influence of media advertising on consumers' buying behavior in the banking service, specifically focusing on Oromia International Bank . The research revealed that TV advertising had the most significant impact on consumers due to its combination of audio- visual elements. Factors such as informative content, perception of the bank, logo color, and brand name played crucial roles in motivating consumers to respond to the bank's media advertisements. The study recommended that companies should extensively use various media outlets to design their advertising methods, reaching a larger target audience to attract and retain consumers.

Kalia and Mishra (2016) explored the effects of online advertising on consumers in Punjab. Their study highlighted the preference for rectangular banner and skyscraper advertisements with big-picture and copy-heavy layouts . E-commerce sites and mobile phones were found to receive more attention, particularly when functions were displayed . The research suggested that placing online advertisements above the masthead and on the right side of the homepage , along with vibrant colors and promotional offers, garnered maximum attention.

Meweal N. (2015) investigated the impact of advertisements on consumer buying behavior, focusing on Ethio-Ceramics Private Limited Company. The study , involving 180 consumers, identified a strong positive relationship between understandable, attention- grabbing, and honest advertisements and consumer buying behavior. Attention

-grabbing advertisements were found to have the most significant contribution to influencing consumer buying behavior.

Kushagra Pal (2019) examined the effect of advertising on consumer behavior with a sample of 100 respondents. The study indicated that advertising is useful for creating awareness among consumers but may not always build strong perceptions in their minds. Consumer perceptions and brand awareness were identified as variables that positively influence consumers' decisions to purchase a product.

The literature also emphasizes the strong relationship between advertising and consumer buying behavior in the Fast-Moving Consumer Goods (FMCG) sector. Mobile phones, tabs, and mass media were highlighted as effective sources of advertising, influencing consumers' thinking styles and behaviors. Celebrity endorsements and price consciousness were identified as additional factors shaping consumer decisions. In conclusion, the reviewed literature underscores the multifaceted impact of advertising on consumer behavior across various industries and platforms, with factors such as media choice, content quality, and perception playing crucial roles.

## **2.6. Knowledge Gap**

After reviewing various research studies, it is evident that numerous researchers have examined and identified diverse aspects of advertising and its impact on consumer buying behavior. However, disparities exist among these studies, as researchers have approached their work in unique ways. This particular study places emphasis on investigating how advertising through different media influences consumers' buying behavior, specifically in the context of the competition between Canal + and DStv in Ethiopia.

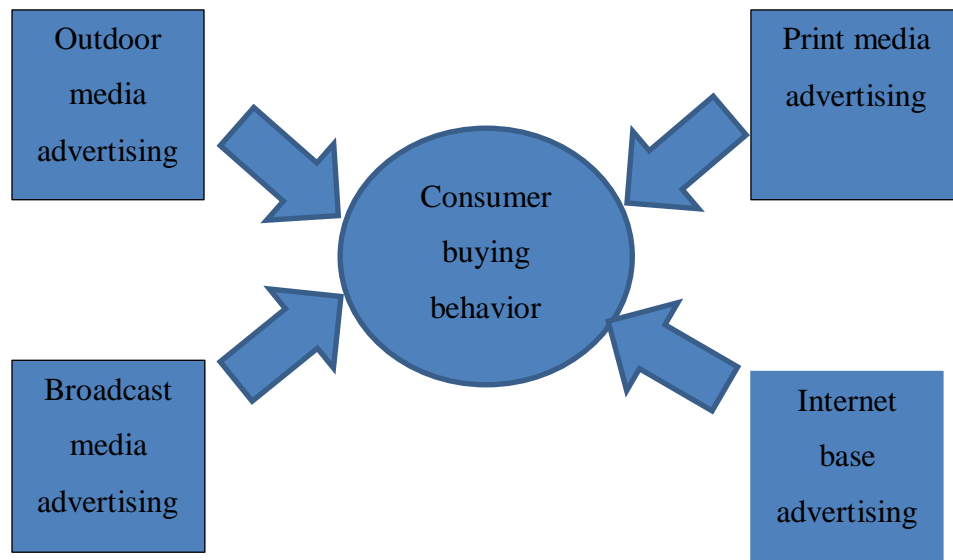
In the current market scenario, both companies, Canal+ and DStv, are competing to increase their consumer base in Ethiopia. They have employed various attractive offers through different advertising platforms to achieve this goal. Therefore, this research aims to analyze the influence of advertising on consumer buying behavior, with a focus on Canal + in Addis Ababa, Ethiopia.

The literature review mentioned different types of media used for delivering advertising messages; however, it lacked a discussion on the key features of advertisements that have a more significant impact on consumer buying behavior. This study plans to address this gap by utilizing previous studies as samples and incorporating relevant facts and theories.

Notably, the majority of the literature used in this study originates from international sources, indicating a gap in local empirical literature regarding the influence of advertising on consumer buying behavior for Canal+ products. Consequently, this study seeks to fill this gap by concentrating on the timeliness of Canal+ products in Addis Ababa, Ethiopia as a case study.

## **2.7. Conceptual Framework of the Study**

The underlying conceptual framework of this study elucidates the correlation among four categories of media advertising—outdoor, printed, broadcast, and internet-based—and consumer purchasing behavior. The hypothesis posits that media advertising has a positive impact on consumer buying behavior. This conceptual framework is constructed upon the Theory of Reasoned Action (Ajzen and Fishbein, 1980), aiming to elucidate the connection between advertising and purchasing behavior. According to this theory, consumers' attitude toward a specific advertisement plays a pivotal role in shaping their buying behavior.



*Figure 2. 1 Conceptual Framework of the Study*

**Source:** the researcher adopted from the theory of Reasoned Action (Ajzen and Fishbein, 1980) and modified.

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This chapter will focus on the research methodology of the study. This includes discussing the research approach and design, the sources and methods used for data collection, determining the population and sample size, selecting appropriate sampling techniques, ensuring the reliability and validity of data collection instruments, determining the method of data analysis, and considering ethical considerations.

#### **3.2. Research Approach**

The research will be predominantly based on the collection of quantitative data through a structured questionnaire. Consequently, the research will employ a quantitative research approach to investigate the impact of advertisements on consumer buying behavior. This method will be chosen to enable the researcher to observe, recognize, and assess the influence of advertisements on consumer buying habits.

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

A research design serves as the blueprint or strategy for a study, providing guidance for data collection and analysis. In this study, a blend of descriptive and explanatory research designs is employed. Descriptive research is utilized to gather information about the present state of phenomena and describe the existing conditions or variables in a given situation. It is a quantitative method focused on obtaining measurable data for statistical analysis of the population or sample. Furthermore, the explanatory design is employed to elucidate the cause-and-effect connection between media advertising and consumer buying behavior.

### **3.4. Source of data collection**

The information for this study will be obtained from primary and secondary sources. Primary data will be gathered through the use of questionnaires administered to Canal+ consumers in Addis Ababa, Ethiopia. Additionally, secondary data will be collected from various sources such as books, journal articles, and conference proceedings. The questionnaire, designed in accordance with the research objectives, includes both open-ended and closed-ended questions, as well as Likert scale items. And the data collected will be analyzed using SPSS.

### **3.5. Population, Sample size and Sampling Techniques**

#### **3.5.1. Population**

Population, as defined by Sekaran (2005), encompasses the entire set of people, events, or things that a researcher aims to investigate. In the context of a study, the study population refers to the complete collection of cases or units from which the researcher intends to draw conclusions. An essential step in crafting a research design involves delineating the population based on the study's objectives. In this research, the focus is on the adult consumers aged 25 and above residing in Addis Ababa, Ethiopia. Specifically, the target population includes individuals who are actively engaged in purchasing goods and services of CANAL+ satellite TV in Addis Ababa, Ethiopia. Given the infinite nature of the population, the study opts for a non-probability sampling approach, specifically convenient sampling techniques. This approach allows the researcher to gain insights into the population and the problem's characteristics efficiently by selecting well-informed members in a shorter timeframe.

#### **3.5.2. Sample size**

Sampling is a crucial aspect of research design, involving the deliberate selection of a subset of individuals from a larger population to draw conclusions about the entire

population. Jankowicz ( 1995) defines sampling as the intentional choice of a specific number of people, forming a sample that provides data for generalizing findings to a broader group, or population, they represent. This approach allows for economically feasible and timely research by utilizing a portion of the population.

In this study, a convenient sampling technique was employed to select samples from the population. This method involves the continuous selection of cases until the desired sample size is achieved, prioritizing those cases that are most readily accessible (Zikmund, 2003). As the study's population is considered infinite, the appropriate sample size is determined using the formula provided by Kothari (2004).

**Formula for Sample Size (n):**

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

**Where:**

**Z=1.96 (for a 95% confidence level)**

**p=0.5 (sample proportion)**

**q=1-p=0.5**

**e=0.05 (acceptable error)**

**Calculation**

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

$$n = \frac{3.8416 \cdot 0.25}{0.0025}$$

$$n = 384.16$$

This confirms that the sample size for the study is 384 individuals.

### 3.5.3. Sampling Techniques

Due to challenges in creating a comprehensive list of CANAL+ consumers in Addis Ababa, the research has opted for a non-probability sampling approach. Specifically, the convenience sampling method will be employed, where participants will be selected based on their accessibility and willingness to voluntarily complete a structured questionnaire. Including every member of the target population in the study is often impractical.

## 3.6. Data analysis techniques

Structured questionnaires were employed to collect quantitative data, which was subsequently processed through statistical package for social science (SPSS). The analysis encompassed both descriptive and inferential statistical techniques. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were utilized to characterize consumers' perceptions regarding media advertisements and their purchasing patterns. Furthermore, correlation analysis was employed to discern the connection between advertisements and consumer buying behavior. Additionally, multiple linear regression analysis was conducted to assess the impact of media advertisements on consumer buying behavior.

### 3.6.1. Analytical Model

The regression model used in this study comprises four independent variables and one dependent variable. Consumer buying behavior is the dependent variable, while the independent variables are outdoor media advertising, print media advertising, broadcast media advertising, and internet media advertising. The model is formulated as follows:

$$\text{Consumer Buying Behavior} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

**Where:**

- Consumer Buying Behavior Consumer Buying Behavior (Y) is the dependent variable.
- X1 represents outdoor media advertising.
- X2 represents print media advertising.
- X3 represents broadcast media advertising.
- X4 represents internet media advertising.
- $\beta_0$  is the constant term.
- $\beta_1$  to  $\beta_4$  are the regression coefficients.
- $\epsilon$  is the stochastic error term estimate.

The values of X1X1 to X4X4 were calculated from the mean score response on each Likert-scaled data for the respective media advertising type. The mean scores were obtained for each variable, which were then utilized for regression analysis. The value of YY (Consumer Buying Behavior) is an average derived from the responses collected during the study period. This analytical model aims to quantify the impact of different media advertising strategies on consumer buying behavior in Addis Ababa, Ethiopia.

### **3.7. Reliability and Validity**

Reliability refers to the consistency of results when a measurement process is repeated, as highlighted by Malhotra and Birks (2007). To assess the internal consistency of the data collection instrument, a pilot study involving respondents was conducted. The reliability test, utilizing Cronbach's Alpha, is commonly employed in educational research, especially when instruments involve items scored on a range of values or different scoring points. A Cronbach's Alpha coefficient ranging from 0 to 1 is used, with a value of 0.6 or less generally indicating an unsatisfactory level of internal consistency, according to Oluwatayo (2012) and Malhotra and Birks (2007).

Validity, on the other hand, is a crucial criterion that indicates the extent to which an instrument measures what it is intended to measure. It can be viewed as the utility of the measurement. In simpler terms, validity assesses whether differences observed with a measuring instrument truly reflect differences among the individuals being tested, as explained by Kothari (2004).

### **3.8. Ethical Consideration**

The objective of ethical principles in research is to prevent any harm or negative repercussions for individuals involved in the research activities (Crane, 2012). The researcher emphasized the importance of participants' willingness to share essential information, treating both respondents and their provided information with honesty and respect. Any data disclosed by individual participants during this study will be handled confidentially, ensuring the privacy and security of their information. Additionally, the confidentiality of all participants in this study will be assured, and proper acknowledgment will be given to all sources used in the research.

# CHAPTER FOUR

## 4. DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

### 4.1. Introduction

This chapter discusses the semi-administered questionnaire data analysis, presentation, and interpretation. The collected questionnaires were checked for consistency before being coded and entered into SPSS. To analyze general data, explanatory statistics such as frequency distribution and percentages were used. Means and standard deviations were used to analyze consumers' buying behavior.

Regression analysis was used to explain the relationship between independent variables (outdoor media advertising, print media advertising, broadcast media advertising, and internet media advertising) and the dependent variable, consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia. The findings are presented in tables.

### 4.2. Response Rate

The table below presents the response rate of the questionnaires distributed for the study on the impact of advertising on consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia.

*Table 4.1 Response Rate*

Response Rate	Frequency	Percentage
Filled	384	100
Not Filled	0	0
<b>Total</b>	<b>384</b>	<b>100</b>

Source: Field Survey, 2024

The table shows that out of the total 384 questionnaires distributed, all 384 were completed and returned, resulting in a 100% response rate. This high response rate indicates that the survey was well-received by the participants, and there was a strong level of engagement and willingness to participate in the study. The absence of any unfilled questionnaires further emphasizes the effectiveness of the survey distribution and data collection process.

### 4.3. Data Presentation

#### 4.3.1. Data Validity

To ensure data validity, the study pre-tested ten questionnaires with a representative sample to confirm consistent and accurate interpretation of the questions. Feedback was used to refine the wording, eliminating ambiguities and misinterpretations, thus ensuring the clarity and quality of the final questionnaire and providing a reliable foundation for analysis.

#### 4.3.2. Data Reliability

To assess the reliability of the data collected, Cronbach's Alpha was calculated for each set of items related to the different types of media advertising. The results are as follows:

*Table 4.2 Data Reliability*

Variable	Cronbach's Alpha	N of Items
Outdoor media advertising	0.882	4
Print media advertising	0.762	4
Broadcast media advertising	0.887	4
Internet media advertising	0.856	4
<b>Overall</b>	<b>0.847</b>	<b>16</b>

**Source: Field Survey, 2024**

The Cronbach's Alpha values for each variable are above the acceptable threshold of 0.7, indicating a high level of internal consistency and reliability for the items measuring each type of media advertising. The overall reliability score of 0.847 further confirms the reliability of the entire questionnaire.

#### 4.4. General Information

The general demographic information of the respondents is summarized in the table below, which includes gender, age, marital status, academic qualification, and monthly income.

*Table 4.3 General Information/ Demographic Data*

			Frequency	Percent	Valid Percent	Cumulative Percent
<b>Gender</b>	Valid	Male	213	55.5	55.5	55.5
		Female	171	44.5	44.5	100.0
		<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>	
<b>Age</b>	Valid	25-30	214	55.7	55.7	55.7
		31-40	156	40.6	40.6	96.4
		41-50	14	3.6	3.6	100.0
		<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>	
<b>Marital status</b>	Valid	Single	222	57.8	57.8	57.8
		Married	162	42.2	42.2	100.0
		<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>	
<b>Academic qualification</b>	Valid	Diploma	40	10.4	10.4	10.4
		BA/BSC Degree	230	59.9	59.9	70.3
		MA/MSc and above	114	29.7	29.7	100.0
		<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>	
<b>Monthly Income</b>	Valid	3001- 6000	4	1.0	1.0	1.0
		6001-9000	38	9.9	9.9	10.9
		9001-12000	74	19.3	19.3	30.2

		12001-15000	39	10.2	10.2	40.4
		Above 15000	229	59.6	59.6	100.0
		<b>Total</b>	<b>384</b>	<b>100.0</b>	<b>100.0</b>	

**Source: Field Survey, 2024**

The sample consists of 213 males (55.5%) and 171 females (44.5%), indicating a relatively balanced gender distribution with a slight male predominance. This balance suggests that the sample adequately represents both genders, though with a higher male representation, which could influence the overall findings related to consumer behavior towards Canal+ products. The age distribution shows a strong skew towards younger consumers, with 214 respondents (55.7%) aged 25-30, 156 respondents (40.6%) aged 31-40, and only 14 respondents (3.6%) aged 41-50. This implies that the study's findings predominantly reflect the behaviors and preferences of a younger demographic, affecting the generalizability of the results to older age groups and suggesting that younger consumers are more likely to engage with Canal+ products or participate in such surveys.

Regarding marital status, 222 respondents (57.8%) are single, while 162 respondents (42.2%) are married. The higher proportion of single respondents indicates a bias towards individuals who are not married, potentially influencing the types of consumer behavior observed, as single individuals might have different media consumption patterns and advertising responses compared to married individuals. The academic qualification of respondents shows that the majority hold a BA/ BSC degree (230 respondents, 59.9%), followed by those with an MA/MSc and above (114 respondents, 29.7%), and those with a diploma (40 respondents, 10.4%). This high level of academic qualification suggests that the sample is predominantly well-educated, which might influence the findings, as more educated individuals could exhibit different buying behaviors and responses to advertising compared to those with lower educational attainment.

In terms of monthly income, the majority of respondents (229 respondents, 59.6%) have a monthly income above 15,000 birr, followed by those earning between 9001-12000 birr

(74 respondents, 19.3%), 12001-15000 birr (39 respondents, 10.2%), 6001-9000 birr (38 respondents, 9.9%), and 3001-6000 birr (4 respondents, 1.0%). This income distribution indicates that the study's findings are more reflective of higher-income consumers, who might have different purchasing power and preferences compared to lower-income groups. The skew towards higher income may also suggest that Canal+ products are more accessible or appealing to wealthier individuals. These demographic characteristics highlight the specific traits of the sample and suggest how these traits might influence the overall findings and their applicability to the broader population.

#### 4.5. Consumer Preferences and Usage Patterns

The consumer preferences and usage patterns of the respondents are summarized in the table below, which includes the factors influencing their decision to use Canal+ products, the most influential mode of Canal+ advertisement, and the duration of their usage of Canal+ products/services.

*Table 4. 4 Consumer Preferences and Usage Patterns*

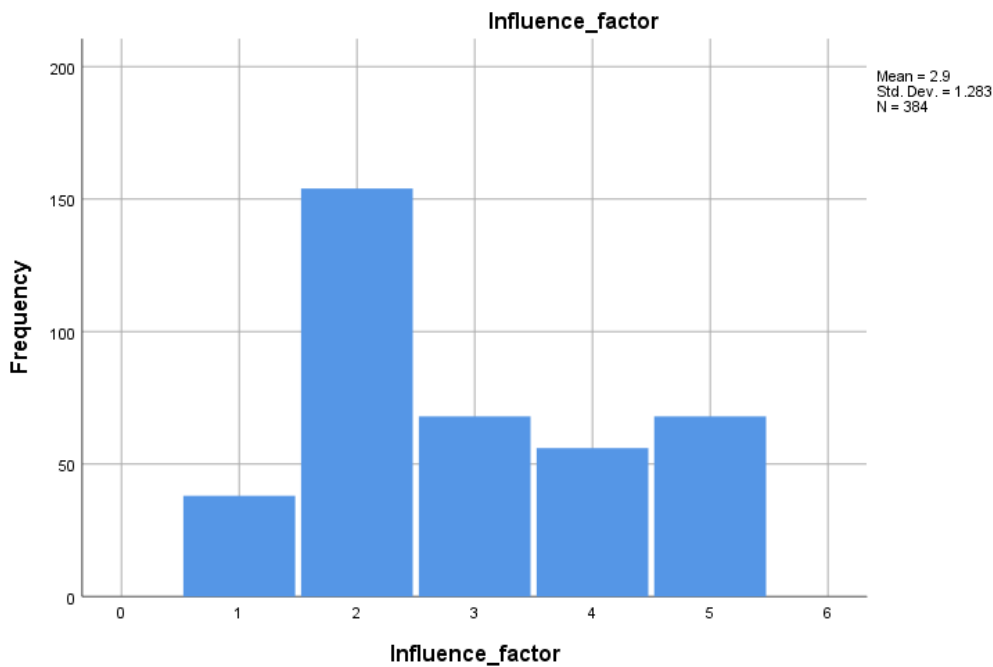
			Frequency	Percent	Valid Percent	Cumulative Percent
<b>Influence factor</b>	Valid	Culture	38	9.9	9.9	9.9
		Family	154	40.1	40.1	50.0
		Social	68	17.7	17.7	67.7
		Friends	56	14.6	14.6	82.3
		lifestyle	68	17.7	17.7	100.0
		Total	384	100.0	100.0	
<b>Ad influence</b>	Valid	Broadcast Media Advertising	229	59.6	59.6	59.6
		Internet Advertisement	72	18.8	18.8	78.4
		Outdoor Advertisement	55	14.3	14.3	92.7

		Printing Media Advertisement	28	7.3	7.3	100.0
		Total	384	100.0	100.0	
<b>Decision factor</b>	Valid	6 months	151	39.3	39.3	39.3
		1 year	116	30.2	30.2	69.5
		1 ½ years	30	7.8	7.8	77.3
		2 years	43	11.2	11.2	88.5
		Above 2 years	44	11.5	11.5	100.0
		Total	384	100.0	100.0	

**Source: Field Survey, 2024**

#### **4.5.1. Influence Factor:**

The sample indicates that family is the most significant influence factor for 40.1% of respondents. This suggests that family recommendations play a critical role in the decision to use Canal + products. Consequently, marketing strategies should leverage family-oriented messaging and endorsements to attract more consumers. Additionally, social and lifestyle factors both influence 17.7 % of respondents, indicating that peer influence and personal habits are also important. Marketers could consider campaigns that highlight social experiences and lifestyle benefits associated with Canal + products. Friends influence 14.6% of respondents, which suggests that word-of-mouth and peer recommendations are also valuable. Cultural influence, while the least significant at 9.9%, still represents a noteworthy segment that could be targeted with culturally relevant advertising.

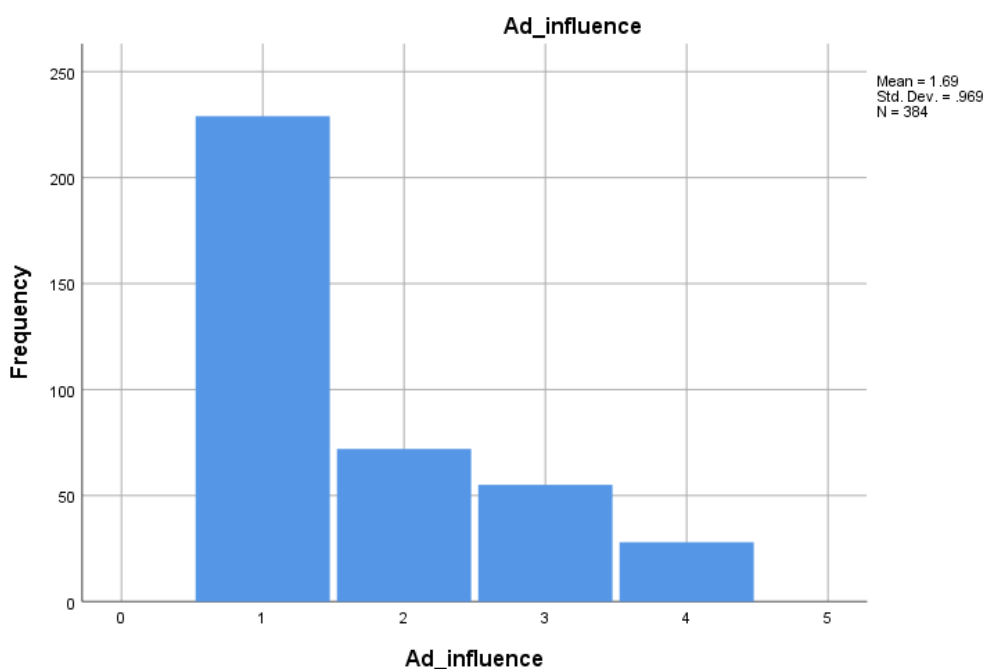


**Figure 4. 1 Descriptive Statistics of Influence Factor**  
**Source: Field Survey, 2024**

#### **4.5.2. Advertisement Influence:**

The analysis of advertisement influence shows that broadcast media advertising has the most substantial impact, affecting 59.6% of respondents. This dominance highlights the effectiveness of broadcast media in reaching and influencing Canal + consumers, indicating that television and radio are powerful tools for engaging the audience. Internet advertisements influence 18.8% of respondents, reflecting the growing importance of digital media. This suggests that online platforms are becoming increasingly significant for reaching consumers, especially among tech-savvy demographics. Outdoor advertisements influence 14.3% of respondents, suggesting that visible, high-traffic placements like billboards are still effective in capturing consumer attention. Lastly, print

media advertisements influence 7.3% of respondents, indicating that while less impactful, traditional print media still holds value for certain demographics, particularly those who prefer physical reading materials. These findings imply that Canal + should consider a diversified marketing approach that incorporates both traditional and digital media to ensure comprehensive coverage and engagement across different consumer segments.

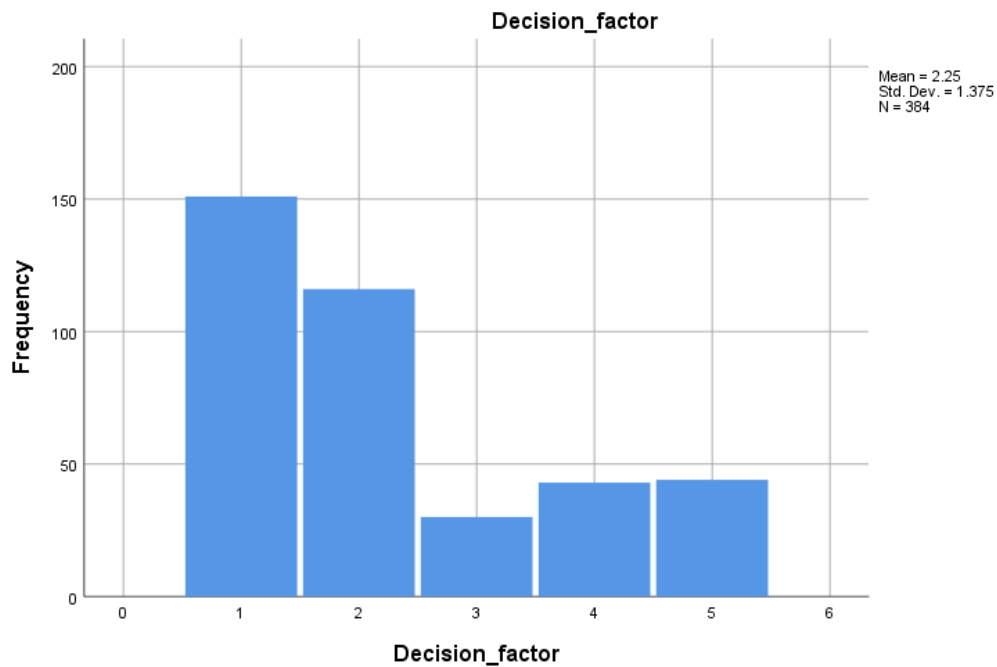


**Figure 4. 2 Descriptive Statistics of Advertising Influence**  
Source: Field Survey, 2024

#### 4.5.3. Duration of Product/Service Usage:

Most respondents have been using Canal+ products /services for 6 months (39.3%) and 1 year (30.2%), indicating a relatively high rate of recent adoption. This suggests that Canal+ has been successful in attracting new users. However, to convert these recent users into long-term consumers, marketing strategies should focus on retention efforts. Emphasizing consumer satisfaction, loyalty programs, and continuous engagement will be crucial in maintaining and growing this consumer base. The smaller percentages of users with 1 ½ years (7.8%), 2 years (11.2%), and above 2 years (11.5%) of usage indicate that

retaining consumers beyond the initial year is a challenge. Addressing this through targeted loyalty initiatives and quality service improvements can help increase long-term retention rates.



*Figure 4.3 Descriptive Statistics of Decision Factor*  
Source: Field Survey, 2024

## 4.6. Media Advertising

Respondents were asked to rate the effectiveness of various types of media advertising used by Canal + on a Likert scale of 1 to 5, with 1 indicating "very ineffective," 2 indicating "ineffective," 3 indicating "neutral," 4 indicating "effective," and 5 indicating "very effective." The analysis includes the calculation of mean and median values to determine the overall effectiveness of each type of media advertising. The outcomes are as follows:

### 4.6.1. Outdoor media advertising

**Table 4. 5 Outdoor media advertising**

	N	Mean	Std. Deviation
Outdoor ads are persuasive.	384	3.34	0.690
Outdoor media attracts me.	384	3.33	0.712
Outdoor ads are attractive.	384	3.35	0.681
Outdoor ads environment attractive.	384	3.33	0.766
Valid N (listwise)	384		

**Source: Field Survey, 2024**

The mean values for the items related to outdoor media advertising ( Outdoor\_Media\_1: 3.34, Outdoor\_Media\_2: 3.33, Outdoor\_Media\_3: 3.35, and Outdoor\_Media\_4: 3.33) suggest that respondents generally perceive outdoor media advertising to be moderately effective, indicating a neutral to slightly positive overall assessment . The relatively close mean values imply a consistent perception across different aspects of outdoor advertising, while the standard deviations ( ranging from 0. 681 to 0.766) indicate some variation in respondent opinions, with Outdoor\_ Media\_4 showing the highest diversity in responses. This consistent yet varied feedback implies that while outdoor advertising is viewed as generally effective, there are areas for improvement . Consequently, Canal+ should focus on enhancing the visual appeal and engagement of their outdoor advertisements , ensuring strategic placement in high -traffic areas, and possibly integrating interactive elements to capture more attention and improve overall effectiveness. By addressing these areas , Canal+ can increase the impact of their outdoor media advertising, leading to greater brand visibility and consumer engagement.

**4.6.2. Print media advertising**

**Table 4. 6 Print media advertising**

	N	Mean	Std. Deviation
Print ads provide information.	384	3.15	0.920
Print ads influence perception.	384	3.25	0.905
Trust printed media ads.	384	2.90	0.930
Print ads are appealing.	384	3.30	0.938
Valid N (listwise)	384		

**Source: Field Survey, 2024**

The mean values for the items related to print media advertising (Print\_Media\_1: 3.15, Print\_Media\_2: 3.25, Print\_Media\_3: 2.90, and Print\_Media\_4: 3.30) suggest that respondents generally perceive print media advertising to be moderately effective, with a slight variance in effectiveness across different aspects. Specifically, Print\_Media\_2 and Print\_Media\_4, with mean values of 3.25 and 3.30 respectively, are viewed as more effective compared to Print\_Media\_1 (mean: 3.15) and Print\_Media\_3 (mean: 2.90). The standard deviations, ranging from 0.905 to 0.938, indicate moderate variability in respondents' perceptions, with Print\_Media\_3 showing the highest variability, suggesting diverse opinions on its effectiveness.

This data implies that while print media advertising is generally seen as effective, there are specific areas that could be improved to enhance its impact. Canal+ should consider focusing on the content and design quality of their print advertisements, making them more engaging and informative. By addressing the less effective aspects, particularly those reflected in Print\_Media\_3, Canal+ can enhance the overall perception and effectiveness of their print media advertising, thereby improving consumer engagement and reinforcing brand presence in print formats.

**4.6.3. Broadcast media advertising**

*Table 4.7 Broadcast media advertising*

	N	Mean	Std. Deviation
Broadcast ads grab attention.	384	3.59	1.013
TV/radio ads persuade me.	384	3.52	0.996
Broadcast ads are memorable.	384	3.52	0.849
Broadcast content is attractive.	384	3.76	0.821
Valid N (listwise)	384		

**Source: Field Survey, 2024**

The mean values for the items related to broadcast media advertising (Broadcast\_Media\_1: 3.59, Broadcast\_Media\_2: 3.52, Broadcast\_Media\_3: 3.52, and

Broadcast\_Media\_4: 3.76) indicate that respondents generally perceive broadcast media advertising to be effective, with all mean values above the neutral midpoint of 3. The highest mean value for Broadcast\_Media\_4 (3.76) suggests it is considered the most effective aspect of broadcast advertising, followed by Broadcast\_Media\_1 (3.59). The consistent mean values of Broadcast\_Media\_2 and Broadcast\_Media\_3 (both 3.52) indicate a stable perception of their effectiveness. The standard deviations, ranging from 0.821 to 1.013, reflect moderate variability in respondents' opinions, with Broadcast\_Media\_1 having the highest variability, suggesting diverse views on its effectiveness.

This data implies that broadcast media advertising is generally well-received and effective among respondents, with Broadcast\_Media\_4 being particularly impactful. Canal+ should continue to invest in and prioritize broadcast media campaigns, focusing on the elements that make Broadcast\_Media\_4 so effective, such as high-quality content, engaging visuals, and strategic placement. Enhancing the less impactful aspects identified in Broadcast\_Media\_1 could further boost overall effectiveness. By leveraging the strengths of broadcast media and addressing areas with higher variability in effectiveness, Canal+ can maximize the reach and impact of their broadcast advertising efforts, leading to improved brand visibility and consumer engagement.

#### 4.6.4. Internet media advertising

*Table 4. 8 Internet media advertising*

	N	Mean	Std. Deviation
Click on online ads.	384	3.11	1.034
Internet ads are relevant.	384	3.18	0.982
Explore products via internet.	384	3.32	0.958
Online ads influence subscription.	384	3.38	0.906
Valid N (listwise)	384		

**Source: Field Survey, 2024**

The mean values for the items related to internet media advertising (Internet\_Media\_1: 3.11, Internet\_Media\_2: 3.18, Internet\_Media\_3: 3.32, and Internet\_Media\_4: 3.38) suggest that respondents generally perceive internet media advertising to be moderately effective,

with all mean values slightly above the neutral midpoint of 3. The highest mean value for Internet\_Media\_4 (3.38) indicates it is seen as the most effective aspect of internet advertising, followed by Internet\_Media\_3 (3.32), Internet\_Media\_2 (3.18), and Internet\_Media\_1 (3.11). The standard deviations, ranging from 0.906 to 1.034, reflect moderate variability in respondents' opinions, with Internet\_Media\_1 having the highest variability, suggesting more diverse views on its effectiveness.

This data implies that while internet media advertising is generally perceived as effective, there is room for improvement, particularly in areas reflected by Internet\_Media\_1. Canal+ should consider focusing on enhancing the elements that contribute to the effectiveness of Internet\_Media\_4 and Internet\_Media\_3, such as interactive content, targeted advertising, and engaging visuals. By improving these aspects, Canal+ can increase the overall perception and impact of their internet media advertising, leading to better online engagement and stronger consumer connections. Additionally, addressing the higher variability in responses for Internet\_Media\_1 can help create more consistent and positive perceptions among the audience.

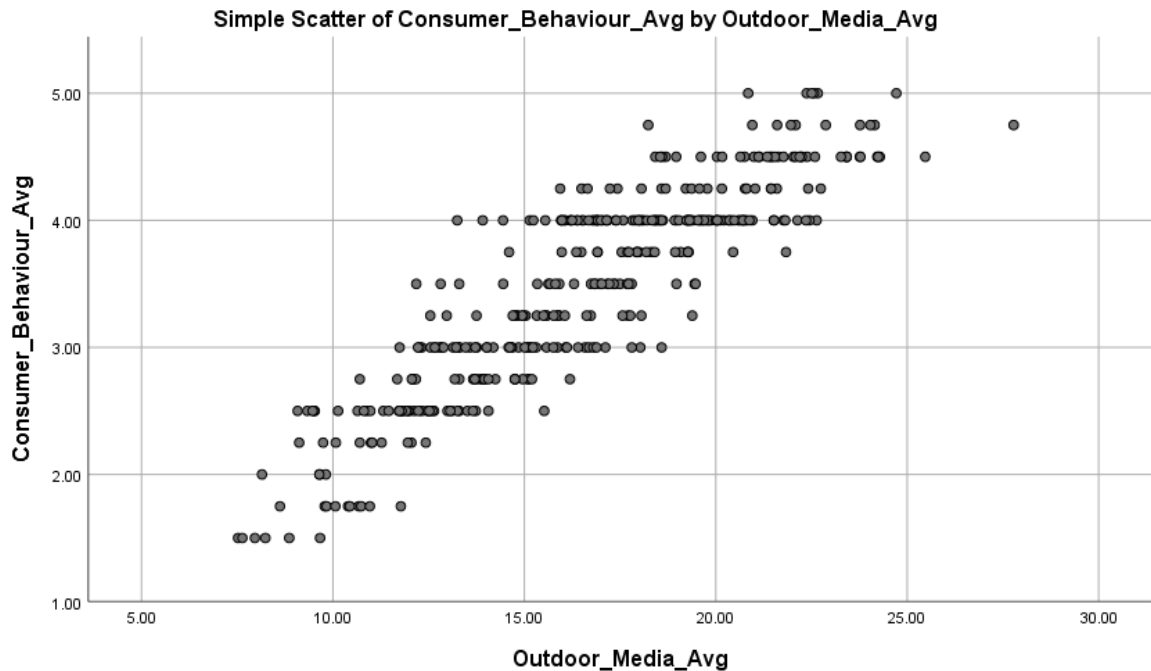
## **4.7. Testing Assumptions of Classical Linear Regression Model (CLRM)**

In this study, diagnostic tests were conducted to ensure that the data met the basic assumptions of the Classical Linear Regression Model (CLRM). These tests are crucial for validating the results and ensuring the reliability of the regression analysis. Consequently, the results for the model assumptions tests are presented as follows:

### **4.7.1. Linearity Test**

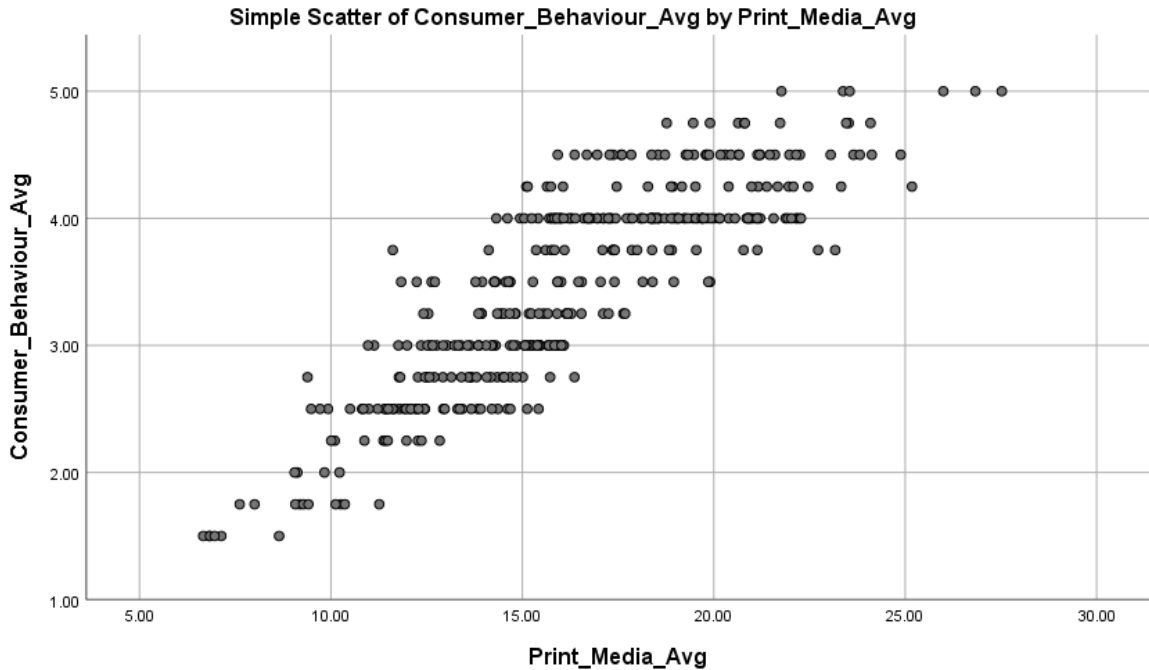
The relationship between the independent and dependent variables was examined to confirm that it is linear. This assumption is essential because linear regression models the linear relationship between variables. To test this assumption, scatter plots of the independent variables against the dependent variable were created. The plots were inspected for a linear pattern, indicating that a linear model is appropriate. If the scatter

plots show a random distribution, this would suggest that the linearity assumption is violated, necessitating a transformation of variables or the use of a non-linear model.



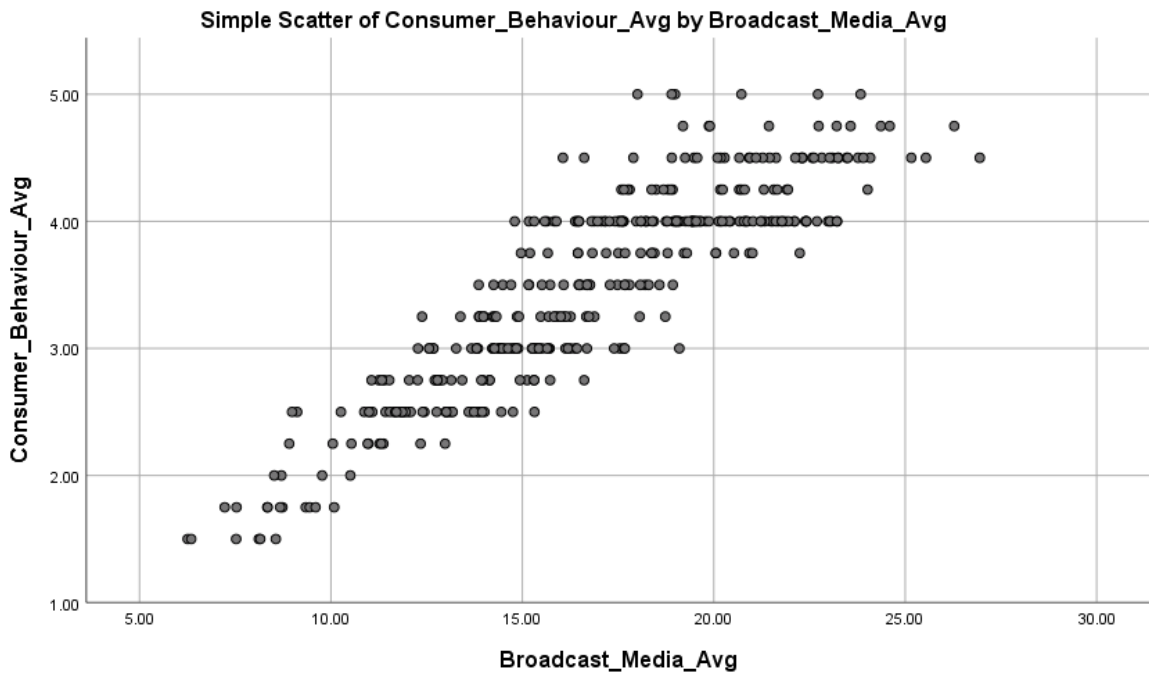
**Figure 4. 4 Linearity Test between Outdoor Media Advertising and Consumers Behavior**  
**Source: Field Survey, 2024**

The scatter plot shows the relationship between Consumer Behavior Avg and Outdoor Media Avg. The data points display a positive linear trend, indicating that as the average effectiveness of outdoor media advertising increases, the average consumer behavior rating also increases. This confirms the assumption of linearity, suggesting that a linear regression model is appropriate for analyzing the relationship between these variables. The implication is that improvements in outdoor media advertising are likely to enhance consumer behavior positively, and therefore, Canal+ should continue to invest in and optimize their outdoor advertising strategies.



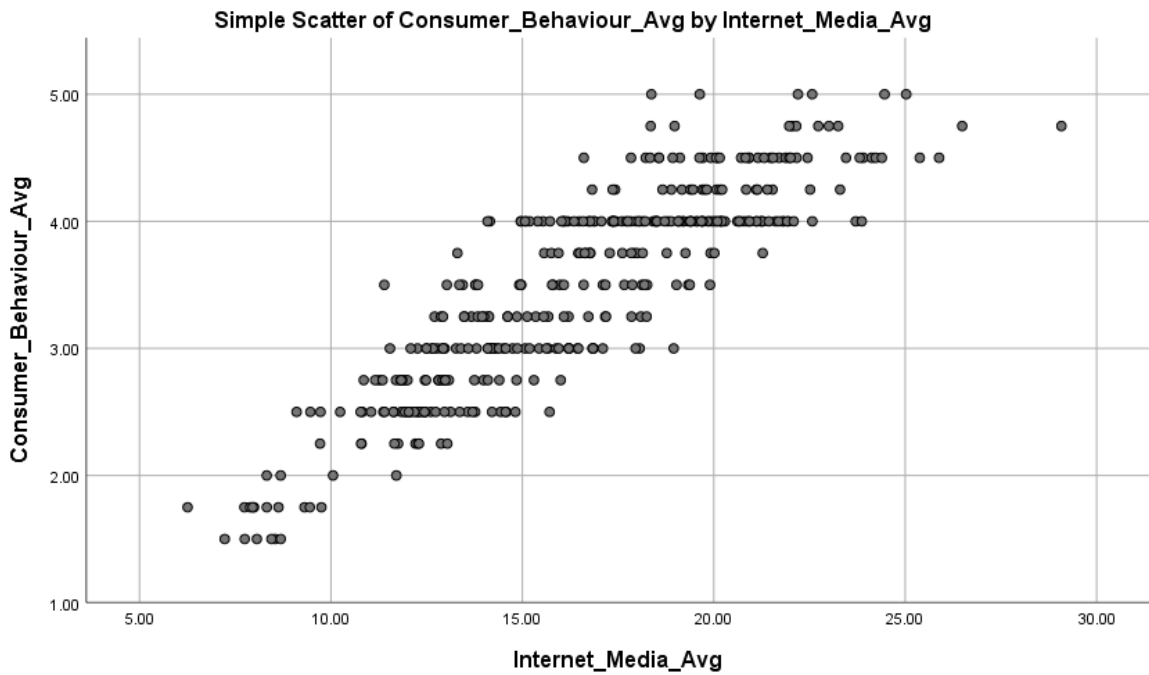
**Figure 4. 5 Linearity Test between Print Media Advertising and Consumers Behavior**  
**Source: Field Survey, 2024**

The scatter plot shows the relationship between Consumer Behavior Avg and Print Media Avg. The data points exhibit a positive linear trend, indicating that as the average effectiveness of print media advertising increases, the average consumer behavior rating also increases. This confirms the assumption of linearity, suggesting that a linear regression model is appropriate for analyzing the relationship between these variables. The implication is that improvements in print media advertising are likely to positively influence consumer behavior. Therefore, Canal+ should continue to invest in and enhance their print media advertising strategies to further boost consumer engagement and purchasing behavior.



**Figure 4. 6 Linearity Test between Broadcast Media Advertising and Consumers Behavior**  
**Source: Field Survey, 2024**

The scatter plot shows the relationship between Consumer Behavior Avg and Broadcast Media Avg. The data points demonstrate a positive linear trend, indicating that as the average effectiveness of broadcast media advertising increases, the average consumer behavior rating also increases. This confirms the assumption of linearity, suggesting that a linear regression model is suitable for analyzing the relationship between these variables. The implication is that enhancements in broadcast media advertising are likely to positively influence consumer behavior. Consequently, Canal+ should continue to prioritize and improve their broadcast media advertising strategies to further enhance consumer engagement and purchasing behavior.



**Figure 4. 7 Linearity Test between Internet Media Advertising and Consumers Behavior**  
**Source: Field Survey, 2024**

The scatter plot shows the relationship between Consumer Behavior Avg and Internet Media Avg. The data points exhibit a positive linear trend, indicating that as the average effectiveness of internet media advertising increases, the average consumer behavior rating also increases. This confirms the assumption of linearity, suggesting that a linear regression model is appropriate for analyzing the relationship between these variables. The implication is that improvements in internet media advertising are likely to positively influence consumer behavior. Therefore, Canal+ should continue to invest in and enhance their internet media advertising strategies to further boost consumer engagement and purchasing behavior.

#### **4.7.2. Independence (Durbin-Watson Test)**

The Durbin-Watson test was used to check for the independence of residuals. This assumption ensures that the residuals (errors) in the regression model are not correlated with each other. The Durbin-Watson statistic ranges from 0 to 4, where a value around 2

indicates no autocorrelation, values less than 2 indicate positive autocorrelation, and values greater than 2 indicate negative autocorrelation. In this study, the Durbin-Watson statistic was calculated and interpreted to ensure the residuals are independent, confirming the validity of the regression model.

The Durbin-Watson test was used to check for the independence of residuals in the regression model. This assumption ensures that the residuals (errors) in the regression model are not autocorrelated, which is critical for the validity of the model.

**Table 4. 9 Independence (Durbin-Watson Test)**

<b>Model Summary<sup>b</sup></b>						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.964 <sup>a</sup>	0.930	0.929		0.21425	1.983
a. Predictors: (Constant), Internet Media Avg, Print Media Avg, Outdoor Media Avg, Broadcast Media Avg						
b. Dependent Variable: Consumer Behavior Avg						

**Source: Field Survey, 2024**

The Durbin-Watson statistic for the model is 1.983, which is close to the ideal value of 2. This indicates that there is no significant autocorrelation in the residuals, satisfying the assumption of independence. The implication is that the regression model is valid, and the residuals are independent, which enhances the reliability of the model's predictions. With the independence of residuals confirmed, Canal + can confidently use the regression model to analyze the impact of various media advertising strategies on consumer behavior.

### **4.7.3. Homoscedasticity**

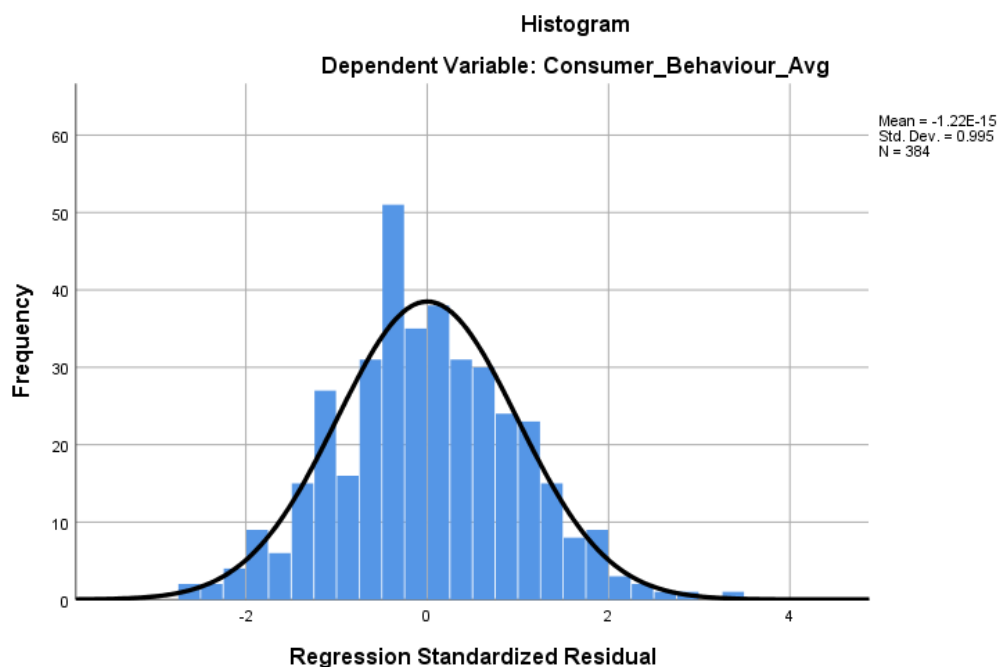
The presence of homoscedasticity was tested to ensure constant variance of the error terms. This assumption is crucial for the efficiency of the regression estimates. To test for homoscedasticity, a plot of the residuals versus the fitted values was examined. If the

plot shows a random scatter (no clear pattern), it indicates homoscedasticity. However, if the plot reveals a pattern (such as a funnel shape), it suggests heteroscedasticity, indicating that the variance of the errors is not constant. In such cases, robust standard errors or transforming the dependent variable might be necessary.

To ensure homoscedasticity, which means that the variance of the error terms is constant across all levels of the independent variables, a visual inspection of the residuals was conducted.

### ➤ Histogram of Regression Standardized Residuals

The histogram of the regression standardized residuals provides a visual representation of the distribution of residuals. The plot shows that the residuals are roughly symmetrically distributed around the mean and resemble a normal distribution.

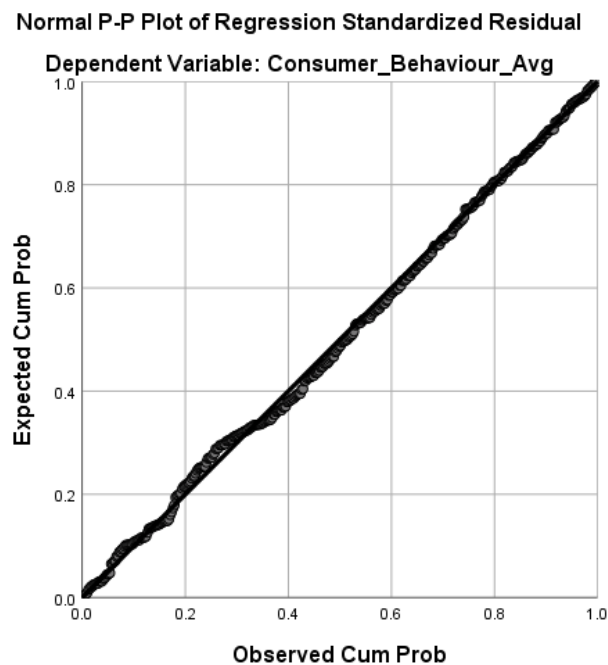


**Figure 4. 8 Histogram of Regression Standardized Residuals**  
**Source: Field Survey, 2024**

The histogram indicates that the residuals exhibit homoscedasticity, as there is no clear pattern or funnel shape, and the variance appears constant across different levels of the predicted values. This confirms that the assumption of homoscedasticity is met, enhancing the reliability of the regression results. The implication is that the regression model is valid, and the error terms do not show heteroscedasticity, ensuring accurate and consistent predictions. With this assumption confirmed, Canal+ can trust the regression model's output when analyzing the impact of various media advertising strategies on consumer behavior.

➤ **Normal P-P Plot of Regression Standardized Residuals**

The Normal P-P Plot compares the cumulative probability of the observed residuals to the expected cumulative probability of a normal distribution. The points closely follow the diagonal line, indicating that the residuals are approximately normally distributed.

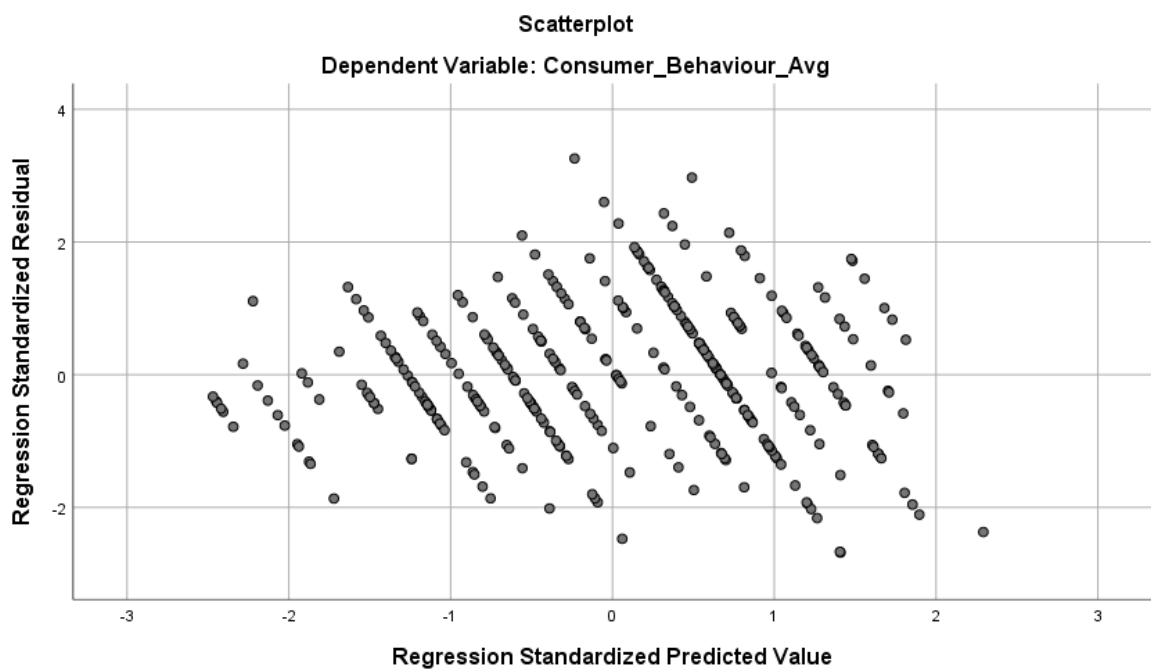


**Figure 4. 9 Normal P-P Plot of Regression Standardized Residuals**  
**Source: Field Survey, 2024**

The close alignment of the points with the diagonal line in the Normal P-P Plot confirms that the residuals are normally distributed. This supports the assumption of homoscedasticity, implying that the error terms have constant variance, which is crucial for making reliable inferences from the regression model and analyzing the impact of media advertising strategies on consumer behavior.

### ➤ Scatterplot of Regression Standardized Residuals

The scatterplot of regression standardized residuals against the predicted values helps to identify any patterns. The plot shows a random scatter of residuals, indicating no clear pattern or funnel shape.



*Figure 4. 10 Scatterplot of Regression Standardized Residuals*  
**Source: Field Survey, 2024**

The random scatter of residuals around the predicted values in the scatterplot suggests that the variance of the residuals is constant across all levels of the independent variables, confirming the assumption of homoscedasticity. This means that the regression model's

estimates are efficient and unbiased, thereby enhancing the credibility of the conclusions regarding the effectiveness of various media advertising strategies on consumer behavior.

#### 4.7.4. Normality

The normality of residuals was tested using the Kolmogorov-Smirnov and Shapiro-Wilk tests. These tests are important to verify that the residuals follow a normal distribution, which is an assumption for hypothesis testing in linear regression. The Kolmogorov-Smirnov test compares the sample distribution with a normal distribution, while the Shapiro-Wilk test assesses the null hypothesis that the data is normally distributed. In addition to these tests, a normal probability plot (Q-Q plot) was used to visually inspect the normality of residuals. Deviations from the diagonal line in the Q-Q plot indicate departures from normality.

##### ➤ Kolmogorov-Smirnov and Shapiro-Wilk Tests

The Kolmogorov-Smirnov and Shapiro-Wilk tests were conducted to assess the normality of the unstandardized predicted values. The results are presented in the table below:

*Table 4. 10 Tests of Normality / Kolmogorov-Smirnov and Shapiro-Wilk Tests*

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Predicted Value	0.074	384	0.000	0.982	384	0.000
a. Lilliefors Significance Correction						

**Source: Field Survey, 2024**

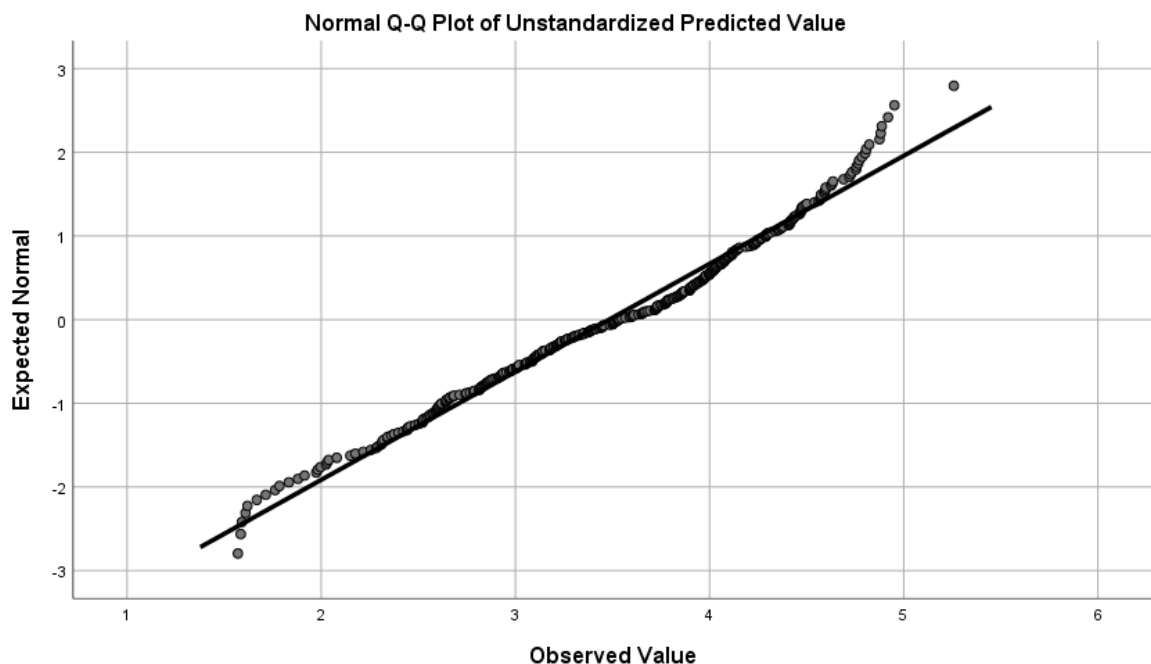
The Kolmogorov-Smirnov test has a statistic of 0.074 with a significance (Sig.) value of 0.000, and the Shapiro-Wilk test has a statistic of 0.982 with a significance (Sig.) value of 0.000. Both tests show a significance value less than 0.05, indicating that the null hypothesis of normality is rejected.

The significance values for both the Kolmogorov-Smirnov and Shapiro-Wilk tests are less than 0.05, indicating that the unstandardized predicted values do not follow a normal distribution strictly according to these statistical tests.

Despite the statistical rejection of normality, the visual inspections (Normal Q-Q Plot, Detrended Q-Q Plot, and Boxplot) suggest that the residuals are approximately normally distributed. This indicates that, while the tests are sensitive to minor deviations from normality, the overall distribution is close enough to normal for the assumptions of regression analysis to hold. Consequently, the regression model remains reliable for making inferences about the impact of media advertising strategies on consumer behavior, although care should be taken in interpreting the results.

#### ➤ Normal Q-Q Plot of Unstandardized Predicted Value

The Normal Q-Q Plot compares the observed values to the expected values if they were from a normal distribution. The points closely follow the diagonal line, indicating that the residuals are approximately normally distributed.

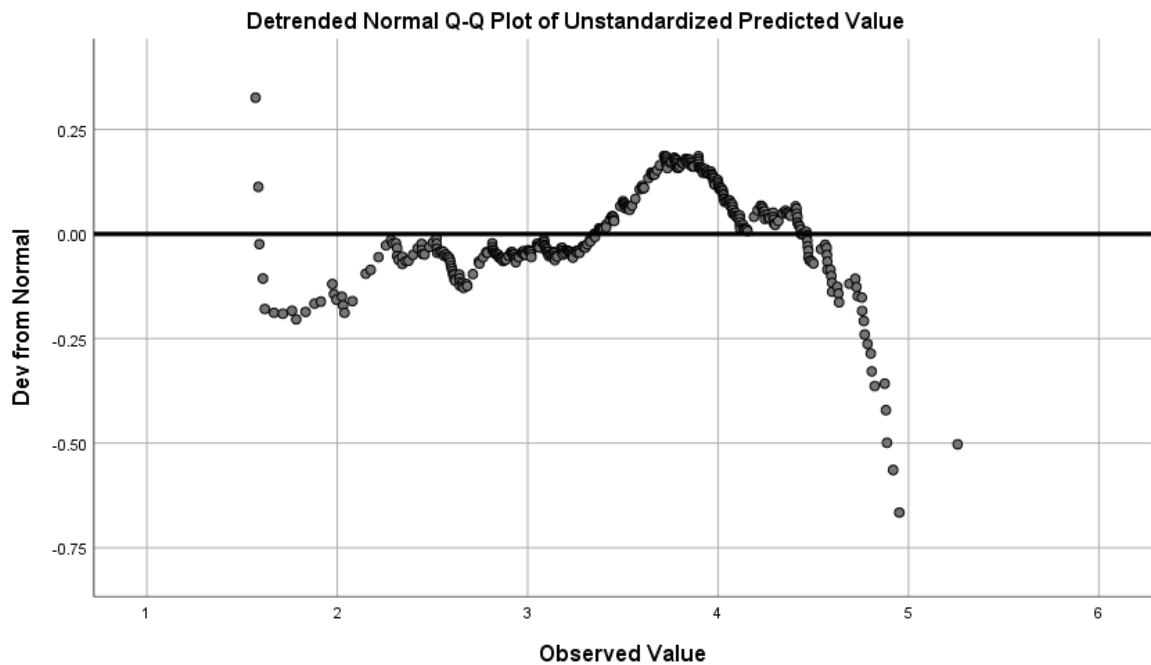


**Figure 4. 11 Normal Q-Q Plot of Unstandardized Predicted Value**  
**Source: Field Survey, 2024**

The close alignment of the points with the diagonal line in the Normal Q-Q Plot confirms that the residuals are normally distributed. This supports the assumption of normality, implying that the error terms are normally distributed, which is crucial for making reliable inferences from the regression model. Consequently, this enhances the reliability of the model, ensuring that statistical tests performed on the regression coefficients are valid.

➤ **Detrended Normal Q-Q Plot of Unstandardized Predicted Value**

The Detrended Normal Q-Q Plot shows the deviations of the observed values from the expected values under a normal distribution. The plot shows that most points are close to the horizontal line at zero, indicating minor deviations from normality.

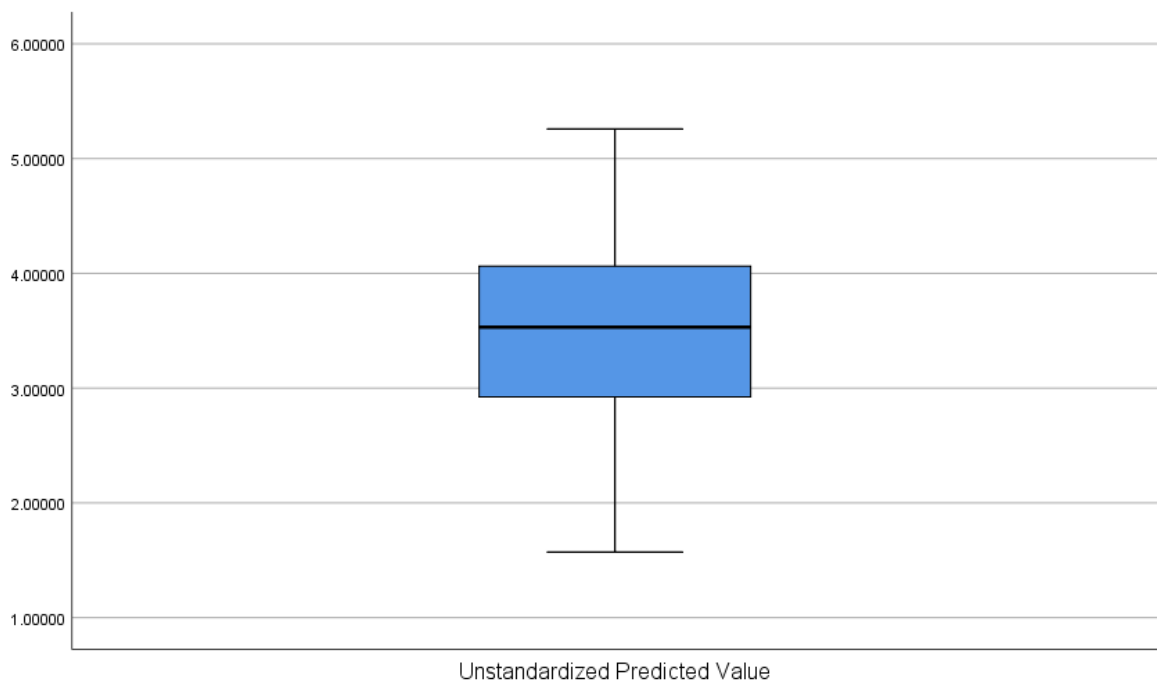


**Figure 4. 12 Detrended Normal Q-Q Plot of Unstandardized Predicted Value**  
**Source: Field Survey, 2024**

The Detrended Normal Q-Q Plot shows that the deviations from the expected normal values are minor and randomly distributed around the horizontal line. This further supports the assumption of normality of residuals, suggesting that the regression model's error terms are normally distributed. This is essential for the validity of hypothesis tests and confidence intervals in the regression analysis, ensuring that the conclusions drawn about the impact of media advertising strategies on consumer behavior are statistically sound.

➤ **Boxplot of Unstandardized Predicted Value**

The Boxplot provides a visual summary of the distribution of the unstandardized predicted values, showing the median, quartiles, and potential outliers.



**Figure 4. 13** *Boxplot of Unstandardized Predicted Value*  
**Source: Field Survey, 2024**

The Boxplot indicates that the unstandardized predicted values are symmetrically distributed with no significant outliers. This supports the assumption of normality and suggests that the central tendency and variability of the data are appropriately captured by the regression model. The symmetric distribution and absence of extreme outliers

imply that the model predictions are robust, further enhancing the reliability of the regression analysis in evaluating the effectiveness of various media advertising strategies on consumer behavior.

#### 4.7.5. Multicollinearity

Variance Inflation Factor (VIF) was calculated to check for multicollinearity among the independent variables. Multicollinearity occurs when independent variables are highly correlated, which can inflate the variance of the coefficient estimates and make the model unstable. VIF values greater than 10 indicate significant multicollinearity, which can affect the reliability of the regression coefficients. In this study, VIF was computed for each independent variable and values below the threshold confirmed that multicollinearity was not a concern, ensuring the stability of the regression model.

To assess multicollinearity among the independent variables, Variance Inflation Factor (VIF) and Tolerance values were calculated. The results are presented in the table below:

**Table 4. 11 Coefficients and Collinearity Statistics**

Coefficients <sup>a</sup>			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Outdoor Media Avg	0.276	3.619
	Print Media Avg	0.324	3.086
	Broadcast Media Avg	0.276	3.625
	Internet Media Avg	0.261	3.833

a. Dependent Variable: Consumer Behavior Avg

**Source: Field Survey, 2024**

The Tolerance values for all the independent variables (Outdoor Media Avg, Print Media Avg, Broadcast Media Avg, and Internet Media Avg) are above 0.1, and the VIF values are below 10. Specifically, the VIF values range from 3.086 to 3.833, indicating moderate multicollinearity.

The Tolerance and VIF values indicate that there is no severe multicollinearity among the independent variables, as all VIF values are well below the threshold of 10 and Tolerance values are above 0.1.

The absence of severe multicollinearity implies that the regression model's estimates are reliable and not significantly inflated due to multicollinearity. Therefore, the independent variables (Outdoor Media Avg, Print Media Avg, Broadcast Media Avg, and Internet Media Avg) can be confidently used in the regression model to analyze their impact on Consumer Behavior Avg. This ensures that the conclusions drawn about the effectiveness of different media advertising strategies on consumer behavior are valid and dependable.

To further assess multicollinearity among the independent variables, Collinearity Diagnostics including Eigenvalues, Condition Index, and Variance Proportions were analyzed. The results are presented in the table below:

**Table 4. 12 Collinearity Diagnostics**

Collinearity Diagnostics <sup>a</sup>								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Outdoor Media Avg	Print Media Avg	Broadcast Media Avg	Internet Media Avg
1	1	4.928	1.000	0.00	0.00	0.00	0.00	0.00
	2	0.037	11.565	0.98	0.02	0.01	0.02	0.03
	3	0.013	19.106	0.01	0.09	0.95	0.16	0.02
	4	0.011	21.010	0.00	0.25	0.02	0.81	0.26
	5	0.011	21.367	0.01	0.65	0.01	0.00	0.68

a. Dependent Variable: Consumer Behavior Avg

**Source: Field Survey, 2024**

**Eigenvalues and Condition Index:** The Condition Index values for dimensions 2, 3, 4, and 5 are 11.565, 19.106, 21.010, and 21.367, respectively. Values above 15 suggest moderate to high multicollinearity.

**Variance Proportions:** The variance proportions indicate how much of the variance of each regression coefficient is accounted for by each eigenvalue. High variance proportions for multiple variables in the same dimension suggests multicollinearity.

For dimensions 4 and 5, the variance proportions for Outdoor Media Avg, Print Media Avg, Broadcast Media Avg, and Internet Media Avg show significant proportions, indicating that these variables contribute to multicollinearity in the model.

The Collinearity Diagnostics reveal moderate to high multicollinearity among the independent variables, particularly in dimensions 4 and 5. This implies that while the model's estimates are still usable, the presence of multicollinearity might affect the precision of the coefficient estimates. To address this, Canal+ might consider combining highly correlated variables or using techniques such as ridge regression to mitigate the effects of multicollinearity. Ensuring accurate and stable coefficient estimates will enhance the reliability of the conclusions drawn about the impact of various media advertising strategies on consumer behavior.

## **4.8. Regression Analysis**

Regression analysis was conducted to examine the relationship between the independent variables (Outdoor Media Avg, Print Media Avg, Broadcast Media Avg, and Internet Media Avg) and the dependent variable (Consumer Behavior Avg). The results provide insights into how different types of media advertising influence consumer behavior.

### **4.8.1. Model Summary**

The model summary provides an overview of the regression model's overall fit and explanatory power. It includes key statistics such as the correlation coefficient (R), the coefficient of determination (R Square), the adjusted R Square, and the standard error of the estimate. An R value above 0.7 is considered strong, indicating a robust relationship between the predictors and the outcome. An R Square above 0.5 signifies that the model

explains more than half of the variance in the dependent variable, while a high adjusted R Square close to the R Square value suggests the model is well-fitted. A lower standard error of the estimate, closer to zero, indicates a more precise fit of the model.

**Table 4. 13 Model Summary**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.964 <sup>a</sup>	0.930	0.929		0.21425
a. Predictors: (Constant), Internet Media Avg, Print Media Avg, Outdoor Media Avg, Broadcast Media Avg					

**Source: Field Survey, 2024**

The regression analysis of the model summary indicates a very high positive correlation (R = .964) between the independent variables— Internet Media, Print Media, Outdoor Media, and Broadcast Media— and the dependent variable, Consumer Buying Behavior. This strong correlation suggests that the combined effect of these advertising media is closely related to changes in consumer buying behavior. The coefficient of determination ( R Square) is .930, meaning that approximately 93% of the variation in consumer buying behavior can be explained by these four types of media advertising . This high percentage shows that the model has a very strong explanatory power, indicating that the predictors are highly relevant . The adjusted R Square value is .929, which confirms the model’s robustness even after accounting for the number of predictors. The standard error of the estimate is .21425, indicating a precise fit of the model to the data.

The high R Square value implies that the model is highly effective in predicting consumer buying behavior based on the four types of media advertising. This means businesses can rely on this model to understand and forecast how changes in their advertising strategies might influence consumer behavior. Given the high correlation and explanatory power, it is evident that the combination of Internet Media , Print Media, Outdoor Media , and Broadcast Media is crucial in shaping consumer behavior, and companies should continue to invest in a diversified media strategy to maximize their advertising impact . The precise fit of the model suggests that even minor adjustments in the allocation of advertising resources among these media types could significantly

enhance consumer buying behavior . Marketers should continuously monitor and optimize their media strategies to ensure effectiveness.

The insights provided by this regression analysis enable businesses to make informed decisions about their advertising budgets and campaigns . By understanding the contribution of each media type , companies can prioritize investments in the most impactful channels . While the model shows strong predictive power, continuous evaluation and potential inclusion of new variables or media types may further improve its accuracy . Businesses should remain open to exploring additional factors that might influence consumer behavior. Overall, this regression analysis highlights the critical role of a comprehensive and well-balanced media advertising strategy in influencing consumer buying behavior . By leveraging the insights from this model , businesses can enhance their marketing effectiveness and drive better consumer engagement and sales.

#### 4.8.2. Analysis of Variance / ANOVA<sup>a</sup>

The Analysis of Variance (ANOVA) table breaks down the variance in the regression model into components attributed to the predictors and the residuals. It helps determine the statistical significance of the overall model. Key metrics include the sum of squares , degrees of freedom , mean square, F-statistic, and significance level (p-value). A larger regression sum of squares relative to the residual sum of squares indicates a better model fit. Higher degrees of freedom lead to more reliable results . An F value greater than 1, preferably above 4, indicates a significant model. A p-value less than 0.05 means the model is statistically significant, suggesting that the predictors have a meaningful impact on the dependent variable.

**Table 4. 14 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.743	4	57.436	1251.258	.000 <sup>b</sup>
	Residual	17.397	379	0.046		
	Total	247.140	383			

a. Dependent Variable: Consumer Behavior Avg
b. Predictors: (Constant), Internet Media Avg, Print Media Avg, Outdoor Media Avg, Broadcast Media Avg

**Source: Field Survey, 2024**

The ANOVA table for the regression model provides a detailed analysis of variance. The sum of squares for the regression is 229.743, with 4 degrees of freedom, resulting in a mean square of 57.436. This high value indicates that a significant portion of the total variance in consumer behavior is explained by the model. The residual sum of squares, representing the variance not explained by the model, is 17.397 with 379 degrees of freedom, leading to a mean square of 0.046. The total sum of squares is 247.140, combining both the explained and unexplained variance.

The F-statistic for the model is 1251.258, with a significance level (Sig.) of .000. This very low p-value indicates that the regression model is statistically significant, meaning that the predictors (Internet Media, Print Media, Outdoor Media, and Broadcast Media) reliably explain the variation in consumer buying behavior. This statistical significance reinforces the importance of these advertising media in influencing consumer behavior, as their combined effect is not due to random chance.

In summary, the ANOVA results confirm that the regression model is highly effective in explaining the variance in consumer buying behavior, with a significant F-statistic and a negligible p-value. This further supports the findings from the model summary, highlighting the crucial role of a well-balanced media advertising strategy in shaping consumer behavior. Businesses can use these insights to optimize their advertising efforts, ensuring a strategic allocation of resources across different media to maximize impact and engagement.

### **4.8.3. Regression Coefficients<sup>a</sup>**

The coefficients table provides detailed information about the individual predictors in the regression model, including unstandardized coefficients, standardized coefficients (Beta),

standard errors, t-values, and significance levels (p-values). Unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, with larger values indicating a stronger impact. Standardized coefficients (Beta) above 0.2 indicate meaningful predictors, with higher values showing greater importance. Smaller standard errors, ideally less than 0.1, suggest more precise estimates. t-values greater than 2 typically indicate significance, while a p-value less than 0.05 means the predictor significantly impacts the dependent variable.

**Table 4. 15 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.056	0.051		-1.097	0.274
	Outdoor Media Avg	0.063	0.005	0.308	11.881	0.000
	Print Media Avg	0.050	0.005	0.238	9.955	0.000
	Broadcast Media Avg	0.059	0.005	0.298	11.491	0.000
	Internet Media Avg	0.042	0.005	0.209	7.841	0.000

a. Dependent Variable: Consumer Behavior Avg

**Source: Field Survey, 2024**

The regression analysis reveals that all four types of media advertising—outdoor, print, broadcast, and internet—positively and significantly influence consumer buying behavior. The constant term in the model, with a coefficient of -0.056 and a p-value of 0.274, is not statistically significant, indicating it does not significantly contribute to the model.

Outdoor media advertising has an unstandardized coefficient of 0.063 and a standardized coefficient (Beta) of 0.308. The t-value is 11.881, and the p-value is 0.000, indicating a significant positive relationship between outdoor media advertising and consumer buying behavior. This shows that increases in the effectiveness of outdoor media advertising are associated with increases in consumer buying behavior, and outdoor media has the highest relative impact among the four types of media.

Print media advertising has an unstandardized coefficient of 0.050 and a standardized coefficient (Beta) of 0.238. The t-value is 9.955, and the p-value is 0.000, confirming a significant positive relationship between print media advertising and consumer buying behavior. This indicates that print media advertising also positively impacts consumer behavior, though its relative contribution is less than that of outdoor and broadcast media.

Broadcast media advertising has an unstandardized coefficient of 0.059 and a standardized coefficient (Beta) of 0.298. The t-value is 11.491, and the p-value is 0.000, demonstrating a significant positive relationship between broadcast media advertising and consumer buying behavior. This suggests that broadcast media is highly effective in influencing consumer behavior, second only to outdoor media in terms of relative impact.

Internet media advertising has an unstandardized coefficient of 0.042 and a standardized coefficient (Beta) of 0.209. The t-value is 7.841, and the p-value is 0.000, indicating a significant positive relationship between internet media advertising and consumer buying behavior. While internet media has the lowest relative impact among the four types of media, it still significantly contributes to influencing consumer behavior.

In conclusion, the analysis highlights that a diversified media advertising strategy, incorporating outdoor, print, broadcast, and internet media, is crucial for effectively influencing consumer buying behavior. Among these, outdoor and broadcast media have the highest impact, suggesting that businesses should prioritize these channels to maximize their advertising effectiveness and drive consumer engagement and sales.

#### **4.8.4. Multiple Regression Analysis**

Multiple regression analysis was conducted to determine the effect of various media advertising strategies on the consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia. Based on the SPSS-generated table above, the regression equation ( $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$ ) is as follows:

$$Y = -0.056 + 0.063X_1 + 0.050X_2 + 0.059X_3 + 0.042X_4 + \epsilon$$

**Where:**

- Y represents Consumer Buying Behavior (dependent variable).
- X<sub>1</sub> represents Outdoor Media Advertising.
- X<sub>2</sub> represents Print Media Advertising.
- X<sub>3</sub> represents Broadcast Media Advertising.
- X<sub>4</sub> represents Internet Media Advertising.
- $\beta_0$  is the constant term.
- $\beta_1$  to  $\beta_4$  are the regression coefficients.
- $\epsilon$  is the stochastic error term.

According to the established regression equation, taking all factors into account (outdoor media, print media, broadcast media, and internet media advertising) constant at zero, the performance rating would be -0.056. The data analysis also shows that, taking all other independent variables at zero:

- A unit increase in Outdoor Media Advertising will lead to a 0.063 increase in consumer buying behavior.
- A unit increase in Print Media Advertising will lead to a 0.050 increase in consumer buying behavior.
- A unit increase in Broadcast Media Advertising will lead to a 0.059 increase in consumer buying behavior.
- A unit increase in Internet Media Advertising will lead to a 0.042 increase in consumer buying behavior.

These results suggest that all types of media advertising positively influence consumer buying behavior. Among them, Outdoor Media Advertising has the most substantial impact, followed by Broadcast Media Advertising, Print Media Advertising, and Internet Media Advertising.

The study infers that Outdoor Media Advertising contributes the most to consumer buying behavior, emphasizing its importance in the overall media strategy. This indicates that focusing on outdoor advertisements can significantly enhance consumer engagement and influence their purchasing decisions.

## **4.9. Hypothesis Testing**

### **A. Outdoor Media Advertising**

H1: Outdoor media advertising has a positive and significant effect on consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of outdoor media advertising is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.063. This means that, holding other independent variables constant, when the effectiveness of outdoor media advertising increases by one unit, consumer buying behavior will increase by an average of 0.063. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that outdoor media advertising has a positive and statistically significant effect on consumer buying behavior of Canal+ products. This finding aligns with previous studies, such as Omcreddy (2010), which indicate that outdoor advertising effectively captures consumer attention and influences their purchasing decisions. The visibility and frequency of exposure to outdoor advertisements make them a powerful medium for influencing consumer behavior.

### **B. Print Media Advertising**

H2: Print media advertising has a positive and significant effect on consumer buying behavior of Canal + products in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of print media advertising is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.050. This means that,

holding other independent variables constant, when the effectiveness of print media advertising increases by one unit, consumer buying behavior will increase by an average of 0.050. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that print media advertising has a positive and statistically significant effect on consumer buying behavior of Canal+ products. This finding is consistent with existing literature, which highlights the enduring impact of print advertisements on consumer awareness and behavior. Studies by Katke (2007) and Vinod Kumar Bishnoi (2009) emphasize that print media, despite the rise of digital platforms, continues to play a crucial role in maintaining brand awareness and influencing purchase decisions through detailed and tangible content.

### **C. Broadcast Media Advertising**

H3: Broadcast media advertising has a positive and significant effect on consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of broadcast media advertising is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.059. This means that, holding other independent variables constant, when the effectiveness of broadcast media advertising increases by one unit, consumer buying behavior will increase by an average of 0.059. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that broadcast media advertising has a positive and statistically significant effect on consumer buying behavior of Canal+ products. This finding corroborates studies by Mylonakis (2023) and Melkamu Daba (2014), which emphasize the broad reach and persuasive power of broadcast media in influencing consumer behavior. The combination of audio and visual elements in broadcast advertisements effectively captures consumer attention and enhances brand recall.

### **D. Internet Media Advertising**

H4: Internet media advertising has a positive and significant effect on consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia.

The regression result shows that the coefficient of internet media advertising is positive and statistically significant, with a p-value of 0.000 and a coefficient of 0.042. This means that, holding other independent variables constant, when the effectiveness of internet media advertising increases by one unit, consumer buying behavior will increase by an average of 0.042. The effect is statistically significant at the 5% significance level. Accordingly, the result supports the hypothesis that internet media advertising has a positive and statistically significant effect on consumer buying behavior of Canal+ products. This result aligns with recent findings by Kalia and Mishra (2016) and Kushagra Pal (2019), which underscore the growing importance of digital advertising in engaging consumers and influencing their purchasing decisions. The immediacy and interactivity of online advertisements make them a crucial component of modern marketing strategies.

*Table 4. 16: Summary of Actual and Expected Signs of Explanatory Variables on the Dependent Variables*

<b>Explanatory Variables</b>	<b>Expected Impact on Consumer Buying Behavior</b>	<b>Actual Impact on Consumer Buying Behavior</b>
<b>Outdoor Media Advertising</b>	Positive and significant	Positive and significant
<b>Print Media Advertising</b>	Positive and significant	Positive and significant
<b>Broadcast Media Advertising</b>	Positive and significant	Positive and significant
<b>Internet Media Advertising</b>	Positive and significant	Positive and significant

**Note:** Significance level is statistically at the 5% level.

## **CHAPTER FIVE**

### **5. SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **5.1. Introduction**

This chapter presents the summary of the findings from this study, the conclusions derived from the data, and the limitations observed or experienced during the study. It also provides recommendations and suggestions for further research aimed at improving organizational performance through effective media advertising strategies.

#### **5.2. Summary of the Study**

The study investigated the impact of various types of media advertising on the consumer buying behavior of Canal+ products in Addis Ababa, Ethiopia. The independent variables considered in the analysis were outdoor media advertising, print media advertising, broadcast media advertising, and internet media advertising. The dependent variable was consumer buying behavior. Using multiple regression analysis, the study aimed to quantify the influence of these advertising strategies on consumer behavior.

The findings demonstrated that all four types of media advertising significantly affect consumer buying behavior. Outdoor media advertising exhibited the highest influence, followed by broadcast media advertising, print media advertising, and internet media advertising. The high R Square value of 0.930 indicated that 93% of the variance in consumer buying behavior could be explained by the combined effect of these four types of media advertising.

The ANOVA results confirmed the statistical significance of the regression model, with an F-statistic of 1251.258 and a p-value of 0.000. This indicated that the model reliably explains the variation in consumer buying behavior. The coefficients table further

illustrated that each type of media advertising positively contributes to consumer buying behavior. Outdoor media advertising had the highest coefficient, reflecting its substantial impact, followed by broadcast media, print media, and internet media advertising.

The study also conducted diagnostic tests to ensure the validity and reliability of the regression model. Linearity tests confirmed that the relationships between the independent and dependent variables are appropriately modeled by a linear regression. The Durbin-Watson statistic was close to the ideal value of 2, indicating no significant autocorrelation in the residuals, which supports the independence of errors. The homoscedasticity test showed that the variance of the error terms was constant across all levels of the independent variables, further validating the model.

Overall, the study highlights the importance of a well-rounded media advertising strategy in influencing consumer buying behavior. Outdoor and broadcast media advertising were found to be particularly effective, suggesting that Canal+ should prioritize these channels in their marketing efforts. However, print and internet media advertising also play significant roles and should not be neglected. By strategically investing in and optimizing these advertising channels, businesses can enhance their marketing effectiveness and better influence consumer purchasing decisions.

### **5.3. Conclusion of the Study**

Based on the findings, the study examines the effect of advertising on Canal+ buying behavior of consumers in Addis Ababa, Ethiopia.

**Outdoor Media Advertising:** The study concludes that outdoor media advertising, including billboards and kiosks, has a moderate positive effect on consumer buying behavior. Outdoor advertisements were found to be persuasive and attractive, contributing to consumer awareness and interest in Canal+ products. The consistency in perception across various aspects of outdoor advertising indicates that while it is generally effective,

there are opportunities for improvement in making these advertisements more engaging and impactful.

**Print Media Advertising:** The study concludes that print media advertising has a varied impact on consumer buying behavior. While some print advertisements were perceived as informative and appealing, the overall trust in printed media ads was lower compared to other forms of advertising. This suggests that enhancing the quality and reliability of print advertisements could improve their effectiveness in influencing consumer purchasing decisions.

**Broadcast Media Advertising:** The study concludes that broadcast media advertising, including television and radio ads, has a significant positive effect on consumer buying behavior. Broadcast advertisements were found to grab attention, persuade, and be memorable. The attractiveness and engaging content of broadcast ads played a crucial role in influencing consumer decisions to purchase Canal+ products. This highlights the importance of maintaining high-quality content and strategic placement in broadcast media campaigns.

**Internet Media Advertising:** The study concludes that internet media advertising has a moderate positive effect on consumer buying behavior. Online advertisements were found to be relevant and influential in driving consumer interest and subscriptions. However, there is room for improvement in making online ads more engaging and interactive to enhance their effectiveness. Targeted advertising and engaging visuals can significantly boost the impact of internet media advertising on consumer behavior.

In summary, the study finds that all four types of media advertising—outdoor, print, broadcast, and internet—positively impact consumer buying behavior for Canal+ products in Addis Ababa, Ethiopia. Outdoor media advertising shows the highest influence, followed by broadcast, internet, and print media advertising. The research highlights the need for a diversified advertising strategy that leverages the strengths of each media type to maximize consumer engagement and drive sales. Recommendations for future research

include exploring the impact of emerging digital advertising platforms and the long-term effects of sustained advertising campaigns. This study provides valuable insights for marketers and business leaders on optimizing advertising investments to enhance consumer engagement and drive sales.

#### **5.4. Recommendations of the Study**

Based on the findings and conclusions in this chapter, the study recommends that a diversified advertising strategy is critical if the company's goal is to maximize consumer engagement and drive sales.

According to the study, Canal+ should take immediate steps to improve their advertising effectiveness by critically assessing current advertising capabilities and performance, as well as creating an enabling environment that may enhance the impact of their advertisements across various media platforms.

The study also suggests that Canal+ work to ensure the strategic use of outdoor media advertising, leveraging high-traffic placements and interactive elements to make these advertisements more engaging and impactful. This will help in capturing consumer attention and increasing brand visibility.

The study also suggests that Canal+ improve the quality and reliability of print media advertising by focusing on content and design enhancements. This includes making print advertisements more informative and appealing to build greater consumer trust and influence purchasing decisions.

The study also suggests that Canal+ continue to prioritize broadcast media advertising, ensuring high-quality content and strategic placement. This will enhance the effectiveness of television and radio ads in grabbing attention, persuading consumers, and being memorable, ultimately driving consumer interest and subscriptions.

The study also suggests that Canal + invest in improving internet media advertising by focusing on interactive content, targeted advertising, and engaging visuals. By addressing these aspects, Canal+ can increase the overall perception and impact of their online ads, leading to better online engagement and stronger consumer connections.

Finally, the study recommends that Canal + ensure they adapt to new advertising technologies and platforms to keep up with the rapidly changing digital landscape. Technology innovation in advertising promotes the free flow of information and its rapid delivery to the intended audience. Effective technology innovation strategies require dependable infrastructure and sufficient financial resources. Failure to collect, analyze, and act on advertising data in an organized manner can lead to a decline in consumer engagement and, ultimately, the effectiveness of advertising campaigns.

## **5.5. Suggestions for Future Studies**

Future research could explore the impact of emerging digital advertising platforms, such as social media and mobile advertising, on consumer buying behavior. Additionally, studies could investigate the long-term effects of sustained advertising campaigns across different media types, considering potential changes in consumer behavior over time. Expanding the geographical scope to include different regions and markets could provide a more comprehensive understanding of media advertising effectiveness.

## REFERENCE

- Abideen, Z., & Saleem, S. (2011). Effective advertising and its influence on consumer buying behavior. *European Journal of Business and Management*.
- Adnan, V., & Ahmad, A. (2016). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*.
- Ananke, M. (2018). The effect of advertising on consumer buying behavior: The case of Nifas Silk Paint Factory.
- Bendixen, M. T. (1993). Kotler and Keller, 2012 Advertising effects and effectiveness. *European Journal of Marketing*. Kotler, P. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice.
- Bearden, W. O. (1999). *Handbook of Marketing Scales: Multi-Item Measures for Marketing & Consumer Behaviour Research*. London: Sage Publications, Inc.
- Biel, A. L., & Bridgewater, C. A. (1990). Attributes of likeable television commercials. *Journal of Advertising Research*.
- Berkman, H. W., & Gilson, C. C. (1986). *Consumer Behavior: Concepts and Strategies*. Boston, MA: Kent Publishing Co., Wadsworth, Inc.
- Dinu, G., & Dinu, L. (2012). The impact of advertising on consumer behavior in the Resita City population. *Annals of DAAAM & Proceedings of the 23rd International DAAAM Symposium*.
- Dulin, G. (2016). The impact of advertising on consumer buying behavior. *International Journal of Advanced Research in Management and Social Sciences*.
- DSTV MultiChoice Ethiopia brochure and different media advertisement.
- Ehrenberg, A. S. C. (1974). Repetitive advertising and the consumer. *Journal of Advertising Research*.
- Fatima, S., & Lodhi, S. (2015). Impact of advertisement on buying behaviors of the consumers: Study of cosmetic industry in Karachi City. *International Journal of Management Sciences and Business Research*.
- Faraj, S., Laitinen, K., & Vainio, J. (2013). Study on the influence of advertising attractiveness on the purchase decisions of women and men.

- Witt, G. A. (1999). *High Impact: How You Can Create Advertising That Sells!*. Arizona: Marketing Psychology Group.
- Grewal, D., & Krishnan, R. (2004). The timing of repeat purchases of consumer durable goods: The role of functional bases of consumer attitudes. *Journal of Marketing Research*.
- Guolla, G. (2011). Consumer behavior and target audience decisions. In *Advertising & Promotion: An Integrated Marketing Communications Perspective, with Connect Access Card* (4th ed.).
- Hiwot, W. (2018). The effect of advertising on consumer buying preference: The case of Tecno mobile in Addis Ababa.
- Jankowicz, A. D. (1995). *Business Research Projects* (2nd ed.). London: International Thomson Business Press.
- Kalia, G., & Mishra, A. (2016). Effects of online advertising on consumers. *Journal of Humanities and Social Science*.
- Katke, K. (2007). The impact of television advertising on child health & family spending. *International Journal of Marketing*.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Upper Saddle River, NJ: Pearson Prentice.
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Limited.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice.
- Kotler, P. (2000). *Marketing Management* (10th ed.). New Jersey: Prentice-Hall Inc.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing* (12th ed.). Upper Saddle River, NJ: Prentice Hall.
- Pal, K. (2019). Effect of advertisement on consumer behavior.
- Latif, A., & Abideen, Z. (2011). Effects of television advertising on children: A Pakistani perspective.
- Malik, P., Ghauri, P., & Uzma, Z. (2014). The impact of advertisement and consumer perception on consumer buying behavior. *International Review of Social Sciences and Humanities*.
- Matsatsinis, N., & Samaras, A. (2000). Brand choice model selection based on consumers' multi-criteria preferences and experts' knowledge.

- Khan, M. (2006). *Consumer Behavior and Advertising Management*. New Delhi: New Age International Limited Publishers.
- Daba, M. (2014). The effect of media advertising on consumers' buying behavior in the banking service: The case of Oromia International Bank S.C. (Unpublished master's thesis). Addis Ababa University, Ethiopia.
- Negash, M. (2015). The effect of advertisement on consumers buying behavior: A case of Ethio-Ceramics PLC (Graduate thesis). St. Mary's University, Addis Ababa.
- Rehman, A., & Zulfqar, M. (2012). How advertising affects the buying behavior of consumers in rural areas.
- Singh, B. (2012). Impact of advertisement on the brand preference of aerated drinks. *Asia Pacific Journal of Marketing & Management Review*.
- Solomon, M. R. (2007). *Consumer Behavior*. London: Allyn & Bacon.
- Wilmshurst, J. (1985). *The Fundamentals of Advertising*. The Marketing Series. London: William Heinemann Ltd.
- Pride, W. M., & Ferrell, O. C. (2000). *Marketing Concepts and Strategies*. New York: Houghton Mifflin Company.
- Zaltman, G. (2003). *How Customers Think: Essential Insights into the Mind of the Market*. Boston: Harvard Business School Press.
- Zikmund, W. G. (2003). *Business Research Methods* (7th ed.). Fort Worth: Dryden Press.

# ANNEX

**Addis Ababa University**  
**School of Commerce**  
**Department of Marketing Management**  
**Post graduate program**

## **Consumer buying behavior Questionnaire**

I am a student at Addis Ababa University School of Commerce, majoring in Marketing Management. As part of my MA degree requirements, I am conducting a research study on the effects of advertising on consumer purchasing behavior of technological products, specifically focusing on Canal + product purchase behavior in Addis Ababa, Ethiopia.

I kindly ask for your participation in answering a questionnaire that has been designed to assess the influence of certain factors on consumer buying behavior. Your responses will be used solely for academic research, and all information provided will be kept confidential. Your honest feedback is crucial for the success of this study. It is not mandatory to include your name on the questionnaire. I thank you for your valuable time and opinion.

**Daniel Gessese,**

Part I: Demographic information

Please put a “√” mark in the appropriate space to indicate your answer.

1. Sex ()

A. Female

B. Male

2. Age

A. 25-30  B. 31-40  C. 41-50  D. Above 51

3. Academic Qualification

A. Grade 8 and below

D. BA/BSC Degree



2	From the medium of advertising that CANAL+ is using, outdoor media (Billboards, Shop banners,) attracts me to consider their product and services. CANAL+ □□□□□□□□ □□□ □□□□□□□ □□□□ □□□□ □□□□ (□□□□□□□ □□□ □□□□□□) □□□□□□ □□□□□□ □□□□□□					
4	The outdoor media environment in which CANAL+ is using for advertising is attractive. CANAL+ □□□□□□□ □□□□□□□ □□□ □□□ □□□□ □□□□ □□□					
<b>B</b>	<b>Print media</b>					
1	Print media adverts provide me with enough information to use CANAL+ products and services. □□□□□ □□□ □□□□□□□□ CANAL+ □□□□□ □□ □□□□□□□□ □□□□□ □□ □□□ □□□□□□					
2	Print media Advertisement have influenced my perception of CANAL+ Positively. □□□□□ □□□ □□□□□□ □□ CANAL+ □□□ □□□□□□ □□ □□ □□□□ □□□□□□					
3	I trust printed media advertising such as newspaper and magazines mostly to choose CANAL+ product and service. □□□ □□□ □□ □□□□□ □□ □□□□ □□□□ □□□□□□□□□ □□□□□□ □□□□□ □□□□ □□ □□□□□□ □□□□ □□□□□□□□					
4	CANAL+ utilizes appealing content in its print media program for advertising. CANAL+ □□□□□ □□□ □□□□□ □□ □□□□□□□ □□□ □□□□ □□□□□□					
<b>C</b>	<b>Broadcast media</b>					
1	Broadcast media advertisements effectively grab my attention when promoting CANAL+ products/services. □□□□□ □□□□ □□□ □□□□□□□□ CANAL+ □□□□□/□□□□□□□□ □□□□□□□ □□□□□ □□□□ □□□□□					
2	Broadcast media such as television and radio advertisements from CANAL+ have persuaded me to think of their product. □□□ □□□□□□ □□□ □□ □□□□ □□□□ □□□□□□□ □□□□□□ □□ □□□□□ □□□□ □□□□□ □□ □□□□□ □□□□□□□□□					
3	Broadcast advertisements of CANAL+ products are memorable. □□□□□ □□□□ □□□□□ □□□□ □□□□□ □□□□□□□□ □□□□□ □□□□□ □□□□					

4	The broadcast media program content in which CANAL+ using for advertisement is attractive. CANAL+ □□□□□□ □□□□□□ □□□□ □□□□ □□□ □□□□ □□□ □□□ □□□					
D	<b>Internet media</b>					
1	I frequently click on online advertising of CANAL+ products/services while browsing the internet. □□□□□□ □□□□□□ □□ □CANAL+ □□□□/□□□□□□ □□□□ □□ □□□□□□ □□□□□□ □□□□□□					
2	Do you ever clicked on an online advertisement that led you to purchase? <b>The internet advertisements of CANAL+ products/services are relevant to my interest.</b> □CANAL+ □□□□/□□□□□□ □□□□□□ □□□□□□□□ □□ □□□□ □□□□ □□□□					
3	Internet media campaign makes me explore CANAL+ products/services more. □□□□□□ □□□ □□□ CANAL+ □□□□□/□□□□□□□□ □□□□□ □□□□□□□□					
4	Seeing CANAL+ advertisements online affects my intention to subscribe to their product/service. □CANAL+ □□□□□□□□ □□□□□□ □□ □□□ □□□□□□/□□□□□□□□ □□□□□□ □□□□ □□□□ □□ □□□□□□□□:					
E	<b>Consumer Buying Behavior</b>					
1	Advertising of CANAL+ influences my decision to purchase their products and services. □CANAL+ □□□□□□ □□□□□□ □□ □□□□□□□□□□ □□□□□ □□□□□□ □□□ □□ □□□□ □□□□□□					
2	I believe that CANAL+ advertisements effectively communicate the benefits of their products and services. □CANAL+ □□□□□□□□ □□□□□□□□ □□ □□□□□□□□□□ □□□□ □□□□ □□□□□□□□ □□ □□□□□□.					
3	CANAL+ advertisements have a significant influence on my perception of the brand reliable and quality. CANAL+ □□□□□□□□ □□ □□□□ □□ □□□□□□ □□ □□□ □□□ □□□□ □□ □□□□ □□□□ □□□□□□					
4	I believe that CANAL+ advertisement effectively encourage consumers to buy their products and services. □ CANAL+ □□□□□□ □□□□ □□□□□□□□ □□ □□□□□□□□□□ □□□□□ □□□□ □□□□□□□□□□ □□□□□□					



