



**ADDIS ABABA UNIVERSITY SCHOOL OF
COMMERCE**

A THESIS SUBMITTED TO DEPARTMENT OF
MARKETING MANAGEMENT

THE EFFECT OF ADVERTISING ON CONSUMER BUYING
BEHAVIOR :

THE CASE OF SAFARICOM ETHIOPIA IN ADDIS ABABA

BY: WONDIMU SEIFU

ADVISOR : Dr -TEWODROS MESFIN

JUNE 2024

The Effect of Advertising on Consumer
Buying Behavior The case of Safaricom
Ethiopia customers

A thesis submitted to the School of Graduate
Studies of Addis
Ababa University in partial fulfillment for the
award of the
Degree of Master of Arts in Marketing
Management

By

Wondimu Seifu

ID No: GSR/9616/15

Advisor: - Dr-Tewodros Mesfin

Addis Ababa University

APPROVAL SHEET

Department of marketing management

The effect of Advertising on consumer buying
behavior

By
Wondimu Seifu

Approved by board of examiners

_____	_____	_____
External examiners	Signature	Date
_____	_____	_____
Internal examiners	Signature	Date
_____	_____	_____
Research advisor	Signature	Date

Declaration

I Wondimu Seifu declare This research paper entitled “ the Effect of advertising on consumer buying behavior The Case of Safaricom Ethiopia Addis Ababa ” is a work of my own & all reference utilized for study have been accredited,I have formed it on my own with suggestion my advisor.

BY: WONDIMU SEIFU

Signature _____

Date _____

Acknowledgments

Above all, I, want to express my gratitude to God. Secondly, I would like to sincerely thank and appreciate my advisory, Dr-Tewodros Mesfin For unselfish efforts in Provide me with all guidance I required throughout my research. His kind words and perceptive observations were very beneficial in finalizing study and lastly, I would like to Thank my Family for their support.

Table of contents

List of table	VII
List of Figure	VIII
Acronyms and Abbreviations	IX
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem	3
1.3 Research Question	4
1.4 Objective of the study	5
1.4.1 General Objective of the study	5
1.4.2 Specific Objective	5
1.5 Significance of the study	5
1.6 Study Scope	5
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Theoretical Review	7
2.1.1 Theories and Models	9
2.1.3 Nature and Functions of Advertising	11
2.1.4 The Role of Advertising	12
2.1.6 Factors of Advertising	15
2.1.2.2 Stage of consumer`s buying process	21
2.1.3 The Relationship between Advertisement and Consumer Buying Behavior	21
2.2.5 Research Hypotheses	25
2.3. Conceptual Framework	26
CHAPTER THREE RESEARCH METHODOLOGY	27
3.1 Research Approach	27
3.2 Research design	27
3.3 population and sampling	27
3.3.1 Sample size	28
3.3.2 Sampling Technique	29
3.4 Data Collection	29
3.5 Data Analysis	29
3.6.2 Validity	30
3.8 Ethical Considerations	30
CHAPTER FOUR	31
RESULT AND DISCUSSION	31
4.1 Respondent Rate	31
4.2 categories of questionnaires item	31
4.3 Descriptive results of demographic of the respondents	32
4.3.1 Gender of respondent	32
4.3.2 Age	32
4.3.3 Occupation	33
4.4.4. Educational qualification	34
4.6 Source	37
4. 11 Assumption of regression analysis	42
CHAPTER FIVE	48
CONCLUSION AND RECOMMENDATION	48
5.1. Summary of the Major Findings	48
5.2 Conclusion	50
5.3 Recommendation	51
References	52
APPENDIX	56

List of table

Table 1: Reliability test	28
Table 4.1: Respondent Of Study.....	35
Table4.1.1 : Categories of questioner items.....	37
Table4.1.2 : Descriptive analysis.....	37
Table4.1.3 : Gender of respondents.....	38
Table 4.1.4: Ages of respondent.....	39
Table 4.1.5: Occupation of the respondent.....	40
Table 4.1.6: Educational qualification of respondent.....	41
Table 7: Mean values by category.....,	42
Table 8: Mean scores & Standard Deviation of Source factor.....	43
Table 9: Mean score & Std of message Factor.....	44
Table 10: Mean score & Std Channel Factor of channel factor	44
Table 11: Mean and standard deviation of consumer buying behavior..	45
Table 12: Correlations between the variables	45
Table13: Test of multicolliniarity.....	46
Table13: Test of autocolliniarity.....	46
Table 14: The durbin-watson statistic.....	47
Table 16 : Model summary	47

List of Figure

Figure1: Conceptual Framework Of The Study	29
Figure2: Scater Plot Of -independent.....	45
Figure3: Scater plot dependent.....	45

Acronyms and Abbreviations

AIDA - Attention, Interest, Desire, Action

ADS - Advertisement

PSA - Public Service Announcement

SF - Source Factor

MF - Message Factor

CHF - Channel Factor

CBB - Customer buying behavior

ANOVA - Analysis of variance

VIF - Variance Inflation Factor

STD - Standard deviation

ABSTRACT

The objective of this study was to investigate the effect of advertising on customers buying behavior on the Safaricom Ethiopia. There were 366 respondents who participated in this study. In order to gather quantitative data the data collection method was mixed method. The primary data used in this study was the information gathered from the respondents via questionnaires with the Likert scale has five rating scales: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1) was used to measure the questionnaire responses. This study used quantitative research design. The study's target population was customers of Safaricom Ethiopia which are in Addis Ababa city-based by using convenient sampling method with descriptive and explanatory research designs. Multiple regression analysis and descriptive statistics were performed using The statistical Packages for social science (SPSS) version 29. The study's multiple regression analysis indicated that buying behaviour of Safaricom Ethiopia's customers is positively and significantly correlated with the source, message, and channel factors. The study's conclusion demonstrated a positive correlation between consumers' buying behavior and the advertisement's independent variables source, message and channel.

Keywords: Advertising, Consumer, Consumer Buying Behavior, Message, Source, Channel

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

A promotional mix explains the relative importance's of each promotional tool and the appropriate level of funding for each category. Increasing sales, introducing new products, enhancing brand equity, positioning, focusing on competitors, or fostering a positive company image are just a few of the goals that can be included in a promotional plan. **(Ibojo,BO.and Akinruwa,T.E (2014))**

Customers are always faced with the choice of acting quickly (either to buy or not to buy) or waiting to make this decision in order to gather more information and lower the decision risk. This illustrates the influence advertising has on consumer culture. (Hackley, 2005) Buyers require a certain amount of information before making a purchase, and their per purchase information-seeking activities are influenced by four variables. Two factors are related to the circumstances surrounding the purchase, and the other two are related to the kind of product and market (Bournstard, 2003)

when customers are looking for information will have a bigger impact than if the customer had to spend the time and energy looking for it themselves. He or she is less likely to look for the extra information in commercials from rival brands. Put another way, when consumers are looking for information about certain brands, they are typically more receptive to advertisements for those brands. Because of this, if the advertiser can identify and find them, they become a preferred target. The buyer utilizes evaluation criteria, or objective qualities that are significant to the buyer, to evaluate the products in a consideration set (Ferrell, 2012)

One part of the promotion mix that a company typically uses is advertising. This type of promotion is very important for introducing products, changing consumer interest in buying a product, and changing the company's image. The company invested a lot of Money on Advertising's because it recognized value using advertising to launch new products. Due to intense competition, businesses must use strategy when developing advertisements in order to secure a favorable position in the market (Stoner, 2008).

Products necessitate a significant level of customer involvement and a rigorous decision-making process that involves gathering information, weighing options, buying a product, and assessing the final outcome of using it. Conversely, (Kotler P. ,

2007) found that personal, psychological, cultural, and social factors frequently have an effect on consumer behavior. Before making a purchase, consumers are motivated to buy a product by mental information processing systems that work to form beliefs, attitudes, values, and reactions to a particular product. Consumers may choose to seek out, obtain, and process information about businesses that undergo environmental changes through various media, including advertisements.

A consumer's purchasing behavior was examined through the lens of personalized marketing. Following the analysis of individual behavior, future trend prediction is simple to accomplish. Prior to making a purchase, consumers use mental information processing systems to form attitudes, values, and beliefs about a product, which in turn influence their purchase behavior. When businesses face environmental changes, customers may choose to track down, obtain, and utilize this information through various media, including advertisements (Kumar, 2014).

According to (Shabbir, 2012), advertisements can be designed and conveyed using a variety of techniques and media in an effort to sway consumers' opinions by increasing awareness, altering their attitudes and beliefs, and reiterating positive values in order to influence their future purchasing decisions.

The main factors influencing consumer behavior are several. The main one among them is advertising of the goods and services. An advertisement's main goal is to grab the interest of a wide audience by providing information about a particular sector, product, or service. Many organizations invested a substantial sum of money in marketing and promotion. This is so because the company's advertising and promotion campaigns help it accomplish its primary goal of drawing in a substantial number of potential clients. One tactic to persuade customers to try or buy more of a good or service is promotion. Given that today's consumers are price conscious, a slight incentive can prompt them to explore alternative brands. In this instance, a product could offer an additional incentive through various marketing campaigns (Kumar et al., 2007).

To increase service awareness, a sizable investment in appropriate marketing communications is required. In essence, this kind of communication is a marketing tactic meant to explain to both present and potential customers the advantages of products and services (Frimpong, 2014)

1.2 Statement of the problem

Marketing communication aims to enlighten the customer about the company's offerings of goods and services. To provide a comprehensive and successful message that will meet the needs of the organization and the customer, the various of communication with the consumer must work together (Mahsa et al, 2015).

The relationship between advertisers and their target audience (consumers) is at the center of a number of questions. Why do companies that manufacture goods and services promote their goods? If there were no advertisements for the products, how would people (consumers) find them or even choose between them? Do these advertisements actually influence the decision of consumers to purchase or not? Do customers have faith in marketers? What do people think about the products that are promoted? What proof is there that consumer purchasing decisions and advertisements are related? What impact do these advertisements have on buyers? In basically, this study aims to determine the degree to which advertisements influence consumers' decisions to purchase or not. Market research on consumer behavior is necessary to obtain important information about the target audience and to stimulate and elicit a positive response from them. These details include their age, preferences, purchasing behaviors, decision-making process when it comes to purchases, and more. (Tuckwell, 1992)

Conducting research on effect between advertising and consumer purchase behavior will crucial for company seeking to establish sustainable competitive advantage and improve profitability of the company especially on new company to understand their consumers behavior towards their product and service like Safaricom Ethiopia. The communication elements of advertisements, in particular the sources, the message, and the channel factors and their influence on consumers' purchasing decisions, are not well covered in the literature. Furthermore, the case of Safaricom Ethiopia is not particularly covered in any literature on this research topic.

There hasn't been enough discussion in the literature about the relationship between the variables and consumers' purchasing behavior, especially in the telecommunication industry.

The majority of research conducted in Ethiopia concentrated on the effect of advertising on consumers' buying preferences in mobile technology (Hiwot Workneh,

2018) and purchase intentions in oil companies (Rahel Wondimu, 2022). Scholars looked at a variety of advertising-related topics and their relationship to consumers' purchasing decisions. However, as many academics have investigated in their own circumstantial developments, there are some significant differences among their previously mentioned result.

There aren't many thorough works that have been published that look into the relationship between all these variables and how it affects consumer purchasing decisions in Ethiopia's oil and petroleum sectors. (Rahel Wondimu, 2022; Hiwot Workneh, 2018) Comprehending variables like source, message, and channel factors from the perspective of the intended audience can aid in deepening comprehension and, in turn, the ways in which these variables influence consumers' purchasing decisions. The researcher is aware of no empirical research on the impact of advertising on consumers' purchasing decisions in the Ethiopian telecommunications sector, with a focus on Safaricom Ethiopia in Addis Ababa, from the standpoint of customer behavior. To fill in the gaps, this study examined how Safaricom Ethiopia's advertising affected the purchasing decisions of its consumers.

This study appears to address this gap by examining how advertising affect consumers' decisions to buy products on Safaricom Ethiopia. this study how advertisements characteristics affect consumers' purchasing decisions in advertisements that possess the following qualities on consumers in the telecommunications industry. According to (Belch G. , 2007) , the source, message, and channel factor are the three main parts of the communication process. The effectiveness of Safaricom Ethiopia advertising is the specific focus of this study, which examines its communication effect using the source, message, and channel factors—the three main elements of the communication process. This study aims to determine the effect of advertising on the purchasing behavior of Safaricom Ethiopian customers.

1.3 Research Question

1. To what extent do the source influence consumer buying behavior on the Case of Safaricom Ethiopia?
2. How do message influence consumers buying behavior in the Case of Safaricom Ethiopia ?
3. How do channel influence consumers buying behavior in the case of Safaricom Ethiopia ?

1.4 Objective of the study

1.4.1 General Objective of the study

The general objectives of the Study is to investigate effect of Advertising on consumer buying behavior in case of Safaricom Ethiopia in Addis Ababa.

1.4.2 Specific Objective

- 1.To identify effect of source factors on influencing consumer buying behaviour in the case of Safaricom Ethiopia
2. To investigate the effect of messages factor on consumer buying behavior in the case of Safaricom Ethiopia
3. To point out the effects of Channels factor on consumer buying behavior in the Case of Safaricom Ethiopia

1.5 Significance of the study

Study have its own significant in the promotion of its product and services in Safaricom Ethiopia. This study create an effort to determine its importance to the researcher, academic as a reference to student . This study explain how factors in advertisements affect consumers' purchasing decisions. Safaricom Ethiopia should use the study's results to identify the strengths and weaknesses of its advertising .

1.6 Study Scope

This study focuses on how advertising affects consumers' purchasing decisions, with a particular emphasis on the role that communications factor such as, sources, messages, and channels factor—play in the process. The study specifically examines the impact of Safaricom Ethiopia in Addis Ababa.

Geographically, the surveying of Safaricom owned sales outlet in Bole, Mercato, Mexico, Arat Kilo, Megenagna, Saris, and Ayertena is the main focus of this study. Customers who plan to visit the sales shops at the time of data collection are the target audience for the Study.

The effects of Advertising on consumer purchase in the context of Safaricom Ethiopia Telecom was the main focus of this study. The study was only include Safaricom Ethiopia Telecom customers in Addis Ababa who have used its goods and services.

1.7 The organizations of the Study

There are five chapters in the prepared paper. The first chapter, the introduction, covers the background, the problem statement, the objective, the significance, the scope, and the limitations. The second chapter discusses the literature review, which is covered in the third chapter. Chapter four and five, on the other hand, deal with the methodology, data presentation and analysis, conclusions, and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.Theoretical Review

Promotion, one of the components of the marketing mix, consists of all activities aimed at the intended audience that make it easier to get in touch with them and help them understand how important the product is to meeting their needs and desires to a greater extent than that of competitors' products. (Nour, 2014)

A crucial component of the marketing mix, promotion plays a major part in the success of the product on the market. The purpose of promotion is to makes that customer are exactly understand of goods that the company sells. The assortment of various channels available for disseminating the promotional message to consumers is known as the promotional mix. (Ansari, 2011).

2.1 Advertising

Advertisements among the many strategy used to promotes products, services, and concepts. There are several interconnected ways in which advertising influences consumers' attitudes and purchase decisions. It accomplishes a number of goals and functions in persuading the general public. Because it increases sales of products and services, advertising is essential for both retailers and manufacturers who operate as whole sellers. Numerous specific communication and sales items can be linked to advertising. Advertising effectiveness is based on customer satisfaction. Advertising can be divided into three categories based on its purpose: informing, persuading, and reminding. The best way to advertise a product depends on its life cycle. If it is just being introduced, it is best to inform; if it is already mature, it is best to use persuasive advertising. Similarly, the best way to advertise a product that is in decline is to keep reminding consumers about its offerings. Any paid, non-personal presentation and promotion of concepts, products, and services by a designated sponsor is considered advertising (Kotler P. &., 1998).

In our social and economic systems, promotion and advertising play a crucial role. In today's intricate society, advertising has developed into a crucial means of communication for both companie1

and customers. Most organizations use advertising and other promotional methods heavily in their marketing programs because of their capacity to reach target audiences with carefully crafted messages. Customers in market-oriented economies have become accustomed to depending on promotions and advertisements to provide them with information that helps them decide what to buy. (Belch G. E., 2013).

Any type of non-personal, paid communication about a business, idea, service, or product that is identified as sponsored by a sponsor is considered advertising. While public service announcements (PSAs) sometimes enjoy an exception due to media outlets donating their advertising time or space to them, the term "paid" generally refers to the reality that the area or duration of an advertisement The word "non-personal" also describes advertising, which makes use of mass media broadcast a message to a large number of people at once. If advertising is direct response, it also usually lacks the opportunity for the message recipient to respond right away. Additionally, it is an essential tool for promotion, particularly for companies whose products and services are targeted at mass consumer markets (Michael, 2003).

Whether promoting a brand or serving as a means of education, advertising can be a cost-effective way to spread ideas. Even in the challenging media environment of today, successful ads can be profitable. Following that, they can choose "the five MS," or the five significant choices: Mission: What are our advertising objectives? how the target audience will understand and react to the message before sending it. Money: How much is it appropriate to spend and how should it be distributed among the various media? Which message is the one that should be communicated? Which kind of media will we employ? Measurement: How should we evaluate the results, per (Kotler P. &, 2012)

(Tellis, 2004) offers a very logical defense of why companies run advertisements. Advertising is primarily used by businesses to persuade customers of the advantages of their products or services in situations where supply exceeds demand, knowledge of the product is low, supplier or product confidence is low, or demand exceeds supply. He continues by outlining the reasons why some marketing initiatives may occasionally prove to be unsuccessful. He distinguishes four types of consumer attention to advertisements: avoidance, active processing, search, and passive

processing. Most of the clients are usually in a state of avoidance. Customers' active avoidance and disinterest are usually the root causes of most advertising's ineffectiveness.

The widespread and unquestioning belief among professionals and the general public that advertising is ineffective is reinforced by several factors, such as the lack of field testing and tracking, issues with ad agencies, competition pressure, incentive and budgetary systems, and pricing structures.

2.1.1 Theories and Models

2.1.1.1 AIDA Theory

The AIDA model is a basic and initial framework (Aaker, 2000). It describes the steps that lead a potential customer to make a purchase and outlines the workings of personal selling. The first component, attention, denotes the phase in which the brand successfully captures the consumer's interest via the advertisement that they have encountered. It might receive favorable or unfavorable attention, or in the worst situation, none at all.

Just the first situation, in which the customer responds favorably to the advertisement and ultimately the brand, is advantageous from the advertiser's perspective (Kotler P. , 2007). In order to reach the mass market and raise the market's desire for both new and current products, the company should use appropriate communication channels to generate attention, interest, desire, and attraction about their products. According to (Aaker, 2000), companies that implement this theory are able to experience significant growth in terms of earnings and clientele.

2.1.2 Hierarchy of Effects Theory

Lavidge and Gary developed the Hierarchy of Effects Model in 1961. According to There are six steps in this model of marketing communication. involved in making a purchase from watching an advertisement for a product. It is the responsibility of the advertiser to persuade the consumer to follow the six steps—awareness, knowledge, liking, preference, and purchase—and make the purchase. Consumers see a lot of advertisements every day, but very few of the products' brands are remembered. When a product is advertised through a variety of channels, such as the internet, retail advisers, and product packaging, the customer's knowledge begins. In the current digital era, where customers anticipate being able to learn about products with just a few clicks, this step has become increasingly crucial. If customers are not given the information they want, they will quickly switch to competitor brands. Making sure

product information is easily accessible is the advertiser's responsibility (Belch G. E., 2003) The willingness of consumers to purchase a product after researching it online is a measure of how much they like the product that is being offered. Customers who have a preference for one brand over another are said to be devoted to it. Advertisers want the consumer to focus on their specific product at this point and to ignore competing offerings. In order for consumers to distinguish their brand from that of competitors, advertisers aimed to emphasize the advantages and distinctive features of their brand. A customer's desire to buy a product on the market is first sparked by their conviction about it. By letting customers try or sample the product, advertisers can promote conviction (Bezel, 2004). The last step in the purchasing process that customers go through is the purchase. By highlighting the advantages of the product to the consumer, the advertiser may hope to persuade the viewer to buy their goods (Belch G. E., 2003). If this step is not straightforward and easy, the customer will become impatient and leave without making a purchases. for instance, having range of payments method promotes purchases, but a slow, convoluted website discourages them. Businesses should find fresh approaches to encourage customers to make more purchases. According to Alexander and Schouten (2002), contemporary technologies such as mobile phone and internet shopping should propel competitive businesses and

2.1.2.1 Relationship Marketing Theory

Several factors contribute to the increased impact of promotional initiatives on an organization. The customer's vast array of options is the first of those factors. In order to change these customers' purchasing habits, promotion is crucial. The growing emotional and physical distance between consumers and manufacturers means that associations and channels are used by manufacturers to tell customers about their products. This is another factor that needs to be considered when developing a communication plan. The industry's increasing competitiveness is the next factor. Finally, technology-related issues are the most active factor. To create an effective promotional strategy, all of these elements need to be taken into consideration. (Strydom, 2004)

2.1.3 Nature and Functions of Advertising

There are many forms of advertising make it hard to generalize about its unique qualities. However, several qualities can be noted. Advertising enables the seller to repeat a message many times, and it lets the buyer receive and compare the messages of various competitors. (Stoner, 2008)

On the one hand, advertising can be used to build up a long-term image for a product (such as Coca-Cola ads). On the other hand, advertising can trigger quick sales (as when a department store advertises a weekend sale). Reaches large, geographically dispersed audiences, often with high frequency. No feedback from audience. Consumers perceive advertised goods as more legitimate. Builds brand image; may stimulate short-term sales. Impersonal; one-way communication, dramatizes company/brand.

Advertising is an important element of Promotion Mix and it is a process which gives information to the masses about products/services. It is a paid publicity sponsored by the advertiser. It is a persuasion which is controlled and influences the target audience. Its nature includes: (I). Element of marketing Mix: It is also an important element of marketing mix which includes the 4 P's Price, Product, Promotion and Physical distribution. A proper Promotion Mix is necessary for the advertisement to be effective. (II). Promotion Mix: the element of promotional mix includes Advertising, Direct marketing, Sales Promotion, Personal Selling and Publicity (Khan, 2006).

Advertising Functions: It is difficult to sold product without some form of advertising. Advertising is relatively more important in consumer markets because there are a larger number of buyers, purchases tend to be routine, and emotions play a more important role in the purchase-decision process.

Advertising can build product awareness and knowledge. Develop sales leads and reassure buyers. Builds image for the organization. Promotes marketing system Generate awareness about offerings. Induce trial of a new product & service. Motivate & impress trade channels. Change perception & create reassurance. Acquire enhanced volumes of sales of products and services. Advertising creates demand. Brings awareness in the messages. Motivate & impress trade channels. Consumer demand can be assessed by marketing researchers and advertising research. It helps in expanding the market and helps the middleman to easily sell the product. It brings

customers and sellers together. Advertisement is economical when targeted at the masses. Advertiser is the most important person as he is the customer and spends money on it. He gives employment to a lot of people and supports the advertising agencies. The advertiser also has a great social responsibility to create a sound social and economic system (Khan, 2006).

2.1.4 The Role of Advertising

Most firms, both large and small, use advertising in some form or the other. Advertisement seldom produces direct sales. It is backed by other promotion mix elements like personal selling and sales promotion. Advertising produces a psychological effect and it can change the mental disposition of the audience, so that they purchase the advertised product. Advertising is basically a form of communication and the basic responsibility of advertising is to deliver the information to the target audience (Khan, 2006).

According to (Khan, 2006) the Role of advertisement can be understood as follows:

It stimulates demand. This stimulation is because of the availability of the product, discounts offered if any and the expectation of the fulfillment of latent and aroused needs. It supports other promotion mix elements. It does pre-selling and helps the sales promotion and personal selling activities.

It counters competitive moves. By combining with other promotion elements it acts as a competitive weapon. It differentiates the company's offer from other products and builds a brand personality and image of its own. It develops brand preference. When the products deliver the desired quality, service and value it creates a satisfied customer. It cuts cost by increasing sales, more units are produced and the cost of production comes down (economies of scale).

It builds brand images. Images are built in the minds of the consumer. There are positive images and are for different segments. A brand is a promise of a certain level of consistency, quality, service and other benefits like warranty etc.

Advertising is a very fast and effective method of information and communication. It can reach a great number of audiences in short time. It is an instrument of persuasion. It has an informative role. It provides knowledge about product specification, about product features and product quality and the functions that a product can perform. It is an important marketing tool. It informs about the price of a product. It gives information about the alternatives available to the purchaser. It gives information

about the new offers and the discounts available to the purchaser. It helps in achieving the sales and the communication objectives.

According to (Ferrell O. C., 2011), evaluating the effectiveness of advertising is one of the most challenging tasks facing marketers. Many of the effects and outcomes of advertising take a long time to develop, especially regarding important outcomes such as enhanced brand image, corporate reputation, and positive product attitudes. Advertising effectiveness can be evaluated before, during, or after the campaign.

A pretest attempts to evaluate the potential effectiveness of one or more elements of the advertising program. To pretest advertisements, firms often use a panel of actual or potential buyers who judge one or more aspects of an advertisement. Pretests are founded on the belief that customers are more likely to know what type of advertising will influence them. The evaluation of advertising effectiveness after a campaign is a post test. The nature of the firm's advertising objectives will determine what kind of post test is most appropriate.

During an ad campaign, the company typically measures effectiveness by looking at actual customer behavior patterns, such as purchases, responses to toll-free telephone numbers, rate of coupon redemption, page visits to the firm's website, or even personal communications. The firm may record the number of inquiries or communication contacts, and judge advertising effectiveness based on industry norms or the firm's own internal benchmarks. Firms may even peruse blogs for evidence of the effectiveness of their promotional campaigns. For example, if a campaign's objective is to increase brand awareness or create a more favorable attitude toward the firm, then the post test will measure changes in these variables. Customer surveys, panels, or experiments may be used to evaluate a campaign based on communication objectives. Firms will also use performance outcomes such as sales or market share changes to determine campaign effectiveness.

According to (Kotler P. A., 1999) the advertising programmers should regularly evaluate both the communication impact and the sales effectiveness of advertising. Measuring the communication effects of ad or copy testing tells whether the ads are communicating well. Copy testing is measuring the communication effect of an advertisement before or after it is printed or broadcast. Before the ad is placed, the advertiser can show it to consumers, ask how they like it, and measure recall or

attitude changes resulting from it. After the ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge and preference.

The sales effects of advertising are often harder to measure than the communication effects. Sales are affected by many factors besides advertising such as product features, price and availability. Despite the difficulty of accounting for sales, advertising effects must be monitored. A company's share of advertising expenditures produces a share of voice (proportion of company advertising of that product to all advertising of that product) that earns a share of consumers' minds and hearts and, ultimately, a share of market.

2.1.5 Goals of advertising

Advertising planning is to establish and clarify advertising goals which are derived from the firm's overall communication objectives.

The following are advertising goals according to (Kenneth, 2010):

Building Brand Image: One of the most important advertising goals is building brand and corporate images. A strong brand creates brand equity. Brand equity is said to be a set of characteristics that makes a brand different and better to both customers and businesses. These benefits can be enhanced when they combine effectively for advertising with quality products. Higher levels of brand equity are distinct advantage as customers make purchase decision. Advertising is a critical component of building brand equity.

Successful brand processes two characteristics that is the top of the mind and the customers' top choice. When customers are asked to identify brand that quickly comes to mind from a product category, one or two brands are nearly always mentioned. These names are always top of the mind brands. The term top choice suggests exactly what the term implies. This is the first or second pick when a customer reviews his or her evoked set of possible purchasing alternatives.

Providing Information: Apart from building brand recognition and equity, advertising serves other goals. Advertising is often used to provide information to both customers and business buyers. Information can help in purchasing process appears to be simple, which can entice customers to finalize the purchasing decision and travel to the store. For business-to-business situations, information from some advertising leads various members of the buying center to consider a particular company as they examine their options.

Persuasion: Advertising can convince customers that a particular brand is superior. Advertising can show customers the negative consequences of failing to use a particular brand. Changing consumer attitudes and persuading them to consider a new purchasing choice is a challenging task. Persuasion techniques are used more frequently in broadcasting media such as television and radio rather than in print.

Supporting Marketing Effort: Advertising can be used to support other marketing functions. Manufacturers use advertising to support trade and consumer promotions such as theme pack aging or combination offers.

Encouraging Action: Many firms set behavioral goals for advertising programs. A television commercial that encourage viewers to take action by dialing a toll-free number to make a quick purchase is an example. Infomercials and home shopping network programmed heavily rely on immediate purchasing responds.

Action-oriented advertising is likely to be used in the business-to-business sector. When it is often the goal is to generate sales leads. Many business advertisements provide web addresses or telephone numbers that buyers can use to request more information or more easily make a purchase.

2.1.6 Factors of Advertising

2.1.6.1 The Source Factor

The company that starts the dissemination of brand-related information is the message's source, or sender (Ouwensloot, 2008). The ultimate goal is for the message to be understood by the recipient as intended by the sender. Using relevant and recognizable verbal cues and symbols for the recipient is crucial (Belch and Belch, 2007). According to (Ouwensloot, 2008), an indirect source is a model who draws attention to and/or improves the appearance of the advertisement without actually delivering a message.

Mulugeta and Abdulsukur (2014) state that a number of factors affect the source's power. Perceived control refers to the source's Perceived concern is the recipient's perception that the source is worried about the recipient's compliance, whereas ability to impose sanctions—either positive or negative—on the recipient. Another important factor is perceived scrutiny, or the receiver's evaluation of the source's ability to keep an eye on compliance.

It is essential that the message's sender be taken seriously. Credibility, power, and attractiveness are the three characteristics that (Belch G. , 2007) identified as essential to source effectiveness.

2.1.6.1.2 Credibility

According to (Shimp, 2007), credibility is the degree to which the recipient regards the source as possessing per tinny knowledge, expertise, or experience and has faith in the source to provide impartial, objective information. Credibility has two key components: expertise and reliability.

While trustworthiness refers to a source's perceived honesty, integrity, and believable, expertise refers to the knowledge, experience, or skills that the source is thought to possess in relation to the communications topic (Andrews, 2013). The application of knowledge and reliability contributes to the development of a favorable attitude toward the message, which benefits the recipient (Belch G. , 2007)

According to (Andrews, 2013), believable or credibility is a key source factor in persuasion. Customers' attitudes are changed more by highly credible sources than by less credible ones. According to (Kumar, 2014), a consumer is more likely to be persuaded by a message when they believe the source to be credible than if they believe the same words to be from someone else who they believe to be less credible. Put another way, having celebrities, subject matter experts, or business executives act as the spokesperson typically helps to give the message being communicated credibility.

2.1.6.1.3 The Attractiveness

(Peter Kotler &., 2012) the celebrity endorsers be included in the advertisement to help them project their meanings and image to the product they are endorsing. Furthermore, it leads to overexposure from the perspective of the celebrities who regularly feature in commercials, which might be detrimental to the intended message. The theory of product match-up, as proposed by Pickton (2005) asserts that for an advertisement to be believable, the celebrity endorser's image must as closely as possible match the features of the product.

2.1.6.1.4 Power

Source power is the capacity of the source to inflict penalties or rewards on the recipient. The source may be able to persuade someone else to comply with the request because of this power (Belch G. , 2007)

Mulugeta and Abdulsukur (2014) state that a number of factors affect the source's power. Perceived control is the ability of the source to impose favorable or unfavorable outcomes on the recipient; perceived concern is the idea that the source is worried about the recipient's willingness to comply. Another important factor is

perceived scrutiny, or the receiver's evaluation of the source's ability to keep an eye on compliance.

2.1.6.1.5 Messages Factors

The purpose of the encoding process is to produce a message that accurately communicates the information that the sender wants to share with the target audience.

McLean (2005) defined a message as the stimulus or meaning that the source produces for the audience or receiver. According to the summaries provided below (Andrews, 2013); Mulugeta and Abdulsukur, 2014); and (Belch G. , 2007), it can be broadly divided into message structure and message appeals.

2.1.6.1.6 Message Structure

A key component of message strategy is message structure, which determines the most effective means of communication and dispelling any dissenting opinions that audience members might have.

Presentation order: Studies on memory and learning typically show that information retained is better for items presented last and first than for the people positioned in the center. A primacy effect is assumed when the strongest arguments are presented first; a recently effect is assumed when they are presented last.

Conclusions: Messages that are expressed clearly are more easily understood and influence attitudes more strongly. The effectiveness of a conclusion drawing may depend on the target audience, the nature of the issue or topic, and the specifics of the situation. Message sidelines describes the way a message is presented; it can be two-sided, describing both the positive and negative aspects, or one-sided, highlighting only the positive aspects.

A specific message type can be selected based on the associated image and market share. Refutation – A unique kind of two-sided communication is called a refutation appeal; the communicator uses it to give arguments against the opposing viewpoint after presenting both sides of the issue.

Verbal versus non-verbal messages: Information is retained longer and is processed more thoroughly when a visual aid is used that contradicts the spoken word.

2.1.6.1.7 Message Appeal

The message's appeal aims to awaken the consumer's psychological desire to purchase. Reasonable appeals: in this case, the message primarily emphasizes the benefits of the product and the problems it can solve.

Comparative advertising is the practice of directly or indirectly naming competitors in an advertisement while comparing one or more specific attributes.

Emotional appeal: fulfill the psychological, emotional, and social needs of the customer. The most common emotional appeal is the fear appeal, which is used in advertising messages to elicit strong feelings and inspire human to take action to eliminate the threat. Conversely, the most memorable messages that grab and retain customers' attention are those that have a humorous appeal.

2.1.6.1.8 The Channel Factor

The message channel, also known as the medium, is the means by which the message is transmitted from the sender to the recipient (McLean, 2005). Personal and non-personal types are the two main levels of message channels into which channel factors are divided. Non-personal communication channels are those that carry a message without requiring direct human interaction between the sender and the recipient (Belch G. , 2007).

According to (Andrews, 2013), the main non-personal communication channels are print media (newspapers, magazines, brochures, and flyers), outdoor media (billboards, kiosks, and trade shows the company organizes), and broadcast media (radio, television, and Internet advertising). According to Mulugeta and Abdulsukur (2014), information obtained through personal influence channels tends to be more convincing than information obtained through mainstream media. The problem of clutter is very intriguing for the advertisers in today's world of information overload therefore it is important being as direct and effective in the minimum time possible (Andrews, 2013).

2.1. The Idea of Consumer Purchase Behavior

Marketing researchers studying consumer behavior soon discovered that, in spite of their many similarities, consumers were not all the same, according to Zaltman (2003). There were consumers who used products that were in style right now, but there were also many who preferred highly differentiated products that they felt met their unique needs and reflected their personalities and lifestyles.

The concept of market segmentation was developed as a result of these findings. It called for splitting the large, heterogeneous potential market into smaller, more homogeneous groups or segments so that a specific marketing mix could be created for each. In order to change the perception of their products and make them seem like

a better option for meeting the particular needs of particular customer segments, they also created promotional campaigns and employed positioning strategies (Bearden, 1999).

Consumer buying behavior refers to the spending patterns of final consumers, which are people and households who buy products and services for their own consumption. A marketer's degree of behavioral understanding plays a major role in their ability to influence consumer behavior through purchases. Marketers need to know exactly what needs consumers are attempting to satisfy and how those needs connect to the standards by which purchases are made. They need to understand how consumers investigate various options and utilize that data to make decisions about competing brands. They must comprehend how consumers decide what to buy. Where do they like to purchase goods? How do marketing cues affect them when they make a purchase? Additionally, marketers must comprehend the ways in which different customer types differ in their decision-making processes and motivations for making purchases. For instance, a consumer's lifestyle or personality may have an impact on their purchasing decisions (Belch & Belch, 2003).

2.1.2.1 Types of Consumer behavior

The study of consumers and their decision-making processes regarding the use, consumption, and disposal of goods and services, including their emotional, psychological, and behavioral reactions, is known as consumer behavior.

According to Gibler and Nelson (2003), there are four categories of consumer behavior.

Complicated purchasing behavior: This kind of behavior is seen when people purchase price, infrequently purchased goods. Before making a high-value investment, they are more involved in the research and purchase process. Consider purchasing a vehicle or a home; these are two instances of sophisticated purchasing behavior. Customers are able to identify key variations between rival brands. When it comes to pricey and highly expressive products, consumers are very involved. (Kotler P. &., 2012).

Habitual purchasing behavior: the characteristic of habitual buying behavior is a consumer's minimal engagement with the brand or product category. Imagine going grocery shopping. You visit the store and purchase the bread varieties that you like best. Not a strong brand loyalty, but a habitual pattern is what you are displaying.

This indicates that buyers don't look for much information about the brands that are available, they don't notice many differences between the brands, and they make their purchase with little to no involvement. Customers develop a habit if they consistently purchase the same brand (Kotler P. a., Marketing Management. Upper Saddle River, N.J, 2009).

Dissonance reduces purchasing behavior: the buyer participates actively in the purchasing process but finds it challenging to discern between brands. When a customer worries that they will come to regret their decision, dissonance may arise. Customers might therefore react most favorably to a comparatively lower price. Post-purchase dissonance, or discomfort following a sale, may occur for the customer. This is the type of behavior most ignorant consumer's exhibit as consumers (Kotler and Keller, 2006).

Variety seeking buying behaviour: here, a customer buys a different product out of a desire for variety rather than dissatisfaction with the previous one. Customers who seek variety in their purchases frequently move between brands . Customers who wish to keep up with the newest fashion trends frequently make this purchase choice.

The Functions of Consumer Behavior

According to (Ferrell W. P., 2012), there are a number of roles that can be considered in relation to consumer behavior. These roles explain the role of consumer behavior in the following ways. Occasionally, the father purchases the goods, which the kids then use. In the end, the kids turn into the customers. a set of colored crayons that the father purchased and his kids used for school. The whole family uses the refrigerator that the father purchases. As a result, we research specific roles in consumer behavior.

Influencer: -An individual who, through purposeful or inadvertent words or deeds, sways a decision to buy.

Initiator: is someone who, after realizing a need or want is unmet, goes out and buys a good or service to satisfy it.

Buyer: Usually, the family head is the one who completes the actual purchase transaction.

User: -The individual or individuals who use or consume any kind of product that they have purchased.

2.1.2.2 Stage of consumer`s buying process

Problem Recognition: The first step in the decision-making process for consumers is problem recognition. According to Howard et al. (2000), it happens when customers recognize that there are differences between their ideal or desired state and their actual state.

Information Search: This is the phase in which customers look for additional information to help them solve a problem that has been identified. Consumers will search both their internal and external environments for information to aid in their decision-making. Two types of information search processes exist. Firstly, once customers become aware of their needs or problems, they start the pre-purchase search process, which involves them searching for information to address them. According to Hubert et al. (2011), the second type of search is an ongoing process in which customers peruse information for personal enjoyment and to stay informed about new products or developments in the product market.

Alternative Evaluation: Following their information search in the previous stage, consumers must now assess the alternatives that are available to them. Because there are so many brands available, consumers will build their own evoke set, which is made up of the brands they are already familiar with, according to Hoyer et al. (2008). There will be greater opportunities for consumers to choose brands that are part of their evoke sets. **Product Selection:** Following an assessment of their options from the previous phase, consumers must select one option. Selecting a product can be an easy and quick process or a difficult one. Different information sources can influence consumers' decisions about products when they are making them (Howard, 2000).

Post Purchase Behavior and Disposal: After making a purchase, people frequently continue to think back on and analyze it because they want to feel more secure in their selections and make sure the item will meet their needs or solve their problems (Jan – Benedict et al, 2001).

2.1.3 The Relationship between Advertisement and Consumer Buying Behavior

Since using potential customers' behavior is the primary objective of advertising, there is a close relationship between consumer behavior and the latter. The skill of advertising lies in creating a sense of need or longing in consumers through compelling copy and visual imagery that appeals to their senses. This is related to the study of marketing since it deals with the methods used to reach consumers with

advertisements through networking, advertising, and other channels of communication. An advertisement is a means of communication used by retailers, marketers, and other professionals to reach out to prospective customers. Usually, paid print media, television commercials, or online radio advertisements are used. Before launching a successful campaign, marketers need to have a solid understanding of both consumer behavior and advertising. It is advisable to conduct research well in advance on previous consumer behavior and public opinion regarding particular products. For advertisements to be successful, they need to know who their target audience is. (Erin, 2022).

Any advertisement aims to convince viewers that they require a specific good or service. Any kind of advertising must, in order to achieve this, target the primary consumer base for the product; that is, it must speak directly to the individual who is most likely to require or desire the good being offered. For example, advertisers most likely wouldn't target investment brokers with slang or try to sell to new mothers with images of scantily clad women. Advertising and consumer behavior are thus closely related since no advertisement will have an impact on a person's behavior if it doesn't seem to be relevant to their goals. There are further benefits to analyzing advertising and consumer behaviour. To find out what the general public thinks of their previous advertisements, advertisers may look back and analyze the response rates and reactions to them. This could involve conducting research on consumers' perceptions of specific brands or their thoughts on a specific advertisement. Advertising can be delivered more effectively by identifying what consumers responded to the best. (Erin, 2022). Usually, research on consumer behavior and advertising involves making mistakes along the way. Certain advertisements, even those that adhere to conventional wisdom, just don't work to sell goods. A lot of ineffective advertising results from targeting the wrong audience. Some fail miserably because they ignore all demographics and only pay attention to the needs of the product or service being

2.2 Empirical review

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

(Rai, 2013) States that people have strong perceptions of a number of national and international brands that they are familiar with. Because of their surroundings, culture, and way of life, these perceptions are constrained in their minds. Additionally, commercials have a significant influence on how consumers behave. The source of the inspiration that compels them to purchase a specific product is advertising.

Building trust can also be accomplished through advertisements. If a consumer looks for product quality and price, he is greatly influenced. Brand recognition and product evaluation can also contribute to a purchase attitude (Rai, 2013)

A 2016 study by Galia and Mishra examined how internet advertising affected Punjabi consumers. The study provides data on how marketers use social media platforms to increase product awareness. It suggests that skyscraper and rectangular banner ads with heavily copied layouts and excessively large picture sizes are preferred. When compared to other products, mobile phone and e-commerce site advertisements are seen online, and the ones with functions displayed are the ones that are selected. The study indicates that the most attention is paid to online ads that are placed directly above the mast head and on the homepage. Offers and vivid colors also entice users.

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

Adams's (2005) study defines message creativity as the process of creating something unique and worthwhile. Being creative means coming up with original concepts or schemes. It is distinguished by the creative and expressive use of imagination. While some academics believe that creativity comes naturally, others believe that it is a skill that can be developed. But creativity appears to be a hybrid of the two. According to psychological research, motivation, creative thinking abilities, and data all work together to foster creativity. Here, "knowledge" refers to one's entire body of knowledge.

According to Kiandokht and Mahmoud's (2015) study, one of the most widely used types of marketing tactics is advertising. Businesses can use media advertising to market their products to consumers. Media advertising typically occurs in three different media channels, including print, web, and television. Additional studies on the impact of media advertising on individuals and various product types would also be examined. The primary goals of this study are to determine whether media advertising has a substantial effect on proton sales and which kinds of media advertising work best for increasing proton sales. The study's findings indicate that internet advertising has a greater impact on consumers than print and television advertisements do. On the other hand, this study looks into the significant effects that all three forms of media advertising have on sales. The results offered some important conclusions that could help marketers create better local advertisements and provide guidance on how to use media advertising effectively.

2.2.3. The channel factor of advertising and customers' buying behavior

Mwangi Francis Kihato (2013) assessed how competitive advantage is affected by promotional strategies. a study on Kenyan distributors of disposable infant diapers. The results showed that radio advertising has a moderate impact on distributors' competitiveness. An audience interested in local news, events, and personalities is drawn to local radio. According to the study, billboard advertising is the most effective way to attract potential customers' attention. Strong name recognition and brand awareness are more positively impacted by creative, eye-catching, and colorful advertisements.

Luke (2019) studied on the effects of advertising campaigns on marketing performance. The findings showed that advertising campaigns had a significant impact on business performance and advertising media channels had a significant impact on brand loyalty.

(Yelbert, 2010) Studied how hair product advertisements affected students' purchasing behavior. Her ultimate goal was to ascertain whether or not students were adequately informed about the effects of the product by the information offered during advertising. Yelbert also wanted to know if students purchase products based on the models in the ads. She focused a lot of attention on how students' cultural perceptions are impacted by advertising imagery. According to Yelbert's research, some people had a bad opinion of advertising. They defined advertising as a means of boosting sales of subpar goods. Advertisers also provided incomplete information about the product. Her study's conclusions showed that a lot of students are swayed to copy the hairstyles of ads. Because of the high caliber of the product as advertised, they purchase a specific brand. Yelbert concludes that consumers are impacted by advertising in both positive and negative ways.

In a 2012 study, Abideen and Saleem examined how Pakistani consumers' purchasing decisions were impacted by effective advertising. Two hundred respondents in all were chosen at random from among the telecommunication companies in the three cities of Rawalpindi, Islamabad, and Lahore. It was discovered that consumers purchase items to which they have a strong emotional attachment and memory. It was determined that advertising was the main factor contributing to consumers' attachment to the product.

But the study was carried out in the telecommunication sector, which is not the same as the real estate sector.

A study on the effect of advertising on consumer purchasing behavior was carried out by (Kumar, 2014), specifically focusing on Nestle Limited in India. He discovered that consumer purchasing decisions are influenced by sales promotion, advertising, and the company's image. He also discovered that consumers' decisions to buy goods are influenced by the product's price and quality. The theory of purchase decisions takes into account a number of variables that affect consumer behavior and decision-making. According to micro economic theory, price and customer preference work together to influence consumer purchases (Knutson et al., 2007). This theory highlights how crucial it is to comprehend customer preferences and how pricing strategies affect decisions to buy. The theory of consumer behavior also emphasizes the ways in which customers behave when navigate through various stages of the decision-making process to reach a choice (Karimi et al., 2015).

2.2.4 The research gap

As the study's literature section's empirical review demonstrates, a number of researchers evaluated and investigated advertising factors and their impact on consumers' purchase intentions. However, there are some significant discrepancies in scientific theories, concepts, and findings. Furthermore, the majority of the researchers used their own mythologies and points of view. As a result, this study focuses on the purchase intentions of consumers in developing cities such as Addis Ababa, where it is widely acknowledged that continuous advertising campaigns are necessary to maximize profits, position products favorably in the company's market, and develop consumer-friendly policies. provided, rather than the needs of the customer. (Erin, 2022)

2.2.5 Research Hypotheses

Source factor: is an individual or group that is willing to share knowledge. The message is encoded by the source, also called the sender. The source factor encodes the message and is one of the controllable aspects of the communication process. According to (Andrews, 2013) , there are three fundamental categories of source attributes: power, attractiveness, and credibility.

H1: Advertising Source factor have a Positive and Significant Effect on consumer buying behavior in the case of Safaricom Ethiopia.

Message factor :is the information's or meanings that the Source is trying to get across. It matters a great deal how marketing communications are presented. Not only should content be taken into account, but also the way the information will be presented and the kind of appeal that will be employed (Belch G. , 2007).

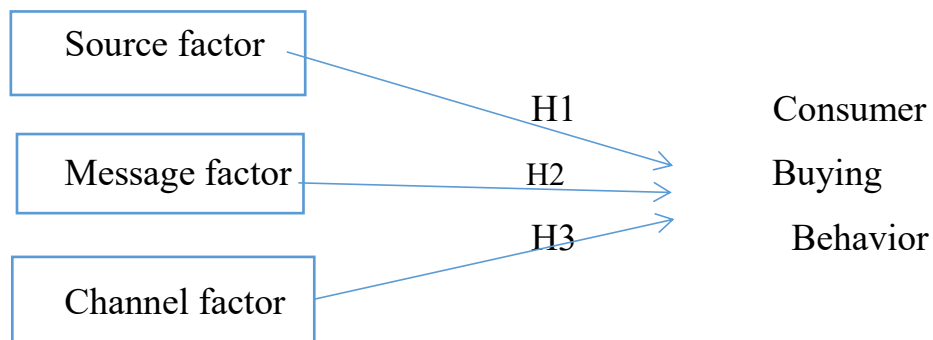
H2: Advertising messages factor have a Positive and Significant effects on consumer buying behavior in the case of Safaricom Ethiopia .

Channel Factor: The channel is the means by which information is sent from the sender to the recipient. (Andrews, 2013) State that the channel is the last controllable variable in the communication process. It is a means of getting the message to the intended audience.

H3: there is Significant and Positive relationships b/n Channel factors of the advertising and customer purchasing behaviour in the case of Safaricom Ethiopia .

2.3. Conceptual Framework

To measure the impact of advertising on consumers' purchasing behavior, three elements of the communication process—the source factor, message factor, and channel factor—was adopted from Belch and Belch (2007) after a thorough analysis of the literature. As a result, the conceptual framework that follows is developed and will be examined in this research.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Approach

The study was used deductive research approach. The goal of this study to determine the relationship between an independent variable (advertising) and a dependent or outcome variable (customer purchase behavior) within a population. The researcher used deductive approach. Using Safaricom Ethiopia as a case study, can apply preexisting theories to this particular situation using deductive reasoning. Within this company, could verify whether the correlation between advertising and purchase behavior is accurate, the collection and analysis of quantitative data is a common component of deductive research.

3.2 Research design

This investigation employed a quantitative research design.

Quantitative research is based on the quantitative measurements of some characteristics. It can also be explained as fields of study that can adopt the positivist philosophy of knowing that emphasizes objectivity and quantification of phenomenon (Kumar, 2005). This maximizes objectivity through the use of numbers, statistics, structure, and experimental control. questionnaires by getting subject's insight about the relationship between advertising and the decision to purchase. This process also help to refine the questionnaire, enhance its readability and minimize the chances of data being misinterpreted.

Descriptive study and explanatory study was used to explain the behavior of the variables in line with the research objective. Explanatory study is to determine the dependent and independent variable that related to the statement of the problem. This study gathered information about how advertisements affect consumers' buying decisions. For this reason, the researcher use descriptive research. To further make the research explanatory, the researcher used regression and correlation analysis to examine the connections between the dependent variable and the independent variables advertising consumers' purchasing behavior. The research use both explanatory and descriptive.

3.3 population and sampling

The Population of this Study was customers of Safaricom Ethiopia that located in different part of selected area of Addis Ababa located (Mercato, Arat kilo,

Megenagna, Bole, Saris and Ayer Tena) who had purchased its products and services. The sample size was determined using convenient sampling technique.

3.3.1 Sample size

The process of drawing inferences about the entire population from a small or subset of a larger population is known as sampling. One element of the research design is sampling. Sampling is defined by Jankowicz (1995) as the intentional selection of a number of individuals; the sample offers information from which inferences about a larger group, the population, are made. This makes it possible to carry out the research in the allotted time and with a portion of the population in an economically viable manner. Convenient sampling was the method used to choose samples from the specified population in light of this. This approach involves continuously selecting samples until the required sample size is reached. The process entails choosing at random the cases that make it easiest to collect the necessary sample (Zikmund, 2003). The following formula is used to determine the appropriate sample size because the study population is infinite.

$$n = z^2 * p * q / e^2$$

Source: (Kothari, 2004)

Where n= sample size

z=the value of standard value of a given confidence level

P= sample proportion

$$q = 1 - p$$

e=acceptable error so in this case we set

$$e = 0.05, z = 1.96$$

p= 0.5 q= 0.5 and we get

$$n = (1.96)^2 (0.5) (0.5) / (0.05)^2$$

$$n = 0.9604 = 384.16 / 0.0025$$

$$n = 384$$

Where n= sample size

z=the value of standard value of a given confidence level

P= sample proportion

$$q = 1 - p$$

e=acceptable error so in this case we set

$$e = 0.05, z = 1.96$$

p= 0.5 q= 0.5 and we get

$$n = (1.96)^2(0.5)(0.5)(0.05)$$

$$n = 0.9604 = 384.16 \approx 384$$

$$n = 384$$

3.3.2 Sampling Technique

The process of selecting a subset of the population is known as sampling. An essential part of any research design is sampling. For the study, the researcher employed a non-probability technique for convenience. Of all the sampling techniques, Convenience Sampling is least costly and Time Consuming. According to Malhotra (2007), the sampling units are cooperative, easily measurable, and accessible. Because the relevant respondents were pre-selected for convenience sampling, the researcher was able to choose this technique while taking financial constraints into account. This is carried out in order to choose respondents who can provide relevant research data.

3.4 Data Collection

The data collection method was mixed method. The primary data used in this study was the information gathered from the respondents via questionnaires. The Likert scale has five rating scales: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1) was used to measure the questionnaire responses. The Likert scale help respondents respond more quickly and with greater quality while also decreasing their level of frustration. It was also make the questions simpler for respondents to answer. Secondary data was collect from books, journal, newspaper, and related literature of advertising and data obtained from Safaricom Ethiopia. Data was be collected using a survey questionnaire.

3.5 Data Analysis

After being gathered, the data was coded, edited, and input into statistical software (Statistical Package for Social Sciences, or SPSS). This entails creating numerical codes from quantitative (nominal and ordinal data). To summarize the data, descriptive statistics will be performed using frequencies, percentages, means, and standard deviation. The study uses Pearson correlation analysis and multiple linear regression to determine the relationship between the relevant variables.

3.6.1 Reliability

The degree of consistency or dependability in a measure of a construct is called reliability. Put differently, given that the underlying phenomenon remains constant, there is a good chance that if the same construct is measured on this scale several times, the results will be nearly identical (Bhattacharjee, 2012). While accuracy

cannot be guaranteed, reliability indicates how reliable a test result will be. Hair et al. (2010) state that a high level of reliability is indicated by α values greater than 0.7, while a low level of reliability is implied by α values less than 0.3.

Reliability test

The variables—Sources factor, Messages factor, Channels factor, and consumer buying behavior—described on the framework were used to test the Cronbach's Alpha values for this study. Table 1 below shows the the dependent and independent variables' values. The outcomes showed that the Alpha value was high, at $\alpha=0.822$. Additionally, it was dependable and consistent because the Alpha value was higher than 0.70.

No_	Study variable	Cronbach's alpha	Number of item
1	source factors	.729	5
2	message factors	.822	6
3	channel factors	.798	6
4	Buying behavior	.852	4
	total	.828	21

Table 1 Reliability test

Source :own survey 2024

3.6.2 Validity

The term validity, also known as construct validity, describes how well a test actually measures the construct that it is intended to measure. It indicates a test's suitability for a given circumstance (Bhattacharjee, 2012). A test that lacks validity will not measure the competencies and content that it should.

3.8 Ethical Considerations

In this study all participants and data collected remain confidential and identities of respondents remain anonymous. Moreover, the privacy of all respondents will be respected in the reporting of this research. No details of individuals involved in this research.

CHAPTER FOUR

RESULT AND DISCUSSION

Results and Analysis of the finding are covered below. the respondent rate and respondent demographics are Presented in the first three section. Results are analyzed and interpreted using both descriptive s and inferential statistics. descriptive statistic are utilized to interprets the frequency and percentage of the finding, while inferential statistics are employed to forecast the correlation b/n the customers' buying behavior and the different independent variables, such as Advertisement,Sources, Messages, and Channels.The remaining three sections cover regression analysis and discussion, test for assumptions, correlation analysis, and hypothesis testing.

4.1 Respondent Rate

From the 384 questionnaires distributed, 366 respondents provided accurate and timely responses, yielding a 95.3% response rate.

4.2 categories of questionnaires item

The questionnaire that was presented in the Like-rt scale are Categorized in to groups for as shown in table 2

No	Study variable	Symbol	No_ of item
1	Source	SF	5
2	Message	MF	6
3	Channel	CHF	6
4	Consumer buying behavior	CBB	4
	total		21

table 2 Study Variable by category of questionnaires item

Source; own survey 2024

4.3 Descriptive results of demographic of the respondents

4.3.1 Gender of respondent

Based on the data, gathered out of 366 respondent were found out that sample was made of 236 male(64.5%) and 130 women (35.5%). Male respondents were more than female respondent in the study.

	frequency	percent	Cumulative percent
Male	236	64.5	64.5
Female	130	35.5	100
Total	366	100	

table 3 Gender Respondents

Source : SPSS output 2024

4.3.2 Age

More of the respondents are among Categories Of 19-30,it was 46.2 percent .moreover 32.2 percent was age of 31-40, age 41-50 was 15.6 percent,and under 18 and 51 and above was 1.9 and 4.1 percent respectively

	Frequency	Percent	cumulative percent
under 18	7	1.9	1.9
19-30	169	46.2	48.1
31-40	118	32.2	80.3
41-50	57	15.6	95.9
51and above	15	4.1	100
Total	366	100	

Table 4 :Ages of respondents

Source ,SPSS output 2024

Based on the data, 46.2% of the sample's respondents are between the ages of 19 and 30, which represents the majority of respondents. Furthermore, 32.2% of respondents are between the ages of 31 and 40. Together, these two age groups make up a sizable portion of the survey respondents. The high percentage of respondents who are younger (19–30 years old) implies that this group may have been successfully reached by the survey. This age bias should be taken into account by researchers interpreting

findings about the behavior of consumers. It's probable that the distribution of the survey contributed to the under representation of older age groups (41–50 years and older)

4.3.3 Occupation

The majority of the respondents are employee that cover 48.1 percent , 26 percent of the respondent was self employed ,17.2 percent was student and the least percent of respondent in this study was other 8.7 percent

	Frequency	Percent	Cumulative Percent
Students	63	17.2	17.2
Employee,	176	48.1	65.3
Self-employed	95	26.0	91.3
Other	32	8.7	100
Total	366	100	

Table 5 : Occupation

Source: SPSS output 2024

48.1% of the respondents, according to the data, are employed. Most likely, these people are employed by organizations, whether they be nonprofit, government, or corporate. The percentage of respondents who are self-employed is 26%. These are people who either own their own companies or are independent contractors.

Students (17.2%) and a smaller group classified as "other" (8.7%) make up the remaining categories. Given the large percentage of workers, it is likely that the survey gathered information from a workforce with a variety of professional experiences.

Respondents who are self-employed might have particular viewpoints on entrepreneurship, independence, and business difficulties.

The inclusion of students suggests that the study took into account the opinions of the upcoming generation, which could have an impact on consumer behavior in the future.

4.4.4. Educational qualification

Most of the respondent 39.9 percents was qualified as BA/BSc degree , 35percent were qualified as diploma, 19.1 percent were under high school and 6 percent had a Masters degree in educational qualification show that greater number of respondent qualified at BA/BSC degree.

	Frequency	percent	Cumulative percent
below high school	70	19.1	19.1
Diploma	128	35.0	54.1
Degree	146	39.9	94.0
Masters and above	22	6.0	100
Total	366	100	

Table 6: Educational level

SPSS Output 2024

A Bachelor's or BSc degree was held by the majority of respondents (39.9%). This implies that people with at least an undergraduate degree made up the majority of the survey sample. These respondents most likely have a strong background in their industries, which may affect how they buy.

Diploma (35%): A diploma was the second most common type of qualification. Typically, diplomas signify vocational education or specialized training. It's noteworthy that the size of this group is nearly equal to that of BA/BSc degree holders. These respondents may possess knowledge and skills that are applicable to particular professions or industries.

High School (19.1%): A sizable percentage of participants had only finished high school. High school graduates' decision-making processes educational backgrounds.

How often do you see the advertising of Safaricom Ethiopia?

	Frequency	Percent	Cumulative percent
Rare	89	24.3	24.3
Sometimes	238	65	89.3
Frequently	39	10.7	100
Total	366		

The majority of respondents stated that they had seen the advertisement "sometimes," which suggests that a large number of people are seeing Safaricom Ethiopia's advertisements. But there's not enough specificity in this answer. It could refer to regular exposure that isn't continuous as well as irregular contact.

"Frequently" was the second most often given response. This implies that a sizable segment of those watching sees the advertisements for Safaricom Ethiopia on a regular basis. Regular exposure can help maintain brand recognition and even change consumer behavior.

According to the remaining respondents, they "rarely" saw the advertisement. Even though this group is smaller, it is important to take their viewpoint into account. In order to effectively reach this segment, Safaricom Ethiopia may need to improve its ad visibility due to its uncommon contact.

4.4 Comparisons by Categories,

The study variable was grouped by the determinant factor on customers buying behavior in Safaricom Ethiopia . These are source factors, message factors, channel factors and customer buying behavior in addis ababa. There was To investigate the influence of four variables on customer purchasing behavior on Safaricom Ethiopia, the variables were source factors, message factors, channel factors, and their respective degrees. Throughout the study, an average mean score from source factors (3.56), channel factors (3.58), and message factors (3,67) all showed high interest.

descriptive statistics

	N	mean	std. deviation
Source factors	366	3.5645	.34394
Message factor	366	3.6726	.40229
Channel factor	366	3.5792	.37209
Consumer buying behavior	366	3.6182	.36056

SPSS Out put 2024

Table 7: Mean value by categories

Source Factors: Based on the average mean score of 3.56, it can be concluded that source factors have significant effects on the purchasing behavior of customers. The accuracy or reliability of information are considered source factors. This might include, in the case of advertising, the standing of Safaricom Ethiopia, endorsements from famous people, or the reliability of the message source.

A high score implies that consumers are aware of the source of the information. Safaricom Ethiopia ought to persist in highlighting its favorable qualities, establishing credibility, and utilizing reliable sources to improve the effect of its advertising.

Channel Factors: Their significance is indicated by their average mean score of 3.58. The communication channels—such as TV, social media, and billboards—that allow advertising messages to reach consumers are referred to as channel factors.

A high score means that consumers are open to receiving messages via different channels. It is recommended that Safaricom Ethiopia maintain a varied and precisely targeted channel mix in order to effectively reach various segments. Across all channels, messaging must be consistent.

Factors of Message (3.67): The message factors have a strong influence, as indicated by their average mean score of 3.67. Advertising messages' appeal, effectiveness, and

content are all considered message factors.

A high rating implies that consumers are aware of the substance and style of Safaricom Ethiopia's advertisements.

4.6 Source

No	Description	Mean	Std
1	The Safaricom Ethiopia advertised person is trustworthy.	3.55	.589
2	The Safaricom Ethiopia advertising source person is Attractive.	3.55	.550
3	The Safaricom Ethiopia The advertisement is more noticeable than the original author.	3.64	.621
4	The Safaricom Ethiopia advertising source person is less exposed.	3.21	.738
5	In my opinion, Safaricom Ethiopia's endorsement is consistent with the brand.	3.87	.656

Table 8: mean scores and standard deviations of sources factor

Source,SPSS output 2024

Table 8 showed five criteria that were employed to measure the influencing factors behind Safaricom Ethiopia's customers' purchasing decisions. I think the endorsement of Safaricom Ethiopia has congruence (fit) with the brand had a large score of 3.87 out of five items developed to see the extent of source factors for the buying behavior factors, followed by The Safaricom Ethiopia advertising is more visible than the source person. (3.64), the person featured in the Safaricom Ethiopia advertisement is trustworthy (3.55), and the source of the advertisement is attractive (3.55). and with the Safaricom Ethiopia advertising source having the lowest mean score of 3.21, the individual is less exposed. Overall, a mean score of 3.564 was determined because this variable contributed nearly averagely to Safaricom consumer purchasing behavior.

4.7 Message

Sr.No	Description	Mean	Std
1	The advertising message for Safaricom Ethiopia is, in my opinion, very clear.	3.93	.737
2	The rational appeal of the Safaricom Ethiopia advertising message comes from its attempt to convey information about the advantages of using or owning the product or service.	3.76	.745
3	The emotional aspects of the product and service are highlighted in the Safaricom Ethiopia advertising message to make it emotionally appealing.	3.64	.676
4	The visual message of Safaricom advertisements on TV, the internet, print media, and outdoor media is appealing.	3.56	.650
5	The advertising for Safaricom Ethiopia has a compelling verbal message.	3.63	.605
6	I can affirm that the advertising for Safaricom Ethiopia conveys a reliable message.	3.53	.622

table 9: mean scores and standard deviation of Messages factor

source: SPSS Output 2024

table 9 shows the message factors' mean and standard deviation. Six items were used to gauge the message factors. Six items were created to determine the degree to which message factors influence Safaricom Ethiopia's purchasing decisions. The responses on Safaricom Ethiopia are represented by the grand mean. The mean value of 3.93 was for The advertising message for Safaricom Ethiopia is, in my opinion, very clear. By trying to convey information about the advantages of owning or using the product or service, the Safaricom Ethiopia advertising message is logically appealing (mean of 3.76). The Safaricom Ethiopia advertising message, which emphasizes the emotional aspects of the product and service, has an emotionally appealing mean ranking of 3.64, placing it in third place. The spoken statement from Safaricom Ethiopia Advertising is attractive with mean 3.63. Safaricom's visual message (TV, Internet, print, and outdoor media) has an appealing mean of 3.56. With a mean of 3.53 and the lowest score of any advertiser, I can say that the message of the

Safaricom Ethiopia advertisement is credible. In summary, the criteria statement suggests that mean values have a significant influence on Safaricom Ethiopia customers' purchasing decisions.

4.8 Channel

Sr.No	Description	Mean	Std
1	I was influenced to think about the product and service by the broadcast media.	3.73	.600
2	I was influenced to consider the product and service by Safaricom Ethiopia's use of print media, specifically newspapers, magazines, and brochures.	3.38	.638
3	I was influenced to consider the product by Safaricom Ethiopia's outdoor media, which includes billboards, shop banners, and interior shop design.	3.60	.640
4	The attractive content of the broadcast media programs that Safaricom Ethiopia uses for advertising.	3.66	.578
5	Safaricom Ethiopia uses attractive print media program content for their advertising.	3.55	.607
6	Safaricom Ethiopia has an attractive outdoor media environment that it uses for advertising.	3.55	.598

table 10: mean scores and standard deviation of channel factor

source: SPSS output 2024

Table 10 demonstrated that, in the study population, the average score for the channel factors influencing purchasing behavior of Safaricom Ethiopia was 3.57. I was persuaded to consider the product and service 3.73 with a standard deviation of 0.6 by Safaricom Ethiopia's advertising medium, broadcast media (TV, radio, and internet). The program content of the broadcast media that Safaricom Ethiopia uses for advertising is attractive, with a mean value of 3.66 and a standard deviation of 0.578. Safaricom Ethiopia uses outdoor media, such as billboards, shop banners, and interior shop design, to advertise their products. This led me to believe that the product has a mean value of 3.60 and a standard deviation of 0.64. Safaricom Ethiopia uses an

attractive outdoor media environment for their advertising, with a mean value of 3.55 and a standard deviation of 0.598. The least mean came from the print media (newspapers, magazines, and brochures) that Safaricom Ethiopia uses for advertising; this medium's mean value of 3.38 with a standard deviation of 0.638 encouraged me to think about the product and service. The print media program content that Safaricom Ethiopia uses for advertising is appealing, with a mean value of 3.55 with a standard deviation of 0.607.

4.9 consumer buying behavior

Sr.No	Description	Mean	Std
1	Because I was influenced by the source person, I favor Safaricom.	3.13	.652
2	Because I was influenced by the advertisement's message, I favor Safaricom.	3.93	.699
3	The reason I chose Safaricom was because their advertising medium had an influence on me.	3.48	.652
4	Safaricom advertisement influenced me to choose the product and service.	3.94	.618

table 11 mean and standard deviation of consumer buying behavior

SPSS output 2024

As revealed in table 11 the buying behavior in Safaricom Ethiopia is determined by, Safaricom advertisement influenced me to choose the product and service with the mean 3.94 and with standard deviation of 0.618. Because of the message in the advertisement that displayed a large mean of 3.93 with a standard deviation of .699, I prefer Safaricom. The statement "I prefer Safaricom because I was influenced by the source person" had a mean score of 3.13 with a standard deviation of 0.652, indicating that the message and second channel that Safaricom Ethiopia chooses for advertisement have a significant influence on the company's purchasing behavior. Thirdly, I prefer Safaricom because I was influenced by the medium that Safaricom chooses for advertisement, with a mean score of 3.48 and a standard deviation of .652.

4.10 Correlation analysis

In order to determine the relationship between the independent variable—sources, messages, and channels factor and the dependent variable consumer buying behavior the study used a correlation analysis. table 12 presents the test finding.

		source	message	channel	consumer buying behavior
Source	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	366			
Message	Pearson Correlation	.624**	1		
	Sig. (2-tailed)	.001			
	N	366	366		
Channel	Pearson Correlation	.654**	.546**	1	
	Sig. (2-tailed)	.001	.001		
	N	366	366	366	
Consumer buying behavior	Pearson Correlation	.738**	.640**	.699**	1
	Sig. (2-tailed)	.001	.001	.001	
	N	366	366	366	366

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

table 12: Correlations between the variable

Source: SPSS output 2024

Source : 0.738 is the correlation coefficient (significant at the 0.01 level) between source factors and consumer purchasing behavior.

The buying behavior of consumers is strongly positively correlated with source factors, such as credibility, trustworthiness, and the origin of information. This implies that the source of advertising messages has an effect on consumers of Safaricom Ethiopian .

Message : At the 0.01 level of significance, the correlation coefficient between message factors and consumer purchasing behavior is 0.640.

The buying behavior of consumers and the message factors (content, creativity, and appeal) exhibit a moderate positive correlation. Purchase decisions can be influenced by compelling narratives, well-crafted messaging, and distinct value propositions.

Channel : 0.699 is the correlation coefficient (significant at the 0.01 level) between channel factors and consumer purchasing behavior.

Interpretation: Channel factors, or the communication channels that are used for advertising, have a strong positive correlation with the purchasing behavior of consumers. A variety of carefully chosen channels are essential for efficiently

reaching and influencing consumers.

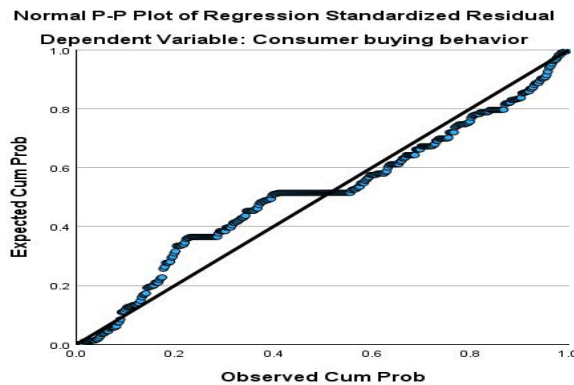
Overall : The three variables—the channel, the message, and the source—have a big effect on how customers behave.

N.B: correlation is significant at (r) weak 0.1 – 0.4; moderate 0.4 – 0.6:

and strong > 0.7 is considered

4. 11 Assumption of regression analysis

4.11.1 Linearity Test



4.11.2 Homoscedasticity Testing

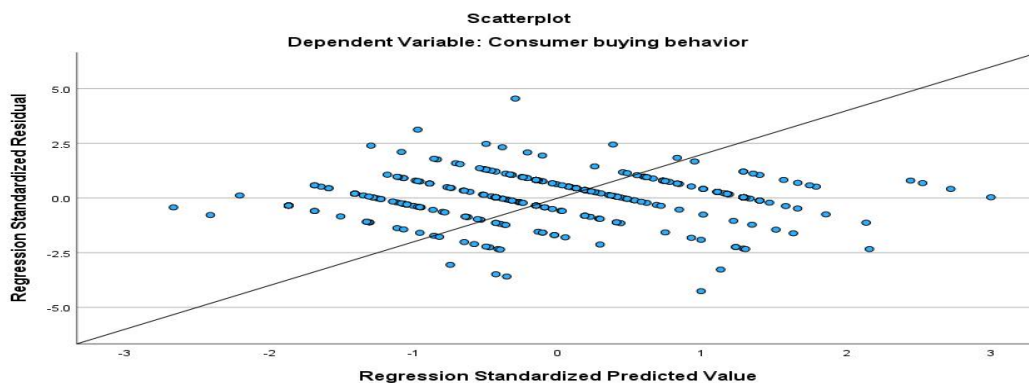


Figure 3: Scatter plot dependent variables

The graph above demonstrates how, as the results become more dispersed, the homoscedasticity assumption is more closely met.

4.11.3 Autocorrelation test

A Durbin Watson value of 1.5 to 2.5 is regarded as appropriate. The study's Durbin Watson test result, which is displayed in Table 14, was 1.993, which indicated that there was no correlation between the error terms.

Durbin-Watson
1.993

Source SPSS output 2024
table 14: The Durbin-Watson statistic
Multicollinearity

Table 15 revealed that there was no multicollinearity issue because the tolerance value was above 0.1 and the variance inflation factor values were less than ten.

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.317	.127		2.498	.013		
	Source	.406	.047	.387	8.606	.001	.471	2.122
	Message	.197	.036	.220	5.408	.001	.577	1.733
	Channel	.316	.041	.326	7.757	.001	.541	1.847

a. Dependent Variable: Consumer buying behavior

As it can be seen on table 15 by calculating tolerance values and the Variance Inflation Factor (VIF) for each independent variable, the Multicollinearity test is performed. Here, the VIF is less than 1.5 and every tolerance value is greater than 0.10. Therefore, the researcher concluded that multicollinearity was not an issue.

4.12 model summary

model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.651	.21288

a. predictors: (constant), channel , message factor, source

b. dependent variable: consumer buying behavior

Table 16 Model Summary

Source : SPSS output 2024

The model summary is displayed in Table 16. The R² value was.654. This shows that 65.4% of the variance in consumer purchasing behavior was explained by the independent variable taken as a whole, accounting for 65.4% of the model in this

study. According to the analysis, modifications to the independent variable used in the study population account for 65.4% of the variation in consumer purchasing behavior.

4.13 Regression Model Analysis (ANOVA of Regression)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.046	3	10.349	228.348	.001
	Residual	16.406	362	.045		
	Total	47.452	365			

The researcher selected the data and processed it further after determining that all of the regression assumptions had been met. The process of dividing the overall variation into significant components that quantify various sources of variation is known as analysis of variance (ANOVA).

The researcher's main focus under this section was on the three most important parts of the regression output: the beta coefficient, the ANOVA test, and the model summary. The study incorporated three predictor variables: the source, message, and channel factors of the advertisement, the average response from customers under the dependent variable, and the customers' purchasing behavior. In the regression model, the customers' purchasing behavior was considered the dependent variable, and the source, message, and channel factors of the advertisement score were considered the independent variables. The effectiveness of the advertisement's source, message, and channel elements in predicting consumers' purchasing decisions is evaluated using regression analysis.

A. Beta coefficient of regression result

coefficients						
unstandardized coefficients				standardized coefficients	t	sig
model		B	Std errors	Beta		
1	(constant)	.317	.127		2.498	.013
	Source	.406	.047	.387	8.606	.001
	Message	.197	.036	.220	5.408	.001
	Channel	.316	.041	.326	7.757	.001

a. Dependent Variable: Consumer buying behavior

Source: SPSS, (2024)

The researcher placed a great deal of emphasis on the values of the unstandardized beta coefficient in order to create the linear regression equation A and on the values of the standardized beta coefficient in order to determine the relative importance of each independent variable in predicting the dependent variable under the beta coefficient table.

B. unstandardized Coefficient of Beta

The following is the formula for linear regression used to analyze the relationship between the dependent variable (customers' purchasing behavior) and multiple independent variables (the advertisement's source, message, and channel factors):

$$A + b_1X_1 + b_2X_2 + b_3X_3 + e = Y'$$

where customers' purchasing behavior is the dependent variable, and $Y' =$

A is the constant beta value, or the y axis intercept.

For each independent variable, b_1 , b_2 , b_3 , and b = beta weight

X_1 , X_2 , and X_3 stand for the advertisement's source, message, and channel factors, respectively.

e is the error term (in this case, 0.05). Considering the unstandardized beta value in the aforementioned table, the regression equation for this specific study was expressed as follows, with the decimal places indicated:

$$CBB = 3.17 + 0.406X_1 + 0.197X_2 + 0.316X_3 + 0.05$$

Regression Equation: $[CBB = 3.17 + 0.406X_1 + 0.197X_2 + 0.316X_3 + 0.05]$.

(CBB) is a representation of consumer purchasing patterns. 3.17 is the constant term (A) (intercept). The beta weights for the source ((X_1)), message ((X_2)), and channel ((X_3)) factors of the advertisement are represented by the coefficients (b_1), (b_2), and (b_3), respectively. 0.05 is the error term (e).

The model's statistical significance and practical relevance justify it:

Intersection (A): When all independent variables are zero, the constant term represents the baseline level of customers' purchasing behavior. It is 3.17. Beta Weights (b_1 , b_2 , b_3): Higher values of each component show a positive impact on consumers' purchasing decisions (e.g., 0.406 for source, 0.197 for message, and 0.316 for channel). The strength of the correlation between every factor and the dependent variable is measured by these beta weights.

Error Term (e): The modest error term (0.05) indicates that the majority of the

variation in the behavior of the customers may be explained by the model.

By utilizing the three advertising factors, Safaricom Ethiopia can utilize this model to forecast the purchasing behavior of its customers. Through the optimization of source, message, and channel strategies, Safaricom can maximize the positive outcomes of its advertising campaigns.

The positive value of the constant intercept indicates that, when all independent variables are set to zero, the expected value of the dependent variable—customers' purchasing behavior—was higher than zero.

4.7. Examining Hypotheses

H1: The source factor of the advertisement and the purchasing behavior of the customers are significantly positively correlated.

The investigation's findings show that the source factor ($\beta=0.406$, $t=8.606$, P value.0.001). This suggests that the alternative hypothesis is valid, indicating a strong correlation between the independent variable source factor of the advertisement and the dependent variable, customers' purchasing behavior.

❖ Customers' purchasing behavior tends to increase as the source factor (e.g., credibility, trustworthiness, origin of information) improves, according to a positive β coefficient (0.406). There is statistical significance in this relationship, as indicated by the high t-value (8.606). A low p-value (0.001) indicates that the association is significant. Consequently, it is safe to say that the source factor has a significant impact on what customers decide to buy.

H2: The message element of the advertisement and the purchasing behavior of the target audience are significantly positively correlated.

The study's findings demonstrated a positive correlation between consumers' purchasing behavior and the advertisement's independent variable message factor; as a result, we are able to accept the second hypothesis, H2($\beta=0.220$, $t=5.408$, P value.001).

❖ Customers' purchasing behavior tends to increase as the message factor (content, creativity, and appeal) improves, according to a positive β coefficient (0.220).

The statistical significance of this relationship is indicated by the high t-value of 5.408. A low p-value (0.001) indicates that the association is significant.

Consequently, it is safe to say that the message has a significant impact on consumers' decisions to buy.

H3: There is a strong positive correlation between the advertisement's channel factor and the purchasing habits of the target audience.

Prior to the study, the researcher postulated that the predictor channel factor of the advertisement and the predicted variable customers' buying behavior would have a significant positive relationship. We accept the third hypothesis, H3, since the results of the study confirmed that ($\beta=.326$, $t=7,757$, P-value.001).

Customers' purchasing behavior tends to increase as the channel factor (communication channels used for advertising) improves, according to a positive β coefficient (0.326). The statistical significance of this relationship is indicated by the high t-value (7.757). A low p-value (0.001) indicates that the association is significant. Thus, it is safe to say that the channel factor has a significant impact on what customers decide to buy.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Summary of the Major Findings

The variable sources factor, messages factor, channels factor, and consumer buying behavior described in the framework were used to test the Cronbach's Alpha values for this study. Table 4.1 shows the values of the independents and dependent variable. the results revealed the Alpha Value, which was $\alpha=0.822$. and because the Alpha value was higher than 0.70, it was dependable and consistent.

Out of the 366 respondents, 236 (64.5%) were male and 130 (35.5%) were female, According to the data gathered . The study's respondent were overwhelmingly male.

Among the age of 19 and 30, 46.2 percent of respondents, are the majority. Additionally, the percentage of respondents who are under the age of 31–40 and 32.2 percent, 41–50 show 15.16%, 51 and above 4.1 percent, and the least number of respondents—under the age of 18—shows 1.9 percent. This suggests that respondents were mostly between the ages of 19 and 30.

A mean and standard deviation for the independents and dependent variable the study looked at were revealed by the descriptive statistical results of the independents and dependent variable. All of the independent variables that were looked at in this study have mean scores that are above 3.56, which is indicative of level agreement;. This suggests that the respondents who were part of the study have a medium level of agreement regarding the advertisement's channel, source, message, and effect on their buying habits.

Using Pearson's method, the dependent variable, customers' purchasing behavior, and the advertisement's source factor were correlated. The findings showed a positive relationship between the two variables at the significance level of ($R=0.738^{**}$), ($P<0.001$).The advertisement's source factor factor ranks highest in terms of correlation magnitude, followed by the channel factor at the significance level of ($R=0.699^{**}$), ($P<0.001$), and the message factor at ($R=0.640^{**}$), ($P<0.001$).

Every variable on the surveys was categorized based on the factors that affect Safaricom Ethiopia's clients' decisions to buy in Addis Ababa. The average group value is 3.62 for channel factors, 3.67 for message factors, and 3.56 for source factors. which is understood to mean that this variable has a mean score above average in terms of influencing the study population's buying behaviors.

The study's multiple regression analysis indicated that buying behaviour of Safaricom Ethiopia's customers is positively and significantly correlated with the source, message, and channel factors.

Hypothesis 1: the sources factors of the advertisement and the buying behavior of the customers are significantly positively correlated.

The study's findings show that the source factor significantly and favorably influences Safaricom Ethiopia's customers' purchasing decisions ($\beta=0.406$, $t=8.606$, P value 0.001). the independents variables source factor of the advertisement and dependent variables customers' buying behavior have a positive association, according to the results of the tests mentioned above. As a result, we agree with the first alternative theory, H1.

Customers' purchasing behavior tends to increase as the source factor (e.g., credibility, trustworthiness, origin of information) improves, according to a positive β coefficient (0.406). There is statistical significance in this relationship, as indicated by the high t-value (8.606). A low p-value (0.001) indicates that the association is significant. Consequently, it is safe to say that the source factor has a significant impact on what customers decide to buy.

Hypothesis 2: Customers' purchasing behavior and the advertisement's message factor are significantly positively correlated. The result of the study showed that, customers' buying behavior and the independent variable message factor of the advertisement has a positive association and hence we support the Second hypothesis H2 ($\beta=0.220$, $t= 5,408$, P value.001).

Customers' purchasing behavior tends to increase as the message factor (content, creativity, and appeal) improves, according to a positive β coefficient (0.220).

The statistical significance of this relationship is indicated by the high t-value of 5.408.

A low p-value (0.001) indicates that the association is significant. Consequently, it is safe to say that the message has a significant impact on consumers' decisions to buy.

Hypothesis 3: Customers' buying behaviour and the advertisement's channel factor are significantly positively correlated.

Before to the study, the researcher suggested that the predictor channel factor of the advertisement and the predicted variable customers' buying behavior would have a significant positive relationship. We accept the third hypothesis, H3, since the results of the study confirmed that ($\beta=.326$, $t=7,757$, P-value.001).

Customers' purchasing behavior tends to increase as the channel factor (communication channels used for advertising) improves, according to a positive β coefficient (0.326). The statistical significance of this relationship is indicated by the high t-value (7.757). A low p-value (0.001) indicates that the association is significant. Thus, it is safe to say that the channel factor has a significant impact on what customers decide to buy.

5.2 Conclusion

According to the study's findings, the independents variables source factor of the advertisement and dependent, variables customers' buying behavior, have a positive correlation. The study's conclusion demonstrated a positive correlation between consumers' buying decisions and the advertisement's independent variable message factor.

Consumer buying behaviors are a decision-making problem that show how consumers feel about a certain product or service. hence academics, researchers, and manufacturers in the marketing specialties have paid close attention to the factors influencing consumer buying behaviors during the decision-making process. In the age of the digital revolution, managers must develop a mix strategy that allows them to cut through the clutter and have the required effects because consumer with advertising messages.

As a result, it is determined that businesses to keep spending money on advertising because it significantly and favorably influences the buying behaviors of their consumers.

5.3 Recommendation

- In order to make their messages clear and intelligible, Safaricom Ethiopia has to understand their target markets and give careful consideration to the recipient's comprehension of the advertisement.
- A less educated individual could find it more challenging to understand a complex message; for this, Safaricom Ethiopia should focus on storytelling, emotional appeal, and clear messaging to make ads more engaging.
- The company should understand the target market, for more they observe the terms, images, and expressions that their target audience connects with their offerings.
- The communication model's controllable components are the source, message, and channel factors. Safaricom Ethiopia should understand how each element that can be controlled interacts with the way that consumers respond and with their buying decisions.

5.4 Guidelines for the forthcoming study

Further research on consumer buying behavior is essential, taking into account all the factors that in the telecommunication industry in general and in Safaricom Ethiopia in particular, as this study was limited in sample size, geographical location, and approach. The researcher recommends that similar studies be conducted on a larger scale, i.e., with a larger sample size and larger geographic regions, as the study only included participants who lived in Addis Ababa. This would enable better informed results and allow for form or diversity in the sample.

References

- Aaker, D. A. (2000). *Brand Leadership*. Free Press.
- Abideen, Z.-U. a. (2012). Effective advertising and its influence on consumer buying behavior.
- Andrews, S. a. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. Cengage Learning.
- Ansari, S. (2011). The Effect of Sales Promotion on Consumer Interest to Purchase in IKCO Automotive Company. *Journal of Knowledge Management, Economics and Information Technology*.
- Belch, G. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill-Irwin.
- Belch, G. E. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
- Belch, G. E. (2013). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill.
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices*, Textbooks Collection. Florida .
- Biel, D. A. (2013). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. David A. Aaker and Alexander Bie.
- Bournstard, D. (2003). Economic incentives in the purchase and use of energy-using products. Past practices and new developments. Joint Institute for Energy and Environment.
- Bournstard, D. (2003). Economic incentives in the purchase and use of energy-using products. Past practices and new developments. Joint Institute for Energy and Environment.
- Clow, K. a. (2010). *Integrated Advertising Promotion and Marketing Communications*. Pearson Education, Inc.

- Ferrell, O. a. (2011). Marketing Strategy, 5th ed.
- Ferrell, O. C. (2011). Marketing Strategy. Cengage Learning.
- Ferrell, W. P. (2012). Consumer behavior and product strategy. McGraw Hill.
- Frimpong, F. (2014). The impact of elements of the market communication mix on customers' service quality perceptions: A financial sector.
- Godday, L. (2019). Effects of advertising campaigns on marketing performance: A study of Nigerian Bottling Company Plc, Enugu. Advances in Social Sciences Research Journal.
- Hackley, C. (2005). Advertising and Promotion : Communication Brands. SAGE publications .
- Hadadia, K. a. (2006). Consumer Behavior and Advertising Management. New Age International Ltd. publishers.
- Howard, J. a. (2000). The Theory of Buyers Behavior. New York: John Wiley and Sons Inc.
- Hoyer, W. a. (2008). Consumer Behavior. Engage Learning. USA : Natorp Boulevard Mason.
- Hoyer, W. a. (2008). Consumer Behavior. Engage Learning, USA: Natorp Boulevard Mason.
- Ibojo,BO.and Akinruwa,T.E (2014). (2014). The effect of promotion on product awareness : A case study of reputable organisation in the brewery sub sectorof the manufacturing industry . Internation Journal of education and Research .
- Kalia, G. a. (2016). Effects of online advertising on consumers. Journal of Humanities and Social Science, 21(9), pp.35-41.
- Kalia, G. a. (2016). Effects of online advertising on consumers. Journal of Humanities and Social Science. 21(9), pp.35-41.
- Kenneth, X. &. (2010).

- Khan, M. (2006). Consumer Behaviour and Advertising Management. New Age International.
- Kotler, P. &. (1998). Principles of Marketing.
- Kotler, P. &. (2012). Marketing Management. Pearson.
- Kotler, P. (2007). Marketing Strategy and Management: Analyst, Planning, Implementation and Control. Prentice Hall International, Inc.
- Kotler, P. A. (1999). Principles of Marketing. Prentice Hall Europe.
- Kotler, P. A. (2005). Principles of Marketing,. 2nd European ed: Prentice Hall Europe.
- Kotler, P. a. (2009). Marketing Management. Upper Saddle River, N.J. Pearson Prentice.
- Kotler, P. a. (2009). Marketing Management. Upper Saddle River, N.J. Pearson Prentice.
- Kumar, J. a. (2014). A study on factors influencing consumer buying behavior in cosmetic products.
- Michael, S. &. (2003). Promotion and advertising: An integrated marketing communication perspective.
- Moskal, B. &. (2000). Scoring rubric development: Validity and reliability. Practical Assessment, Research and Evaluation. practical assessment .
- Nour, M. A. (2014). the impact of proportional mix elements purchasing on consumers purchasing decision .
- Ouwersloot, H. &. (2008). Integrated Marketing Communications. McGraw-Hill.
- Pickton, D. &. (2005). Integrated Marketing Communications. Pearson Education.
- Pickton, D. &. (2005). Integrated marketing communications. Pearson Education Limited.

- Rai, N. (2013). Impact of advertising on consumer behavior and attitude with reference to consumer durables.
- Romaniuk, J. &. (2004). Conceptualizing & measuring brand salience. 327,342.
- Sharp, J. R. (2004). Conceptualizing & measuring brand salience. Marketing Theory, 327-342.
- Shimp, T. (2007). Integrated marketing communications in advertising and promotion. Thomson Higher Education.
- Stoner, V. (2008). Management in marketing and strategy planning. Prentice Hall International, Inc.
- Strydom, J. (2004). Introduction to Marketing. Juta.
- Tellis, G. J. (2004). Effective Advertising: Understanding When, How, and Why Advertising Works. SAGE Publication.
- Tuckwell, K. (1992). Canadian advertising in action. Prentice-Hall Canada Inc.
- Yelbert, M. (2010). Effects of advertising of hair product on students purchasing habit.

APPENDIX

Addis Ababa University

School of Commerce

A survey to be sent out to Safaricom Ethiopia's customers

To All Respondents:

This survey was created as part of an academic endeavor to gather information for a thesis paper titled "The effect of Advertising on Consumer Buying Behavior in Telecommunication Industry: The Case of Safaricom Ethiopia." The goal is to meet the requirements set forth by the University of Addis Ababa for the Master of Marketing Management degree. This questionnaire will only be used to gather confidential information that will not be used for any other reason. As a result, I respectfully ask that respondents provide accurate information.

NB: You do not have to write your name

Try answering every question below.

Use the (√)mark to indicate your choice in the box

PART 1: Demographic information

1. Gender

Male

Female

2. Age : Below 18

19-30

31-40

41-50

51 & above

3. Education level

Below high school

High school Diploma

1st Degree

2nd Degree & above

4. Occupation

Student

Employee

Self-employed

Other

5. Educational Qualification:

Grade 10 completed

Grade 12 completed Certificate

College diploma

First Degree

Second Degree and above

PART 2: Questions directly related to the study Please indicate your level of agreement by checking the box next to "√" ("X") under the question about the impact of advertising on consumer behavior. 1 denotes strong disagreement, 2 disagree, 3 neutrality, 4 agreement, and 5 strong agreement.

	Source factor	5	4	3	2	1
1	The Safaricom Ethiopia advertised person is trustworthy.					
2	The Safaricom Ethiopia advertising source person is Attractive.					
3	The Safaricom Ethiopia The advertisement is more noticeable than the original author.					
4	The Safaricom Ethiopia advertising source person is less exposed.					
5	In my opinion, Safaricom Ethiopia's endorsement is consistent with the brand.					
	Message factor	5	4	3	2	1
1	In my opinion ,the Safaricom Ethiopia advertising message is clear.					
2	The rational appeal of the Safaricom Ethiopia advertising message comes from its attempt to convey information about the					

	advantages of using or owning the product or service.					
3	The emotional aspects of the product and service are highlighted in the Safaricom Ethiopia advertising message to make it emotionally appealing.					
4	The visual message of Safaricom's advertisements on TV, the Internet, print media, and outdoor media is appealing.					
5	The advertising for Safaricom Ethiopia has a compelling verbal message.					
6	I can affirm that the advertising for Safaricom Ethiopia conveys a reliable message.					
	Channel factor	5	4	3	2	1
1	I was influenced to think about the product and service by the broadcast media that Safaricom Ethiopia uses for its advertising.					
2	I was influenced to consider the product and service by Safaricom Ethiopia's use of print media, specifically newspapers, magazines, and brochures.					

3	I was influenced to consider the product by Safaricom Ethiopia's outdoor media, which includes billboards, shop banners, and interior shop design.					
4	The attractive content of the broadcast media programs that Safaricom Ethiopia uses for advertising.					
5	Safaricom Ethiopia uses attractive print media program content for their advertising.					
6	Safaricom Ethiopia has an attractive outdoor media environment that it uses for advertising.					
	Consumer buying behavior	5	4	3	2	1
1	Because I was influenced by the source person, I favor Safaricom.					
2	Because I was influenced by the advertisement's message, I favor Safaricom.					
3	The reason I chose Safaricom was because their advertising medium had an influence on me.					

4	Safaricom advertisement influenced me to choose the product and service.					
---	--	--	--	--	--	--

THANK YOU!!