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**Addis Ababa University**

**College of Business and Economics**

**School of Commerce**

**Department of Marketing Management**

**The Effect of Television Advertisement on Consumer Buying Decision: The  
Case of Eve Sanitary Napkin in Ethiopia**

**By: Addisalem Birhanu**

**Addis Ababa, Ethiopia**

**July 2020**

**The Effect of Television Advertisement on Consumer Buying Decision: The  
Case of Eve Sanitary Napkin in Ethiopia**

**Advisor**

**Dr. Mulugeta Gebremedhin**

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Fulfillment of the Requirements for the Degree of Master's in Marketing  
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**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE GRADUATE  
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Case of Eve Sanitary Napkin in Ethiopia**

**By: Addisalem Birhanu**

**Approval Board Committee**

**Advisor: Dr. Mulugeta Gebremedhin**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Internal Examiner: Dr. GetieAndualem**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**External Examiner: Dr. Yitbarek T.**

**Signature \_\_\_\_\_ Date: \_\_\_\_\_**

## DECLARATION

I hereby declare that this thesis titled “**The Effect of Television Advertisement on Consumers’ Buying Decision: The Case of Eve Sanitary Napkin**” is my original work and no part of the thesis has been submitted for any other degree or diploma. All sources of information used in the study have been duly acknowledged. I have carried out the study with guidance and support of my advisor Dr. Mulugeta Gebremedhin.

Declared by:

Addisalem Birhanu

Researcher

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Signature and Date

## **Letter of Certification**

This is to certify that AddisalemBirhanu has carried out thesis *Entitled:* “The Effect of Television Advertisement on Consumers’ Buying Decision: The Case of Eve Sanitary Napkin”.This work is original in nature and is suitable for submission for the award of the Master of Arts Degree in Marketing Management.

Advisor’s name: Mulugeta Gebremedhin

Signature \_\_\_\_\_

Date \_\_\_\_\_

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# Contents

|  |                 |
|--|-----------------|
| Acknowledgment .....                       | i               |
| Table of Content.....                      | ii              |
| List of Tables .....                       | v               |
| List of Figures .....                      | vi              |
| Abbriavation and Acronymes .....           | v <sub>i</sub>  |
| Abstract.....                              | v <sub>ii</sub> |
| Chapter One.....                           | 1               |
| Introduction .....                         | 1               |
| 1.1 Background of the Study.....           | 1               |
| 1.2 Statement of the Problem .....         | 3               |
| 1.3 Research Question .....                | 5               |
| 1.4 Research Objective .....               | 6               |
| 1.4.1 General Objective .....              | 6               |
| 1.4.2 Specific objectives .....            | 6               |
| 1.5 Significance of the Study.....         | 6               |
| 1.6 Scope of the Study .....               | 6               |
| 1.7 Limitations of the Study.....          | 7               |
| 1.8 Definition of Terms .....              | 7               |
| 1.9 Organization of the Study .....        | 8               |
| Chapter Two.....                           | 9               |
| Review of Related Literature .....         | 9               |
| Concepts .....                             | 9               |
| 2.1 Advertisement.....                     | 9               |
| 2.1.2 History of Advertising .....         | 10              |
| 2.1.3 Importance of Advertisement.....     | 10              |
| 2.4.1 Objectives of Advertising .....      | 11              |
| 2.1.5 Types of Advertisements .....        | 12              |
| 2.1.6 Advantages of Advertisement.....     | 13              |
| 2.1.7 Disadvantages of Advertisement ..... | 13              |
| 2.1.8 Television Advertisement .....       | 13              |

|  |    |
|--|----|
| 2.2 Factors of Advertising.....                                  | 14 |
| 2.2.1 Message Factor .....                                       | 14 |
| 2.2.2 Media Factor .....   | 16 |
| 2.2.3 Celebrity Endorsement Factor .....                         | 16 |
| 2.2 Theoretical Review.....                                      | 19 |
| 2.2 Models of Advertising.....                                   | 19 |
| 2.2.1 Traditional Response Hierarchy Models.....                 | 19 |
| The AIDA models.....   | 19 |
| DAGMAR model.....  | 20 |
| Lavidge & Steiners Hierarchy-of-effects model .....              | 21 |
| 2.4 Consumer Buying Behavior.....                                | 22 |
| 2.5 Consumers Decision Making Process.....                       | 23 |
| 2.5.1 Problem Recognition.....                                   | 24 |
| 2.5.2 Information Search.....                                    | 25 |
| 2.5.3 Alternative Evaluation .....                               | 25 |
| 2.5.4 Purchase Decision .....                                    | 26 |
| 2.5.5 Post purchase Evaluation .....                             | 27 |
| 2.6 Environmental Influences on Consumer Behavior .....          | 28 |
| 2.6.1 Individual Determinants.....                               | 28 |
| External Environmental Factors Affecting Consumer Behaviors..... | 29 |
| Empirical review.....  | 30 |
| 2.4 Conceptual Framework.....                                    | 34 |
| Hypothesis.....  | 34 |
| Chapter Three .....  | 35 |
| Methodology.....   | 35 |
| 3.1 Description of the Study Area.....                           | 35 |
| 3.2. Research Approach .....                                     | 35 |
| 3.3 Research Design.....   | 36 |
| 3.4 Population and Sampling .....                                | 36 |
| 3.4.1 Target Population.....                                     | 36 |
| Sampling Technique .....   | 36 |

|  |     |
|--|-----|
| 3.4.3 Sample Size.....                                       | 37  |
| Data Type and Source .....                                   | 37  |
| 3.6 Data Collection Methods .....                            | 38  |
| 3.7 Data Analysis Methods .....                              | 38  |
| 3.8 Model Description.....                                   | 38  |
| 3.8 Reliability and Validity.....                            | 39  |
| 3.9 Ethical Consideration .....                              | 40  |
| Chapter Four .....   | 41  |
| Results and Discussion .....                                 | 41  |
| 4.1 Background information of Respondents .....              | 41  |
| 4.2 Descriptive Statistics .....                             | 43  |
| 4.3 Inferential Statistics .....                             | 46  |
| 4.3.1 Correlation Analysis .....                             | 46  |
| 4.3.2 Multiple Regression Analysis .....                     | 48  |
| 4.3.2.1 Multico-linearity .....                              | 48  |
| 4.3.2.2 Normality .....                                      | 49  |
| 4.3.2.3 Linearity .....                                      | 50  |
| 4.3.2.4 Homoscedasticity .....                               | 50  |
| Multiple Regression Analysis .....                           | 52  |
| 4.7 Hypothesis Testing.....                                  | 54  |
| 4.8 Discussion of Results.....                               | 55  |
| Chapter Five .....   | 57  |
| 5.1 Summary .....  | 57  |
| 5.2 Conclusion .....   | 58  |
| 5.3 Recommendations.....                                     | 59  |
| 5.4 Limitations and Reccommendations for future studies..... | 60  |
| References.....  | i   |
| Questionnaires.....  | vi  |
| SPSS Results.....  | xvi |

| <b>List of Tables</b>  | <b>Pages</b> |
|--|--------------|
| Table 3.8 Reliability Test.....                                  | 39           |
| Table 4.1 Demographic Characteristics of Respondents.....        | 41           |
| Table 4.2.1 Descriptive Statistics of Message Factor.....        | 44           |
| Table 4.2.1 Descriptive Statistics of Media Factor.....          | 44           |
| Table 4.2.1 Descriptive Statistics of Celebrity Endorsement..... | 45           |
| Table 4.2.1 Descriptive Statistics of Purchase Decision.....     | 46           |
| Table 4.3.1 Correlation Analysis.....                            | 47           |
| Table 4.3.2.1 Collinearity Statistics.....                       | 49           |
| Table 4.3.2.2 Normality Measurement.....                         | 49           |
| Table 4.4 Anova.....   | 51           |
| Table 4.5 Model Summary.....                                     | 52           |
| Table 4.6 Regression Coefficient Analysis.....                   | 52           |
| Table 4.7 Summary of Hypothesis Testing.....                     | 54           |

## List of Figures

## Pages

|   |    |
|---|----|
| Figure 4.3.2.3 Linearity Plot.....        | 50 |
| Figure 4.3.2.4 Homoscedasticity Plot..... | 51 |

## **Abbreviations and Acronyms**

AD- Advertisement

ATL- Above the Line

AIDA-Attention Interest Desire Action

BTL- Below the Line

SPSS- Software Package for Social Science

TV- Television

## **Abstract**

*Advertisement plays vital role in attracting and retaining potential buyers. Consumers attracted and convinced through advertisement tend to make purchase decision. The study aimed to conduct effect of Television Advertisement on consumers' Buying Decision the Case of Eve Sanitary Napkin. The research was carried out through quantitative Method. 384 close ended questionnaires distributed to Eve Sanitary Napkin's consumers, using purposive sampling method and 337 valid questionnaires collected and analyzed. An array of descriptive and inferential statistics used to analyze collected information using SPSS version 24. The finding revealed that, advertising messages and media used for advertisement has positive and strong relationship with purchase decision. And there is positive and medium relationship between celebrity endorsement and consumer buying decision of Eve Sanitary Napkin. The result also indicates 39.2% of purchase decision of Eve Sanitary Napkin is caused by advertising message, advertising media and celebrity endorsement. The study concluded that, message and media used for advertisement has strong influence on purchase decision, while celebrity endorsement match was not statically significant to purchase decision of Eve Sanitary Napkin. Finally, the company recommended to deliver tailored advertisement focusing on message informs the benefits, quality, and comfort of the product. Moreover, the company should deliver real and full information of the product.*

**Key words:** *Advertisement, Purchase decision, Message Factor, Media Factor, Celebrity Endorsement.*



# Chapter One

## Introduction

### **1.1 Background of the Study**

The marketing communication program of a firm consists of different techniques as advertising, public relations, publicity, direct marketing, networking, personal selling, and digital & online marketing (Mesfin&Sileamlak, 2016).

Marketing stimuli surround people as advertisements, stores, and products compete for the attention and dollars. Marketers filter much of what consumers learn about the world, whether through the affluence they depict in glamorous magazines, the roles actors play in commercials. Ads show how people should act with regard to problem recognition, information search, purchase decision, consumption and post purchase decision, how to evaluate others based on the products they buy or don't buy. In many ways we are also at the mercy of marketers, because we rely on them to sell us products that are safe and that perform as promised, to tell us the truth about what they sell, and to price and distribute these products fairly (Michael, 2017).

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Belch & Belch, 2013). Although it is a powerful means of creating strong, favorable, and unique brand associations and eliciting positive judgments and feelings.

Advertising enables companies to announce launch of product, service or idea, using well known and accepted mass media. Advertising companies select medium based on its accessibility and reachability to large and targeted audience. Type of product, service or idea is also other vital thing to consider while selecting medium.

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through television allows marketers to show and tell a wide audience about business, product, or service. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums (Fatima & Lodhi, 2015).

Television is a powerful advertising medium because it allows for sight, sound, and motion and reaches a broad spectrum of consumers. TV advertising helps the consumers in improving the choice of the product during shopping (Rani & Sharma, 2014).

The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha, 2006). Over a longer period of time, the TV set has become a permanent fixture in all upper- and middle-class households, and it is not uncommon even in the poorer society of urban areas and rural households. Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate. TV advertising not only change emotions but give substantial message exerting a far-reaching influence on the daily lives of people (Kotwal et al, 2008).

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn in the underwear by women and girls who are menstruating, bleeding after giving birth recovering from gynecologic surgery, experiencing a miscarriage or abortion or in any other situation where it is necessary to absorb a flow of blood from the vagina(en.m.wikipedia.org).

A menstrual pad is a type of feminine hygiene product that is a worn externally, unlike tampons and menstrual cups which are worn inside the vagina. The frequency a woman will need to change her pad will vary depending on whether her menstrual flow is heavy or light. Menstrual pads are made from a range of materials, differing depending on style, country of origin and brand(en.m.wikipedia.org).

Demand for sanitary napkins is increasing related with urbanization, modernization and changes in life styles. As the population of the country becomes more and more urbanized and living standards improve, there is a growing demand for sanitary napkins (research and markets.com).

This study identified relationship between advertisement and consumer purchase decision and analyzed the effect of television advertisement on consumer purchase decision of Eve sanitary napkin in Ethiopia recommends, possible solution to the identified problems.

## **1.2 Statement of the Problem**

Companies spend large amount of money for the advertisement, to keep their product and service at the top of the customer's mind. Getting priority in consumers mind enables companies to maximize sales and get loyal customers with other attributes. Advertisement has proven to be a successful tool for the communication, but companies are still in the confusion that what kind of ingredients should be there and how do these advertisements will help to change the consumer buying behavior (Fatima and Lodhi, 2015).

According to Becerra and Gupta (1999), advertising is also part of the total cost of a firm, although it is different compare to production cost and selling cost. Nonetheless, advertising cost is taken as part of the selling and distribution expenses, which implies that it increases the cost of production of the firm in modern business. In addition, if advertising escalates production cost why and how are firms still engaging in this practice? Eve GPY Sanitary products manufacturing company applies advertising the way it is used as a major instrument in creating product awareness in potential consumers' mind, through appropriate message, right media and right spokesperson.

One of the major concerns of manufacturing companies is to get the knowledge of consumer's reaction about their product so that their responses can be used to enhance their product and sales (Rani & Sharma, 2014). It is difficult for manufacturing company to be well known brand until they invest in promotional activities, for which consumer market have been dominating through advertisements. Advertising is a proven tool for marketers to affect the performance of their products and their easily adaptation among masses. This useful tool, advertising, is multidimensional and another form of publicity (Rani& Sharma, 2014).

Review of related literatures indicated that advertisement has an effect on consumers purchase decision. For example, Anjum, Irum and Naheed (2015) in the journal of *Impact of Television Advertisement on Consumer Buying Behavior: The Moderating Role of Religiosity in the context of Pakistan* demonstrates that television advertisement has positive relationship with consumer buying behavior.

Fatima and Lodhi (2015) from their journal that Impact of Advertisement on Buying Behaviors of the consumers: recommended that advertisements are useful in coating the awareness among the consumers.

FrehunAdbib (2019) on his research of the effect of advertisement on consumer purchase decision stated that there is significant relationship between consumer purchase decision and advertising.

Moreover, Nidhi Rani and Vikas Sharma (2013) studied impact of TV commercials on purchasing behavior of masses. M.Naresh Babu and Dr.K.LavanyaLatha (2014) on global journal of advanced research conducted “The Impact of Celebrity Endorsement on Purchase Decision, revealed that celebrity endorsement has significant effect on consumers’ purchase decision.

The researcher refers related theoretical reviews, but not enough materials have been found under the scope of the researcher, which shows the effect of television advertisement on consumer purchase decision of sanitary napkin in Ethiopia. Thus, the researcher aimed to address this gap.

The shared culture, background of a given country might be different from one another, what have been done in one county may not work in other countries. What is perceived as good could also be bad in other countries contest. That is why the researcher is interested to contact research on effect of television advertisement in consumers’ purchase decision of Eve Sanitary Napkin in Ethiopian context. This research focused on the consumer’s buying decision of Addis Ababa, to study the effect of television advertisement; it also includes effect of message, media and celebrity endorsement factors on consumer’s purchase decision.

The researcher found methodological gap in the previous studies; no previous research was conducted focusing on ladies as targeted population. And geographically, many researchers conducted their studies in foreign countries like India and Pakistan. This is not to mean no study is conducted in Ethiopia, but on this subject matter no previous study was conducted in Addis Ababa, Ethiopia. Thus, the researcher intended to address this methodological gap.

Although several researches were conducted by different scholars, the researcher found empirical gap on the subject matter. Studies conducted, on effect of advertisement on consumer's purchase decision focusing on different products like cosmetics, diaper, beer and packed food. No studies conducted in the area of ladies sanitary napkin in Ethiopia. The sanitary napkin industry and market is an essential market because, sanitary napkin is used by women and girls who are menstruating, bleeding after giving birth recovering from gynecologic surgery, experiencing a miscarriage or abortion or in any other situation where it is necessary to absorb a flow of blood from the vagina. Due to this observation, the researcher studied the effect of television advertisement on consumer purchase decision of sanitary napkin.

Moreover, it is also believed that an effective advertising method would result in an increasing purchasing or selling of a product. Hence, looking into companies advertising efficiency helps to improve the advertising system and which in turn encourage company to increase production and harvest maximum profit.

For this purpose, the study primarily aimed at conducting effect of television advertising on consumer purchasing decision of Eve Sanitary Napkin in Ethiopia. And analyze how advertisement message, media and celebrity endorsement affect purchasing decision of consumer therefore, aimed to bridge the existing knowledge gaps by finding responses to the following research questions.

### **1.3 Research Question**

The study attempts to find out answers for the following research questions:

1. Does the advertisement message affect consumer's purchase decision of Eve Sanitary Napkin in Ethiopia?
2. To what extent media used for advertisement affect consumer's purchasing decision for Eve Sanitary Napkin in Ethiopia?
3. To what extent does celebrity endorsement in advertisement affect consumer's purchasing decision of Eve Sanitary Napkin in Ethiopia?

## **1.4 Research Objective**

### **1.4.1 General Objective**

The main objective of the study was to analyze the effect of television advertisement on consumer's purchase decision of Eve sanitary napkin in Ethiopia.

### **1.4.2 Specific objectives**

- To examine the effect of advertisement message on consumer's purchase decision of Eve sanitary napkin in Ethiopia.
- To test the effect of media used on consumer's purchase decision of Eve sanitary napkin in Ethiopia.
- To analyze the effect of celebrity endorsement on advertisement, on consumers' purchasing decision of Eve sanitary napkin in Ethiopia.

## **1.5 Significance of the Study**

The study determined the factors that are affected by the advertisement and eventually influence the purchasing decision of the consumers. The study would help the company and readers to realize the consumer decision while purchasing the eve sanitary napkin products. Hence, they can plan appropriate strategy to advertise their product in a best possible way. It can also assist as a reference for other researchers who aspire to conduct further studies in the discipline on similar areas.

## **1.6 Scope of the Study**

The scope of this study is on the effect of television advertisement on consumer purchasing decision of Eve sanitary napkins in Ethiopia. The study doesn't consider other kinds of advertisement and other sanitary pads.

### **1.6.1 Geographical Scope**

The study mainly focuses on Addis Ababa city administration. The conclusions drawn from the study were based on the responses given by the consumers in a specific area.

### **1.6.2 Methodological Scope**

The research focuses on ladies, who can use sanitary napkins (whose age is from 15-40). And use questionnaires to collect primary data.

### **1.6.2 Theoretical Scope**

The study conducts on Eve lady's sanitary napkin, focusing on the effect of TV advertisement on consumer buying decision, to achieve this objective, variables which are message factor, media used for advertisement and celebrity endorsement identified as theoretical scope of the study.

### **1.7 Limitations of the Study**

During the study time was the major constraint the researcher faced, due to short time period researcher cover the purchasing decision of the people at a time. The other limitation in this research was limited area as this research comprises only in the Addis Ababa city so it does not represent the whole population. The other problem was lack of cooperation of respondents to complete filling the questionnaires due to COVID 19.

### **1.8 Definition of Terms**

**Advertising:** Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Belch and Belch, 2013).

**Purchase Decision:** A process of gathering and processing information, evaluating it and selecting the best possible option so as to solve a problem or make a buying choice. While decision making is defined as the selection of an alternative to solve a problem, the time and effort required to complete the process varies across buying (Ram Komal Prasad and Manoj K. Jha).

**Sanitary Napkin:** A disposable absorbent pad used (as during menstruation) to absorb the uterine flow (Merriam Webster.com dictionary).

**Advertising Message:** An advertising message is the visual and/or auditory information prepared by an advertiser to inform and/or persuade an audience regarding a product, organization, or idea. It is sometimes called the creative work by advertising professionals in recognition of the talent and skill required to prepare the more effective pieces of advertising (American Market Association.com).

**Celebrity:** Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path (Kurzman et.al, 2007).

## **1.9 Organization of the Study**

This study consists of five chapters. The first chapter starts from the background of the study, statement of the problem, research questions, objective of the study, significance of the study, scope of the study, limitation, and definition of terms and organization of the study. Chapter two presents a brief review of theoretical and empirical literatures of the study area. The third chapter presents methodological aspects of the study. The methods, procedures and techniques that are employed in the study are some of the main aspects that are discussed in the chapter. Presentation and analysis of data along with the findings were included in Chapter four. In chapter five conclusion and recommendations are drawn.

## **Chapter Two**

### **Review of Related Literature**

This chapter gives an overview of literature that is related to the research problem Presented in the previous chapter. Concepts, theoretical review, empirical evidence, conceptual framework and hypothesis of the study will be presented in this chapter.

## **2. Conceptual and Theoretical Literature Review**

### **2.1 Concepts**

#### **2.1.1 Advertisement**

According to Belch and Belch (2003), advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that, the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), who's advertising space or time is donated by the media. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communicating with large audiences.

Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes (Belch and Belch, 2003).

### 2.1.2 History of Advertising

Advertising can be traced back to the very beginnings of recorded history. Archaeologists working in the countries around the Mediterranean Sea have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. During the Golden Age in Greece, town criers announced the sale of cattle, crafted items, and - even cosmetics. An early "singing commercial" went as follows: "For eyes that are shining, for cheeks like the dawn / for beauty that lasts after girlhood is gone / for prices in reason, the woman who knows / will buy her cosmetics" (Kotler and Armstrong, 2008).

### 2.1.3 Importance of Advertisement

Muhammad Ehsan Malik (2014) stated that, in today's era advertisement is of great importance. It is the essence of any product or brand. Advertisement can lead it to the epitome of success or to the diminishing layers of its existence. Advertising, when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot. Only those products or brands become popular who put a brave show of their product. Advertisement can be done through different media. Some of majorly used are print medium (newspapers, magazines, and brochures), outdoor medium (billboards, events) and broadcast medium (television, radio, the internet).

Internationally, advertisement is considered the prime factor for the success of any business. It ranges from simple words of mouth to the full-blown marketing campaigns. Enormous efforts and money are invested in composition of a persuasive, compelling advertisement (Muhammad Ehsan Malik, 2014).

Importance of advertisement to the Customers

- **Convenience:** Targeted informative advertisements make the customer's decision making process easier as they get to know what suits their requirements and budget.
- **Awareness:** Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.

- **Better Quality:** Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising (Ehsan, 2014).

#### Importance of advertisement to the Business

- **Awareness:** Advertising increases the brand and product awareness among the people belonging to the target market.
- **Brand Image:** Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.
- **Product Differentiation:** Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.
- **Increases Goodwill:** Advertising reiterates brand vision and increases the goodwill of the brand among its customers.
- **Value for Money:** Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix (Ehsan, 2014).

### 2.4.1 Objectives of Advertising

According to Matin Khan, (2006) there are 3 main objectives of advertising. These are:

#### **To Inform**

Advertisements are used to increase brand awareness and brand exposure in the target market. Informing potential customers about the brand and its products is the first step towards attaining business goals.

#### **To Persuade**

Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form a brand image, develop a favorable attitude towards the brand etc.

#### **To Remind**

Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of

mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing.

Other objectives of advertising are subsets of these three objectives. These subsets are:

#### Brand Building

- Increasing Sales
- Creating Demand
- Engagement
- Expanding Customer Base
- Changing Customers' attitudes, etc.

### 2.1.5 Types of Advertisements

Advertising activities can be categorized into above the line, below the line, and through the line advertising according to their level of penetration.

- **Above the line advertising** include activities that are largely non-targeted and have a wide reach. Examples of above the line advertising are TV, radio, & newspaper advertisements.
- **Below the line advertising** include conversion focused activities which are directed towards a specific target group. Examples of below the line advertising are billboards, sponsorships, in-store advertising, etc.
- **Through the line advertising** include activities which involve the use of both ATL & BTL strategies simultaneously. These are directed towards brand building and conversions and make use of targeted (personalized) advertisement strategies. Examples of through the line advertising are cookie based advertising, digital marketing strategies, etc.

Advertising activities can also be categorized into 5 types based on the advertisement medium used. These types of advertisements are:

- **Print Advertising:** Newspaper, magazines, & brochure advertisements, etc.
- **Broadcast Advertising:** Television and radio advertisements.
- **Outdoor Advertising:** Hoardings, banners, flags, wraps, etc.
- **Digital Advertising:** Advertisements displayed over the internet and digital devices.

- **Product/Brand Integration:** Product placements in entertainment media like TV show, YouTube video, etc. (Matin Khan, 2014).

### **2.1.6 Advantages of Advertisement**

Matin Khan (2006), discussed advantages of advertisement:

- It has low price per contact.
- It has the ability to reach the customers where and when salesperson cannot reach.
- It has great scope for creative versatility and dramatization of messages.
- Ability to create images which the salesperson cannot. Creative persons are associated with the product.
- It has non-threatening nature of non-personal presentation.
- Advertising has the potential to repeat the messages several times.
- There is prestige and impressiveness in Mass Media Advertising.

### **2.1.7 Disadvantages of Advertisement**

- It does not have the ability to close the sales.
- There is advertising clutter i.e., too many advertisements at the same time.
- Customers often ignore the advertising messages.
- There is difficulty in getting immediate response or action.
- Inability to get feedback and to adjust messages as desired.
- There is difficulty in measuring advertising effectiveness.
- It has relatively high waste factor (Matin Khan, 2006).

### **2.1.8 Television Advertisement**

Television advertisement is a best way to promote products and services in front of millions of consumers” Television advertisement influences the buying behavior of the consumers with effective and efficient manner (Bushra Anjum, 2015).

TV advertising helps the consumers in improving the choice of product during shopping after discussing with their family. They also viewed TV advertisements as time savers during shopping. The informative factors such as price, quality and suggested use of items advertised improve the educational value of an advertisement and make the consumers aware of prevailing prices (Kotwal et al., 2008).

Various studies revealed that television advertisement has the biggest effects on audiences and persuade them to start purchasing processes and has strong influence on consumers' perception the major aim of television advertising is to impact on consumer buying behavior; however, this impact is changed frequently with people's emotions and perception. Emotions and perception regarding a product consist of those factors which affected consumer mind in terms of its cultural values and belie. Television is considered major source in presenting the cultural values of any society. Culture is part of us, and it covers every part of our lives from what we eat to what we wear and the way we feel the others around us (Bushra Anjum, 2015).

## **2.2 Factors of Advertising**

### **2.2.1 Message Factor**

The way marketing communications are presented is very important in determining their effectiveness. Promotional managers must consider not only the content of their persuasive messages but also how this information will be structured for presentation and what type of message appeal will be used (Belch and Belch, 2003).

According to Kotler and Armstrong When putting the message together, the marketing communicator must decide what to say (message content) and how to say it (message structure and format).

#### **Message Content**

Kotler and Armstrong (2008) suggested that, the marketer has to figure out an appeal or theme that will produce the desired responses. There are three types of appeals: Rational, Emotional and Moral.

**Rational appeal** relates to the audience's self-interest. They show the product will produce desired benefits. Examples are messages showing a product's quality, economy, value, or performance.

**Emotional appeals** attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use positive emotional appeals such as love, pride, joy and humor. Communicator also use negative emotional appeals such as fear, guilt and shame that get people to do things they should or to stop things they shouldn't.

**Moral appeals** are directed to the audience's sense of what is right and proper. They are often used to argue people to support social causes such as cleaner environment, better race relations, equal rights for women, and aid to the disadvantaged.

### **Message Structure**

According to Kotler and Armstrong (2008), marketers must also decide how to handle three message structure issues. The first is whether to draw a conclusion or leave it to the audience. Research suggests that in many cases, rather than drawing a conclusion, the advertiser is better off asking questions and letting buyers come to their own conclusions. The second message structure issue is whether to present the strongest arguments first or last. Presenting them first gets strong attention but may lead to an anticlimactic ending.

The third message structure issue is whether to present a one-sided argument (mentioning only the product's strengths) or a two-sided argument (touting the product's strengths while also admitting its shortcomings). Usually, a one-sided argument is more effective in sales presentation, except when audiences are highly educated or likely to hear opposing claims, or when the communicator has a negative association to overcome. In this spirit, Heinz ran the message "Heinz ketchup is slow good" and Listerine ran the message "Listerine tastes bad twice a day". In such cases, two-sided messages can enhance the advertiser's credibility and make buyers more resistant to competitor attacks (Kotler and Armstrong, 2008).

### **Message Format**

The marketing communicator also needs a strong format for the message. In a print ad, the communicator has to decide on the headline, copy illustration, and color. To attract attention, advertisers can use novelty and contrast; eye-catching pictures and headlines: distinctive formats, message size and position, color shape and movement. If the message is to be carried over the radio, the communicator has to choose words, sounds, and voices. If the message is to be carried on television or in person, then all these elements plus body language must be planned. Presenters plan every detail their facial expressions, gestures, dress, posture, and hairstyles. If the message is carried on the product or its package, the communicator has to watch texture, scent, color, size and shape (Kotler and Armstrong, 2008).

### **2.2.2 Media Factor**

According to Belch and Belch (2003), effective communication also depends on the channel or medium used to deliver the message to the target audience. While there are a variety of methods available for communicating a promotional message, they can be classified into two broad categories- personal and non-personal.

**Effects of Alternative Mass Media:** Most promotional efforts such as advertising are channeled through a non-personal form of communication such as the print media, TV, or radio. The mass media that advertisers use to transmit their messages differ in many ways including:

**Differences in information processing:** Information from the print media is self-paced while information from the broadcast media of radio and television is externally paced. There are important implications for advertising via each type of medium.

**Effects of Context and Environment:** reactions to and interpretation of an advertising message can be a function of not only message content but also the context or environment in which the ad appears. A qualitative media effect refers to the positive or negative influence the medium may contribute to the message. An ad seen in a high prestige publication may be perceived differently than one in a low prestige magazine or paper. Media environment can also be created by the nature of the television in which a commercial appears. Consumers may be in a more receptive mood when watching a comedy rather than a documentary.

**Clutter:** another aspect of the media environment that is important to advertisers is the problem of clutter. Clutter refers to all the non-program material that appears in the broadcast environment including commercials, promotional messages for shows, public service announcements and the like. Clutter has become a major concern to advertisers as there are too many messages competing for viewers and listeners attention. The clutter problem has been compounded in television by the trend toward shorter commercials.

### **2.2.3 Celebrity Endorsement Factor**

According to Belch and Belch (2003), the term source used to express, the person involved in communicating a marketing message, either directly or indirectly. A direct source is a spokesperson who delivers a message and/or demonstrates a product or service An indirect source, say, a model, doesn't actually deliver a message but draws attention to and/or enhances

the appearance of the ad. Some ads use neither a direct nor an indirect source; the source is the organization with the message to communicate. Since most research focuses on individuals as a message source, our examination of source factors follows this approach.

Marketers try to select individuals whose traits will maximize message influence. The source may be knowledgeable, popular, and/or physically attractive; typify the target audience; or have the power to reward or punish the receiver in some manner. Herbert Kelman developed three basic categories of source attributes: credibility, attractiveness, and power.

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

**Source Attractiveness:** A source characteristic frequently used by advertisers is attractiveness, which encompasses similarity, familiarity, and likability. Similarity is a supposed resemblance between the source and the receiver of the message, while familiarity refers to knowledge of the source through exposure. Likability is affection for the source as a result of physical appearance, behavior, or other personal traits.

### **Using Celebrities**

Belch and Belch (2003) discussed that “Advertisers recognize the value of using spokespeople who are admired: TV and movie stars, athletes, musicians, and other popular public figures”. A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a **celebrity**. They are usually known to the public for their accomplishments in areas other than the product endorsed by them.

From a theoretical perspective, celebrities are effective endorsers as because of the presence of their symbolic desirable reference group alliance suggests that the effectiveness of the celebrity endorsement is present because of its ability to tap into the consumers’ symbolic union with its aspirational reference group (Naresh & Lavanya 2014).

Companies spend huge sums to have celebrities appear in their ads and endorse their products, because they think celebrities have stopping power. That is, they draw attention to advertising

messages in a much cluttered media environment. Marketers think a popular celebrity will favorably influence consumers' feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance (Naresh & Lavanya 2014).

Celebrity Endorsement is one kind of advertisement used by companies which is very important and successful in all age group especially young people. Using the celebrity may enhance the trust of the people to buy product but it is not evident that this kind of advertisement also provides brand loyalty (Fatima & Lodhi, 20015).

Belch and Belch (2003), suggested that considering a number of factors while a company decides to use a celebrity spokesperson including:

**Overshadowing the Product:** a celebrity may draw attention to an ad, consumers may focus on the celebrity rather than the product or service and the advertising message.

**Overexposure:** Consumers generally recognize that celebrities endorse a product or service because they are paid to do so. When a celebrity endorses a number of products he/she may become over exposed and lose credibility.

**Target Audience:** attention must be given to the target audience and whether the celebrity is appropriate for the consumers in this market.

**Risk to the Advertiser:** marketers must consider whether there is any risk involved in having their company or products associated with a celebrity. Several well-known entertainers and athletes who were used as advertising spokespersons were involved in activities that were potentially embarrassing the companies whose products they were endorsing.

## 2.3 Theoretical Review

### 2.3.1 Models of Advertising

#### 2.3.1.1 Traditional Response Hierarchy Models

Several models have been developed to depict the stages a consumer may pass through in moving from a state of not being aware of a company, product, or brand to actual purchase behavior (Belch and Belch, 2003).

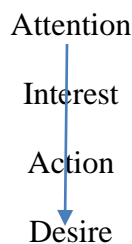
##### The AIDA models

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997).

With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that:

1. Commands Attention
2. Leads to Interest in the product
3. And thence to Desire to own or use the product
4. Finally leads to Action

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).



### **Criticism of AIDA model**

There is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases (Brierley, 2002).

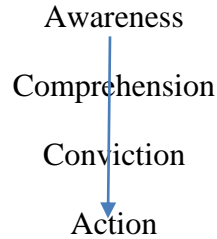
Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005).

### **DAGMAR Model**

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). DAGMAR was created to encourage measurable objectives for each stage of the communication and does not deal purely with the message (Mackay 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch & Belch, 1995).

The main conclusions on the DAGMAR theory were expressed in the following quotation: All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding (Linda Karlsson 2007).

1. The prospect must first be aware of the existence of a brand or organization.
2. Then must have a comprehension of what the product is and what it will do.
3. Must arrive at a mental suspicion or conviction to buy the product
4. Finally the prospect must stir into action.



The communication has to be specific and measurable, and is therefore based on a hierarchical model containing the four stages set out above in the quotation (Mackay, 2005).

### **Criticism of DAGMAR Model**

One of the major criticisms towards DAGMAR is on its reliance on the hierarchy-of-effects theory, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

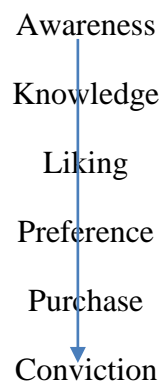
### **Lavidge&Steiners Hierarchy-of-effects model**

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation theory, and will therefore go under the name, Lavidge&Steiners Hierarchy-of-effects model in this study.

According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way (See Figure 7). The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the steps has to be completed in a linear way, but a

potential purchaser sometimes may move up several steps simultaneously, customers do not switch directly from being interested to become convinced buyers. Lavidge and Steiner identify the seven steps in the following order:

1. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
2. Up a step are prospects who know what the product has to offer.
3. Still closer to purchasing are those who have favorable attitudes toward the product those who like the product.
4. Those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step.
5. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.
6. Finally, of course, is the step which translates this attitude into actual purchase(Lavidge& Steiner, 1961).



### **Criticism Lavidge&Steiners Hierarchy-of-effects model**

There is still no evidence on the fact that awareness of a products leads to purchase, and the steps are still unclear. Criticism has also been made on each individual step in the model. Critics do not think that the model explains how the customers will go from one step to another and to point out the steps without explaining them further is not seen as enough (Palda, 1966).

### **2.4 Consumer Buying Behavior**

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result

of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store. Marketers' success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers (Belch and Belch, 2003).

### **Consumer Behavior is a Process**

Michael (2017) stated that, in its early stages of development, researchers referred to the field as buyer behavior; this reflected the emphasis at that time (1960s and 1970s) on the interaction between consumers and producers at the time of purchase. Most marketers now recognize that consumer behavior is in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. The exchange a transaction in which two or more organizations or people give and receive something of value, is an integral part of marketing. Although exchange theory remains an important part of consumer behavior, the expanded view emphasizes the entire consumption process, which includes the issues that influence the consumer before, during, and after a purchase.

A **consumer** is a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages of the consumption process. In many cases, however, different people play a role in this sequence of events. The purchaser and user of a product might not be the same person (Solomon Michael, 2017).

### **2.5 Consumers Decision Making Process (Five Step Model)**

Belch and Belch (2003) stated that, Consumer's purchase decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. This model shows that decision making involves a number of internal psychological processes.

Motivation, perception, attitude formation, integration, and learning are important to promotional planners, since they influence the general decision-making process of the consumer.

### **2.5.1 Problem Recognition**

Belch and Belch (2003) stated that, first stage in the consumer decision-making process is problem recognition, which occurs when the consumer perceives a need and becomes motivated to solve the problem. The problem recognition stage initiates the subsequent decision processes. Problem recognition is caused by a difference between the consumer's ideal state and actual state. A discrepancy exists between what the consumer wants the situation to be like and what the situation is really like. (Note that problem does not always imply a negative state. A goal exists for the consumer, and this goal may be the attainment of a more positive situation.)

**Sources of Problem Recognition** The causes of problem recognition may be very simple or very complex and may result from changes in the consumer's current and/or desired state. These causes may be influenced by both internal and external factors.

**Out of Stock Problem** recognition occurs when consumers use their existing supply of a product and must replenish their stock. The purchase decision is usually simple and routine and is often resolved by choosing a familiar brand or one to which the consumer feels loyal.

**Dissatisfaction** Problem recognition is created by the consumer's dissatisfaction with the current state of affairs and/or the product or service being used.

**New Needs/Wants Changes** in consumers' lives often result in new needs and wants. Changes in one's financial situation, employment status, or lifestyle may create new needs and trigger problem recognition.

**Related Products/Purchases** Problem recognition can also be stimulated by the purchase of a product.

**Marketer-Induced Problem Recognition** Another source of problem recognition is marketers' actions that encourage consumers not to be content with their current state or situation.

**New Products** Problem recognition can also occur when innovative products are introduced and brought to the attention of consumers. Marketers are constantly introducing new products and services and telling consumers about the types of problems they solve.

### **2.5.2 Information Search**

According to Belch and Michael (2009), the second stage in the consumer decision-making process is information search. Once consumers perceive a problem or need that can be satisfied by the purchase of a product or service, they begin to search for information needed to make a purchase decision. The initial search effort often consists of an attempt to scan information stored in memory to recall past experiences and/or knowledge regarding various purchase alternatives. This information retrieval is referred to as internal search. For many routine, repetitive purchases, previously acquired information that is stored in memory (such as past performance or outcomes from using a brand) is sufficient for comparing alternatives and making a choice. If the internal search does not yield enough information, the consumer will seek additional information by engaging in external search. External sources of information include:

- Personal sources, such as friends, relatives, or co-workers.
- Marketer-controlled (commercial) sources, such as information from advertising, salespeople, or point-of-purchase displays and the Internet.
- Public sources, including articles in magazines or newspapers and reports on TV.
- Personal experience, such as actually handling, examining, or testing the product. Determining how much and which sources of external information to use involves several factors, including the importance of the purchase decision, the effort needed to acquire information, the amount of past experience relevant, the degree of perceived risk associated with the purchase, and the time available.

### **2.5.3 Alternative Evaluation**

After acquiring information during the information search stage of the decision process, the consumer moves to alternative evaluation. In this stage, the consumer compares the various brands or products and services he or she has identified as being capable of solving the

consumption problem and satisfying the needs or motives that initiated the decision process. The various brands identified as purchase options to be considered during the alternative evaluation process are referred to as the consumer's evoked set (Belch and Belch, 2003).

### **The Evoked Set**

Belch and Michael (2008) stated that, the evoked set is generally only a subset of all the brands of which the consumer is aware. The consumer reduces the number of brands to be reviewed during the alternative evaluation stage to a manageable level. The exact size of the evoked set varies from one consumer to another and depends on such factors as the importance of the purchase and the amount of time and energy the consumer wants to spend comparing alternatives. The goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumer's evoked set and considered during alternative evaluation. Marketers use advertising to create top-of-mind awareness among consumers so that their brands are part of the evoked set of their target audiences. Popular brands with large advertising budgets use reminder advertising to maintain high awareness levels and increase the likelihood they will be considered by consumers in the market for the product. Empirical

Evaluative Criteria and Consequences Once consumers have identified an evoked set and have a list of alternatives; they must evaluate the various brands. This involves comparing the choice alternatives on specific criteria important to the consumer. Evaluative criteria are the dimensions or attributes of a product or service that are used to compare different alternatives. Evaluative criteria can be objective or subjective.

### **2.5.4 Purchase Decision**

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative brands in the evoked set and make a purchase decision. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain brand. Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration. Their formation involves many of the personal sub-processes, including motivation, perception, attitude formation, and integration. A purchase decision is not the same as an actual purchase. Once a consumer chooses which brand to buy, he or she must still implement the decision and make the actual purchase. Additional decisions may be needed, such as when to buy, where to

buy, and how much money to spend. Often, there is a time delay between the formation of a purchase intention or decision and the actual purchase, particularly for highly involved and complex purchases such as automobiles, personal computers, and consumer durables. Marketers strive to develop and maintain brand loyalty among consumers. They use reminder advertising to keep their brand names in front of consumers, maintain prominent shelf positions and displays in stores, and run periodic promotions to deter consumers from switching brands. Maintaining consumers' brand loyalty is not easy. Competitors use many techniques to encourage consumers to try their brands, among them new product introductions and free samples (Belch and Michael, 2009).

### **2.5.5 Post purchase Evaluation**

Matin Khan (2006) stated that, the consumer decision process does not end with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. Satisfaction occurs when the consumer's expectations are either met or exceeded; dissatisfaction results when performance is below expectations. The post purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases. Positive performance means the brand is retained in the evoked set and increases the likelihood it will be purchased again. Unfavorable outcomes may lead the consumer to form negative attitudes toward the brand, lessening the likelihood it will be purchased again or even eliminating it from the consumer's evoked set. Another possible outcome of purchase is cognitive dissonance, a feeling of psychological tension or post purchase doubt that a consumer experiences after making a difficult purchase choice. Dissonance is more likely to occur in important decisions where the consumer must choose among close alternatives (especially if the unchosen alternative has unique or desirable features that the selected alternative does not have). Consumers experiencing cognitive dissonance may use a number of strategies to attempt to reduce it. They may seek out reassurance and opinions from others to confirm the wisdom of their purchase decision, lower their attitudes or opinions of the unchosen alternative, deny or distort any information that does not support the choice they made, or look for information that does support their choice. An important source of supportive information is advertising; consumers tend to be more attentive to advertising for the brand they have chosen.

## **2.6 Environmental Influences on Consumer Behavior**

Matin Khan (2006) stated that the factors that influence consumer behavior can be classified into internal factors or (individual determinants) and, external environmental factors:

### **2.6.1 Individual Determinants**

#### **Motivation and Involvement**

In a society, different consumers exhibit different consumer behavior because they are unique and have unique sets of needs. Motivation is that internal force that activates some needs and provides direction of behavior towards fulfillment of these needs. Involvement refers to the personal relevance or importance of a product or a service that a consumer perceives in a given situation. Depending on the value and personal interest, a consumer can have a high or low involvement (Matin Khan, 2006).

#### **Attitude**

According to Matin Khan (2006), attitudes are learned predispositions towards people, objects and events. Attitudes influence purchasing decision and consumer behavior. Attitudes are responsible for responses and are not inborn but are learnt from people around. Attitudes influence purchase decisions and consumer behavior.

#### **Personality and Self Concept**

It is the sum- total of mental, physical and moral qualities and characteristics that are present in mind and that make consumers what they are. Consumers try to buy the products that match their personality (Matin Khan, 2006).

#### **Learning and Memory**

Every day consumers are exposed to a wide range of information but retain only a small portion of it. Consumers tend to remember the information that they are interested in or, that is important to them. In a family different member of the family are interested in different types of information which they individually retain (Matin Khan, 2006).

## **External Environmental Factors Affecting Consumer Behaviors**

### **Culture**

According to Belch and Belch (2003), the broadest and most abstract of the external factors that influence consumer behavior is culture, or the complexity of learned meanings, values, norms, and customs shared by members of a society. Cultural norms and values offer direction and guidance to members of a society in all aspects of their lives, including their consumption behavior. It is becoming increasingly important to study the impact of culture on consumer behavior as marketers expand their international marketing efforts. Each country has certain cultural traditions, customs, and values that marketers must understand as they develop marketing programs. Marketers must also be aware of changes that may be occurring in a particular culture and the implications of these changes for their advertising and promotional strategies and programs. Marketers must understand the cultural context in which consumer purchase decisions are made and adapt their advertising and promotional programs accordingly.

### **Subcultures**

Within a given culture are generally found smaller groups or segments whose beliefs, values, norms, and patterns of behavior set them apart from the larger cultural mainstream. These subcultures may be based on age, geographic, religious, racial, and/or ethnic differences (Belch and Belch, 2003).

### **Social Class**

Social class refers to the group of people who share equal positions in a society. Social class is defined by parameters like income, education, occupation, etc. Within a social class, people share the same values and beliefs and tend to purchase similar kinds of products. Their choice of residence, type of holiday, entertainment, leisure all seem to be alike. The knowledge of social class and their consumer behavior is of great value to a marketer. (Matin Khan 2006).

### **Reference Groups**

A group has been defined as “two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another such that

their behavior is interdependent.” Groups are one of the primary factors influencing learning and socialization, and group situations constitute many of our purchase decisions. A reference group is “a group whose presumed perspectives or values are being used by an individual as the basis for his or her judgments, opinions, and actions.” Consumers use reference groups as a guide to specific behaviors, even when the groups are not present. Marketers use reference group influences in developing advertisements and promotional strategies. (Belch and Belch, 2003)

### **Situational Determinants**

Belch and Belch (2012), stated that the final external factor is the purchase and usage situation. The specific situations in which consumers plan to use the product or brand directly affect their perceptions, preferences, and purchasing behaviors. Three types of situational determinants may have an effect: the specific usage situation, the purchase situation, and the communications situation. Usage refers to the circumstance in which the product will be used. The purchase situation more directly involves the environment operating at the time of the purchase. Time constraints, store environments, and other factors may all have an impact. The communications situation is the condition in which an advertising exposure occurs.

### **Empirical review**

Several researches conducted on effect of advertisement on consumer purchase decision. The titles with their objectives and major findings are discussed below to have an insight about these studies.

#### **Empirical evidence on message factor**

FrehunAdbib (2019) studied on ‘The Effect of Advertising on Consumer Purchase Decision: Case of Baby Diaper, using a sample of 380 respondents from four sub-cities of Addis Ababa, with descriptive and explanatory research approach, the finding revealed that there are positive and significant relationships between advertising message, source credibility, advertising media and consumer purchase decision of baby diaper.

Saba Ermyas (2019) on research paper entitled ‘The Effects of Television Advertisements on Consumers Buying Decision in the Packaged Foods Industry’ took place in Addis Ababa and the study used questionnaire survey. The study surveyed 384 and used 331 complete respondents

and the results of correlation analysis indicated that all the three independent variables: message factor, source factor and advertising media used have positive and significant relationship with the dependent variable; purchasing decision. The result indicated that among advertising media, television advertising has high degree of influence than other media, because of its sight, sound, and motion effect. Moreover, the study found that advertising has positive and significant effect on purchasing decision and one-unit increase in message factor, source factor and media factor leads to an increase in purchasing decision.

Tee Xue Hui (2017) on the study 'The effect of Source credibility on consumers' purchase intention in Malaysia online community'. The study takes place in Malaysia. Questionnaires were distributed to 120 sample group and the result revealed that source credibility has a significant impact on consumer purchase intention.

### **Empirical evidence on media factor**

Nidhi Rani and Vikas Sharma (2013) on their study of impact of TV commercials on purchasing behavior of masses state that Females were found desiring more of the TV advertised products in comparison to the males. Adults have more desire to engage themselves in buying TV advertised products. On the whole teenagers are influenced to buy the TV advertised products, as compared with those who are above 50 years. The study reveals that buyers having better income accept that buying branded products and services which are advertised on television helps them to enhance their living standard. Finally, the study illustrates that TV advertisements affect the buying behavior of teenagers.

The empirical literature denotes on Kumar and Sharma (2009) on The Impact of TV Advertising on Buying Behaviors: A Comparative Study of Urban and Rural Teenagers imply that; TV advertising has enhanced rural teenagers' involvement in product selection and purchase. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements. Urban teenagers prefer advertisements of the products they are already using; they don't agree to buy the advertised products if they do not require them. The study reveals that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements.

AsnakeMeshesha (2018) studied that “the effect of advertising on consumer buying behavior: the case of Nifas Silk Paints Factory” the study revealed that 56.7% of respondents were influenced by television advertisement. The correlation matrix indicates that the selected AD characteristics: “impressive, simple to understand, attention grabbing, memorable, creative and honest” were positively and strongly correlated with consumers buying behavior. The study also found that honest advertisement had a highest strong relationship with consumers buying behavior.

### **Empirical evidence on celebrity endorsement**

Babu andLatha (2014) on global journal of advanced research entitled “The Impact of Celebrity Endorsement on Purchase Decision” found out that celebrity endorsement is an effective tool for capturing and attracting market and consumers. The study found that young customers get impact more by celebrity endorsement strategy on their purchase decision. The study also proves that there is relation between brand identity and celebrity endorsement strategy moreover, the research supported that consumer would prefer celebrity-based advertisement sources when they really don’t know about the brand.

Hakimi et al. (2011) proposes the model of relationship of attributes of celebrity endorsement with the positive brand image which in return lead to consumers positive purchase intentions and buying behaviors. Celebrity endorsement has been the modern communicational technique used in marketing mix communication in which celebrities played the role of spokespersons by the organizations for the promotion of their brand and products.

A study by ChalaFekadu (2018) on ‘effect of Advertising on consumer purchase intention in Ethiopia, Bishoftu Town’ revealed that majority of respondents selected Television as a media being used by Ada Food Complex which gets their intention. The multiple regression results showed that Attitude towards advertising, Attitude towards television advertising, attitude towards radio advertising, Message content of advertising, Repetition of advertising and Celebrity endorsement have positive significant impact on purchase intention while Advertising language is insignificant. The study also found that repetition of advertising is the most important factor to have a positive and significant effect on purchase intention.

## **Empirical evidence on advertisement and purchase decision**

Fatima and Lodhi (2015) studied Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City and find that advertisements are useful in coating the awareness among the consumers. The study finds that there is relationship between the advertisement and the consumer awareness. Also, assured that there is relationship between consumer awareness and perception which can shape the buying behaviors of the consumers while purchasing the cosmetics.

Tanja Lautianen (2015), on the thesis, 'Factors affecting Consumer Decision: in the selection of coffee brand', based on a sample of 86 respondents, acquired from questionnaires, the study figured out that 36.5% of consumers depend on advertisement to make purchase decision.

A research by **Ehsan, Mudasar, Kashif, Unzila and Ayisha** (2014) revealed that advertisement has strong positive impact on the consumer buying behavior and consumer perception has positive but weak influence on consumer buying behavior. And the researchers suggested that quality advertisement and positive perception can really play a vital role in improving consumer buying behavior.

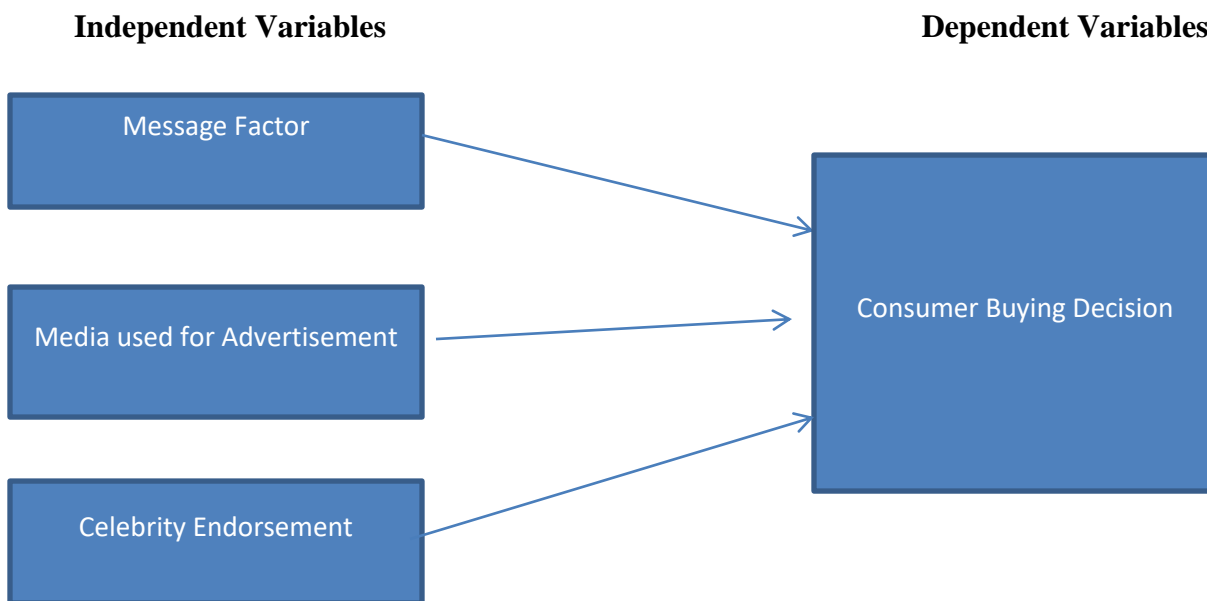
Most of the previous works agree on significance of advertisement on consumers' purchase decision. Message of advertisement, have important role in consumers' purchase intention. Moreover, studies found that television advertisements affect buying behavior. Celebrity endorsement is found to be an effective tool for capturing and attracting market and consumers.

On the other hand, the impact of celebrity endorsement effect of advertisement was not seen significant in the detergent advertisements because consumers relies more on the quality of the detergents rather than the affective perspective of the celebrity endorsement.

Previous researchers proposed that, effect of message factor, media factor and celebrity endorsement on purchase decision, could be analyzed in different industries rather than type of products or services studied by them.

## 2.4 Conceptual Framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. The study shows the relationship between independent variables (Message factor, Media factor and Celebrity endorsement) and dependent variable (consumer buying decision).



Source: adopted from Fatima and Lodhi, 2015, Ehsan 2013, Naresh and Lavanya 2014

## Hypothesis

1. Message factor has a significant and positive effect on consumers' purchase decision of Eve sanitary napkin in Ethiopia.
2. Media factor significantly and positively affect consumers' purchase decision of Eve sanitary napkin in Ethiopia.
3. Celebrity endorsement has significant and positive effect on consumers' purchase decision of Eve sanitary napkin in Ethiopia.

## **Chapter Three**

### **Methodology**

This chapter presents the methodology used, data-gathering techniques and sources of data used in the research. It also covers the research design and data analysis procedures that the research employed. A detailed explanation on the selected research tools is also specified in this chapter. More specifically, it also enlightens on why those research methods were chosen as per the main aim of the study.

#### **3.1 Description of the Study Area**

The study was conducted on the effect of television advertisement on consumer purchase decision of Eve Sanitary Napkin in Addis Ababa city administration.

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

Research approach is a plan and procedure that consists of the steps of broad assumptions to detailed method of data collection, analysis and interpretation. Based on data collection, research approach divided into three categories: Qualitative, Quantitative and Mixed approach. (Creswell, 2014) Qualitative research is primarily exploratory research, which is used to gain an understanding of underlying reasons, opinions, and motivations. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships. Mixed Approach design applies both quantitative and qualitative methods in a study (Susan E. Defranzo, 2016).

This study used a quantitative research design in order to meet the specified objectives and test the hypotheses on the relationship between the three independent variables and the dependent variable. Besides, since the study is deductive in nature, a quantitative study will be an appropriate research approach to test the model in the Ethiopian context.

### **3.3 Research Design**

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. (Creswell, 2009)

Research can be classified as Exploratory, Descriptive and Explanatory depending on the specific purpose that the research tries to address. Explanatory Research the desire to know “why”, to explain, is the purpose of explanatory research. The researcher goes beyond merely describing the characteristics, to analyze and explain why and how something is happening. Thus, explanatory research aims to understand phenomena by discovering and measuring casual relations among them. (Creswell, 2009)

The researcher analyzed the casual relation between the independent and dependent variables, which made the research explanatory.

### **3.4 Population and Sampling**

#### **3.4.1 Target Population**

According to (Zikumund, 2003) the definition of population is identifiable total set of elements of interest being investigated by a researcher. The target population is defined as the entire group a researcher is interested in. The populations of this study were customers of Eve ladies’ Sanitary Napkins whose age is 15-45: who live in Addis Ababa city.

#### **Sampling Technique**

Purposive sampling or judgmental sampling is the deliberate choice of a participant due to the qualities the participant possesses. The researcher used purposive sampling is to identify consumers of eve sanitary napkins from consumers use other kind of sanitary napkins. And purposive sampling enables the researcher to identify ladies who use sanitary pad from non-users as a general.

### 3.4.3 Sample Size

**Sample** is the part of the population that helps us to draw inferences about the population. Collecting research of the complete information about the population is not possible and it is inferences about the population based on that sample.

The Topman formula presented below were used for this research:

$$n = \frac{Z^2 \cdot P \cdot Q}{(E)^2}$$

n= The sample size/ required sample size

Z= Degree of confidence (i.e 1.96)

E= The level of precision

P= Probability of positive response (0.5)

Q= Probability of negative response (0.5)

E= tolerable error (0.05)

Thus

$$n = \frac{1.962^2 * 0.5 * 0.5}{0.05^2}$$

n= 384 respondents

### Data Type and Source

The researcher used quantitative research, in order to achieve the objective of the study. Quantitative research focuses on determining the relationship between variations of independent and dependent variables. The reason for choosing quantitative research approach is to meet the purpose of examining how an independent variable affects a dependent variable.

Regarding source of data, the study used both primary and secondary source of data. Based on the nature, scope, objectives and availability of time and resource, the

researcher used questionnaires and secondary data source like books, documents, existing research papers, journals and publication, and websites.

### **3.6 Data Collection Methods**

Both primary and secondary data sources have been used in the study. It was started by secondary data analysis through the detailed review of related literature and survey questionnaire has been used as the main data gathering instrument for this study. The questionnaire were prepared and distributed to the samples. After the data is collected; the survey data was processed using SPSS to analyze and present.

### **3.7 Data Analysis Methods**

An array of descriptive and inferential analyses has been conducted to address the research questions presented in the first chapter. Statistical Package for Social Science (SPSS) software version 24 was employed to analyze and present the data.

#### **3.7.1 Descriptive analysis**

Descriptive statistical results were discussed using tables, frequency distribution and percentages. This was attained through summary of statistics, which includes the means and standard deviations values which are computed for each variable in the research.

#### **3.7.2 Pearson Correlation analysis**

Pearson's correlation coefficient was used to determine the relationships between advertising variables (message factor, media factor and celebrity endorsement) and purchase decision.

#### **3.7.2 Multiple Regression Analysis**

Multiple regression analysis used to investigate the effect of advertisement dimensions (Message Factor, Media used for Advertisement, Celebrity Endorsement) and purchase decision.

### **3.8 Model Description**

Multiple regression analysis was used to explain the significance impacts of the independent and dependent variables as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

Where:

Y= Consumer buying decision

b1= Beta weight of message factor

x1= Message Factor

b2= Beta weight of media used for advertisement

x2= Media used for advertisement

b3= Beta weight of celebrity endorsement

x3= Celebrity Endorsement

$$Y = 1.160 + 0.403X_1 + 0.234X_2 + 0.76X_3 + e$$

### 3.8 Reliability and Validity

Bolen, 1989 defined reliability as consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should be obtained. There are different reliability coefficients techniques used to estimate reliability. Cronbach's alpha which was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale; it is expressed as a number between 0 and 1. Value of 0.6 or less generally indicates unsatisfactory or poor, above or equal to 0.6 but < 0.7 value is questionable, above or equal to 0.7 but < .8 acceptable, greater than or equal 0.8 but < .9 is good and above and equal to 0.9 value indicate excellent internal consistency, reliability (Malhotra, 2006).

Cronbach's alpha test of reliability used in this research to test reliability of questionnaire gathered from respondents.

#### Reliability Test Result

Table 3.8 Reliability Test

| Construct                    | Cronbach's alpha | No of Items |
|------------------------------|------------------|-------------|
| <b>Message Factor</b>        | .803             | 7           |
| <b>Media Factor</b>          | .823             | 7           |
| <b>Celebrity Endorsement</b> | .820             | 4           |
| <b>Purchase Decision</b>     | .892             | 6           |
| <b>Over all reliability</b>  | .924             | 24          |

Source: survey result (2020)

Validity is the degree to which a test is measuring what it purports or claim to measure (Bortz, 1999, Cronbach, 1970, Kline, 2000). Validity was traditionally subdivided into three categories: content, criterion-related, and construct validity (Brown 1996,). Content validity includes any validity strategies that focus on the content of the test. Criterion-related validity usually includes any validity strategies that focus on the correlation of the test being validated with some well-respected outside measure(s) of the same objectives or specifications test. Criterion-related validity of this sort is sometimes called concurrent validity (because both tests are administered at about the same time). Another version of criterion-related validity is called predictive validity. Predictive validity is the degree of correlation between the scores on a test and some other measure that the test is designed to predict. Construct validity has traditionally been defined as the experimental demonstration that a test is measuring the construct it claims to be measuring. To justify validity survey questions are developed in consultation with experts.

### **3.9 Ethical Consideration**

Since the researcher used the data from customers which was collected through questionnaire, permission was obtained from the customers. To maintain the confidentiality of the information provided by the respondents, the respondents were not instructed to write their names on the questionnaire and assured of that the responses would be used only for academic purpose and kept confidential. Purpose of the study was clearly given in the introductory part of the questionnaire so as to motivate them and participate in the study. Texts belonging to other authors that have been used in any part of this study were fully referenced with reference page.

## Chapter Four

### Results and Discussion

This chapter analyses the data and discusses the results gained. The objective of this research paper was to examine the effect of television advertisement on consumer purchase decision of Eve Sanitary Napkin in Addis Ababa, Ethiopia. This section presents discussions using pilot testing, descriptive analysis, correlation analysis, regression analysis.

A total of 384 questionnaires were distributed to the respondents and 337 valid questionnaires were collected.

#### 4.1 Background information of Respondents

The demographic characteristics of the respondents include age, level of education, employment status and income. This aspect of the data analysis deals with the analysis personal data on the respondents of the questionnaires. The table below shows the details of characteristics of respondents and their percentage.

**Table 4.1 Demographic characteristics of respondents**

| Characteristics | Group                 | Frequency | Percentage |
|-----------------|-----------------------|-----------|------------|
| Age             | 15-25                 | 85        | 25.2       |
|                 | 26-35                 | 181       | 53.7       |
|                 | 36-45                 | 71        | 21.1       |
|                 | Total                 | 337       | 100        |
| Education       | High school and below | 87        | 25.8       |
|                 | Certificate & Diploma | 105       | 31.1       |
|                 | Degree                | 120       | 35.6       |
|                 | Masters & Above       | 25        | 7.4        |
|                 | Total                 | 337       | 100        |
| Employment      | Student               | 55        | 16.3       |
|                 | Employee              | 199       | 59         |
|                 | Self-employee         | 83        | 24.6       |
|                 | Total                 | 337       | 100        |
| Income          | Upto 3000             | 41        | 14.6       |
|                 | 3001-6000             | 137       | 48.8       |
|                 | 6001-9000             | 46        | 16.4       |

|                       |                  |     |      |
|-----------------------|------------------|-----|------|
|                       | 9001-12000       | 26  | 9.3  |
|                       | Above 12001      | 31  | 11   |
|                       | Total            | 281 |      |
| TV watching Time      | Daily            | 227 | 67.3 |
|                       | 3-4 times a week | 68  | 20.1 |
|                       | Weekly           | 38  | 11.2 |
|                       | Monthly          | 4   | 1.2  |
|                       | Total            | 337 | 100  |
| Usage Time            | Less than a year | 8   | 2.3  |
|                       | 1-5 Years        | 45  | 13.3 |
|                       | 6-10 Years       | 76  | 22.5 |
|                       | Above 10 Years   | 204 | 60.5 |
|                       | Total            | 337 | 100  |
| Rely of Advertisement | Yes              | 232 | 68.8 |
|                       | No               | 60  | 17.8 |
|                       | Sometimes        | 44  | 13   |
|                       | Total            | 337 | 100  |

**Source:** Survey result (2020)

### **Age**

As shown in the above table out of 337 respondents 25.2% were in range of 15-25, the majority respondents (53.7) were in range of 26-35 and the left 21.1% were in range of 36-45.

### **Education**

With regard to educational level 25.8% were high school and below level, 31.1 were having certificate and diploma, the largest group 35.6% were degree holders and the rest least (7.4% ) were having master's degree and above.

### **Employment status**

The largest group of respondents which is 59 were employees, 24.6 were self-employees and the rest 16.3% were students.

### **Income**

Regarding income, 14.6% of respondents earn 3000 or less, about half of the total participants (48.8%) are paid between 301-6000, 16.6% are paid between 6001-9000 and 9.3% were earn between 9001-12,000. The last 10% were paid above 12,000.

### **TV Watching Time**

Majority of respondents which is 67.3% watched television daily, 20.1% watched 3-4 days in a week, and 11.2% watched once a week and the last 1.2% watch monthly.

### **Sanitary pad Usage Time**

Among the total respondents 2.3% have been used sanitary pad for less than a year, 13.3% were used between 1-5 years, 22.5% of respondents used between 6-10 years and the last huge group (60.5) has been using for more than 10 years.

### **Dependency on Advertisement**

Majority of respondents (68.8%) rely on advertisement to make purchase, 17.8% don't depend on ads and the rest 13% answered by saying sometimes.

## **4.2 Descriptive Statistics**

To realize effect of television advertisement on purchase decision, descriptive statics mean and standard deviation have been used.

**Table 4.2.1: Descriptive Statistics of Message Factor**

| Message Factor Variables                 | N  | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|------|----------------|
| <b>Ads message with full information</b> | 37 | 1       | 5       | 3.70 | 1.031          |
| <b>Message informing benefits</b>        | 37 | 1       | 5       | 3.84 | .975           |
| <b>Message informing about quality</b>   | 37 | 1       | 5       | 3.82 | 1.095          |
| <b>Message telling about Comfort</b>     | 37 | 1       | 5       | 3.78 | 1.071          |
| <b>Story of Advertisement</b>            | 37 | 1       | 5       | 3.38 | 1.202          |
| <b>Emotional Appeal</b>                  | 37 | 1       | 5       | 3.13 | 1.184          |
| <b>Rational Appeal</b>                   | 37 | 1       | 5       | 3.61 | 1.134          |
| <b>Valid N (listwise)</b>                | 37 |         |         |      |                |

Source:Survey result (2020)

Advertising telling benefits of product has shown the highest mean 3.84, next quality with mean 3.82, comfort 3.78, ads contain full information 3.70, the mean of respondents who attracted by story of advertisement is 3.38, rational ads 3.61 and emotional 3.13. From this it is possible to conclude that, advertisement shows benefit of a product is more attractive.

**Table 4.2.2: Descriptive Statistics of Media Factor**

| Media Factor Variables         | N  | Minimum | Maximum | Mean | Std. Deviation |
|--------------------------------|----|---------|---------|------|----------------|
| <b>TV Advertisement</b>        | 37 | 1       | 5       | 3.73 | 1.134          |
| <b>Radio Advertisement</b>     | 37 | 1       | 5       | 3.36 | 1.217          |
| <b>Newspaper Advertisement</b> | 37 | 1       | 5       | 2.69 | 1.242          |
| <b>Magazine Advertisement</b>  | 37 | 1       | 5       | 3.12 | 1.253          |
| <b>Outdoor</b>                 | 37 | 1       | 5       | 3.24 | 1.211          |

| <b>Advertisement</b>                |    |   |   |      |       |
|-------------------------------------|----|---|---|------|-------|
| <b>Sales persons' Advertisement</b> | 37 | 1 | 5 | 3.55 | 1.128 |
| <b>Website Advertisement</b>        | 37 | 1 | 5 | 3.47 | 1.155 |
| <b>Valid N (listwise)</b>           | 37 |   |   |      |       |

**Source:**Survey result (2020)

Television advertising has shown the highest mean, 3.73, compared to radio (3.36), Sales (3.55), website (3.47), outdoor (3.24), magazine (3.12) and newspaper (2.69). Television advertisement has greater influence on consumers purchase decision compared to other media vehicles.

**Table 4.2.3: Descriptive Statistics of Celebrity Endorsement**

| <b>Celebrity Endorsement Variables</b>                      | <b>N</b> | <b>Minimum</b> | <b>Maximum</b> | <b>Mean</b> | <b>Std. Deviation</b> |
|---|----------|----------------|----------------|-------------|-----------------------|
| <b>Attraction of Celebrity Endorser</b>                     | 37       | 1              | 5              | 3.13        | 1.239                 |
| <b>Trust on the Celebrity Endorser</b>                      | 37       | 1              | 5              | 3.12        | 1.278                 |
| <b>Product Knowledge of the Celebrity endorser</b>          | 37       | 1              | 5              | 3.20        | 1.281                 |
| <b>Experience of endorser in promoting quality products</b> | 37       | 1              | 5              | 3.19        | 1.208                 |
| <b>Valid N (listwise)</b>                                   | 37       |                |                |             |                       |

**Source:** Survey result (2020)

Regarding on influence of celebrity endorsement knowledge of celebrity about the product has highest mean (3.20), followed by experience (3.19), attraction (3.13) and trust (3.12).

**Table 4.2.4: Descriptive Statistics of Purchase Decision**

| Purchase Decision Variables                         | N  | Minimum | Maximum | Mean | Std. Deviation |
|---|----|---------|---------|------|----------------|
| <b>Ads offer real information about the product</b> | 37 | 1       | 5       | 3.96 | 1.060          |
| <b>Ads shows demonstration</b>                      | 37 | 1       | 5       | 3.80 | 1.100          |
| <b>Creative advertisement</b>                       | 37 | 1       | 5       | 3.74 | 1.157          |
| <b>Trust worthiness of Advertisement</b>            | 37 | 1       | 5       | 3.94 | 1.040          |
| <b>Clarity of Advertisement</b>                     | 37 | 1       | 5       | 3.87 | 1.046          |
| <b>Originality of Advertisement</b>                 | 37 | 1       | 5       | 3.85 | 1.034          |
| <b>Valid N (listwise)</b>                           | 37 |         |         |      |                |

**Source:**Survey result (2020)

Advertisement give real information about the product has highest mean (3.96) on purchase decision, trustworthiness (3.94), clarity (3.87), originality (3.85), demonstration (3.8) and creativity (3.74). Based on this information we can conclude consumers are convinced with advertisement provide real information compared to demonstration, creativity, clarity and originality to make purchase decision.

### **4.3 Inferential Statistics**

#### **4.3.1 Correlation Analysis**

Correlation analysis is used to describe the strength and direction of the linear relationship between two variables.

According to Julie Pallant (2005), Pearson correlation coefficients ( $r$ ) can take on only values from  $-1$  to  $+1$ . The sign out the front indicates whether there is a positive correlation (as one variable increases, so too does the other) or a negative correlation (as one variable increases, the other decreases). The size of the absolute value (ignoring the sign) provides an indication of the strength of the relationship. A perfect correlation of  $1$  or  $-1$  indicates that the value of one

variable can be determined exactly by knowing the value on the other variable. On the other hand, a correlation of 0 indicates no relationship between the two variables.

To determine the relationship between service Advertising (Message Factor, Media Factor and Celebrity Endorsement) and Consumer buying decision, Pearson correlation was computed.

Table 4.3.1, presents the results of Pearson correlation on the relationship between advertisement dimension and consumer buying decision.

**Table 4.3.1 Correlation Analysis Between Purchasing Decision, Message, Media & Celebrity Endorsement**

|                              |                        | Message<br>Factor | Media<br>Factor | Celebrity<br>Endorsement | Purchase<br>Decision |
|------------------------------|------------------------|-------------------|-----------------|--------------------------|----------------------|
| <b>Message Factor</b>        | <b>Pearson</b>         | 1                 | .647**          | .519**                   | .593**               |
| <b>Correlation</b>           | <b>Sig. (2-tailed)</b> |                   | .000            | .000                     | .000                 |
| <b>N</b>                     |                        | 337               | 337             | 337                      | 337                  |
| <b>Media Factor</b>          | <b>Pearson</b>         | .647**            | 1               | .616**                   | .541**               |
| <b>Correlation</b>           | <b>Sig. (2-tailed)</b> | .000              |                 | .000                     | .000                 |
| <b>N</b>                     |                        | 337               | 337             | 337                      | 337                  |
| <b>Celebrity Endorsement</b> | <b>Pearson</b>         | .519**            | .616**          | 1                        | .429**               |
| <b>Correlation</b>           | <b>Sig. (2-tailed)</b> | .000              | .000            |                          | .000                 |
| <b>N</b>                     |                        | 337               | 337             | 337                      | 337                  |
| <b>Purchase Decision</b>     | <b>Pearson</b>         | .593**            | .541**          | .429**                   | 1                    |
| <b>Correlation</b>           |                        | .000              | .000            | .000                     |                      |
|                              | <b>Sig. (2-tailed)</b> | 337               | 337             | 337                      | 337                  |
|                              | <b>N</b>               |                   |                 |                          |                      |

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

**Source:** Survey result (2020)

Regarding correlation coefficient, Cohen (1988) suggests the following guidelines:

- $r=.10$  to  $.29$  or  $r=-.10$  to  $-.29$  small
- $r=.30$  to  $.49$  or  $r=-.30$  to  $-.49$  medium
- $r=.50$  to  $1.0$  or  $r=-.50$  to  $-1.0$  large

According to the above correlation table, there is strong and positive relationship between purchase decision and message factor, which value of ' $r$ '= $0.593$  &  $p=0.000$  which implies the correlation at 0.01 level (2-tailed). Similarly, there is strong and positive relationship between purchase decision and media used for advertisement, which ' $r$ '= $0.541$  & ' $p$ ' value= $0.000$ . On the other hand, there is positive and medium relationship among consumers' purchase decision and celebrity endorsement value of ' $r$ '= $0.429$  & ' $p$ ' value= $0.000$ .

Consequently, we can conclude that there is positive and strong relationship among dependent variable (purchase decision) and independent variables (message factor and media used for advertisement), meanwhile there is positive and medium relationship between purchase decision and celebrity endorsement.

#### **4.3.2 Multiple Regression Analysis**

Linear regression was used to explore influence of independent variables (Message factor, Media Factor and Celebrity Endorsement) on the dependent variable (Purchase Decision).

To check error major assumptions of variables were tested.

##### **4.3.2.1 Multicollinearity**

Multicollinearity refers to the relationship among the independent variables. Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model and is calculated using the formula  $1-R^2$  for each variable. If this value is very small (less than  $.10$ ), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. VIF, (Variance inflation factor), values above 10 would be a concern here, indicating multicollinearity.

**Table 4.3.2.1: Collinearity statistics**

| Variables                        | Collinearity Statistics |       |
|----------------------------------|-------------------------|-------|
|                                  | Tolerance               | VIF   |
| <b>Advertising Message</b>       | .559                    | 1.790 |
| <b>Advertising Media</b>         | .474                    | 2.109 |
| <b>Celebrity<br/>Endorsement</b> | .595                    | 1.679 |

**Source,** Survey result (2020)

Refer to the above collinearity statistics table, the tolerance value is above 0.1 and VIF is less than 10. This shows there is no multi-collinerity between independent variables.

#### 4.3.2.2 Normality

Normal is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency of scores in the middle, with smaller frequencies towards the extremes (Julie Pallant, 2015). Normality can be assessed to some extent by obtaining skewness and kurtosis values

**Table 4.3.2.2 Normality measurement**

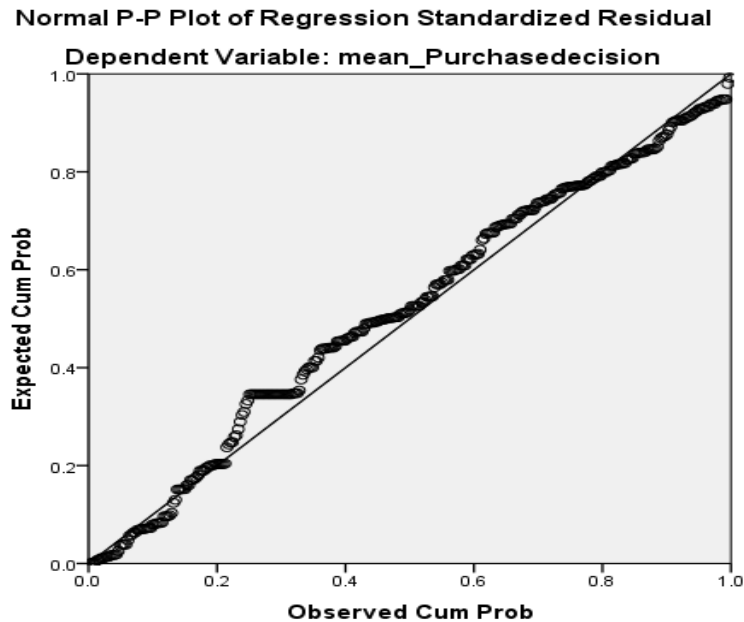
|                                  | N<br>Statistic | Skewness  |            | Kurtosis  |            |
|----------------------------------|----------------|-----------|------------|-----------|------------|
|                                  |                | Statistic | Std. Error | Statistic | Std. Error |
| <b>Message factor</b>            | 337            | -.874     | .133       | 1.556     | .265       |
| <b>Media factor</b>              | 337            | -.385     | .133       | .076      | .265       |
| <b>Celebrity<br/>endorsement</b> | 337            | -.261     | .133       | -.525     | .265       |
| <b>Purchase decision</b>         | 337            | -1.196    | .133       | 1.839     | .265       |
| <b>Valid N (list wise)</b>       | 337            |           |            |           |            |

**Source:** Survey result (2020)

As shown in the above table skewness and kurtosis is in the range of -2 and 2, which shows the data is normally distributed.

### 4.3.2.3 Linearity

In normal probability plot the residuals should have a straight-line relationship with predicted dependent variable scores.



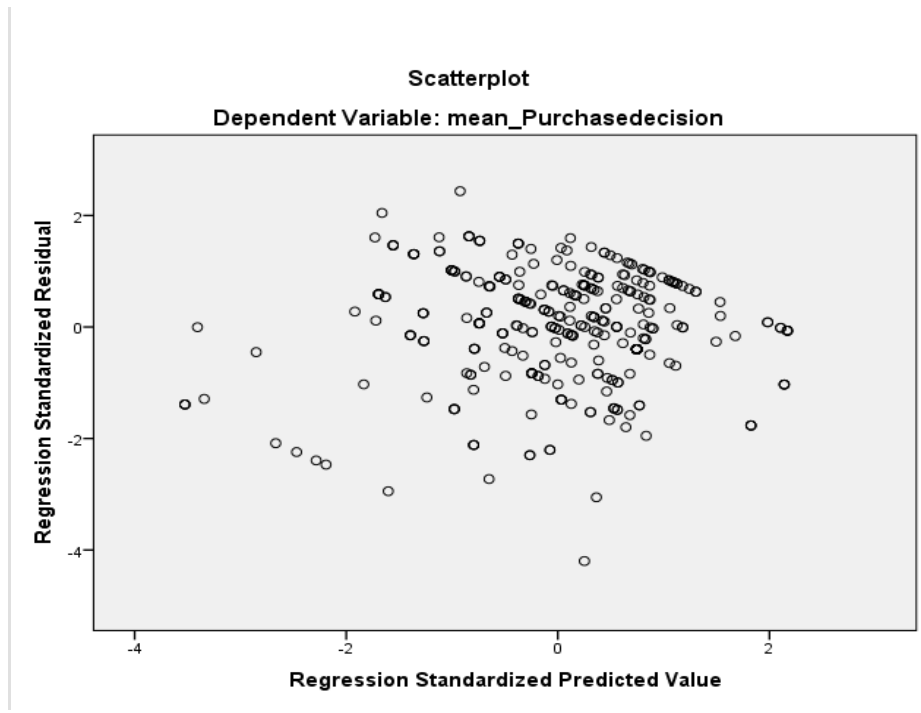
**Figure-4.3.2.3**

In the above P-P plot, points values were laid in a reasonably straight diagonal line from bottom left to top right. This indicates the linear relationship between outcome and expected values.

### 4.3.2.4 Homoscedasticity

The variance of the residuals about predicted dependent variable scores should be the same for all predicted scores

As observed in below figure the points are concentrated around 0 which implies that no violation of homoscedasticity.



**Figure-4.3.2.4**

Anova

**Table 4.4-Anova**

| Model        |                   | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|-------------------|----------------|-----|-------------|--------|-------------------|
| <b>1</b>     | <b>Regression</b> | 100.070        | 3   | 33.357      | 73.343 | .000 <sup>b</sup> |
|              | <b>Residual</b>   | 151.449        | 333 | .455        |        |                   |
| <b>Total</b> |                   | 251.519        | 336 |             |        |                   |

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), message, media, Celebrity endorsement

**Source:** Survey result (2020)

ANOVA states whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable. Table 4.4 shows that the variables of advertising (independent variables) significantly predict the dependent variable (Purchasing Decision) with  $F=73.343$  and  $sig=0.000$ .

F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (SPSS, version 24). The F-test result of the study is 73.343 with a significance of 0.000 meaning that the probability of these results

occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance

### Multiple Regression Analysis

Multiple regressions are the most common and widely used to analyze the relationship between a single continuous dependent variable and multiple continuous or categorical independent variables (George et al, 2003). In this study multiple regression analysis was employed to examine the effect of television advertisement on consumer purchase decision. The following table presents the results of multiple regressions analysis.

Here the squared multiple correlation coefficients (R<sup>2</sup>) which tells the level of variance in the dependent variable (purchase decision) that is explained by the model.

**Table 4.5: Model summary**

| Model    | R                       | R Square | Adjusted R Square | Std. Error of the Estimate |
|----------|-------------------------|----------|-------------------|----------------------------|
| <b>1</b> | <b>.631<sup>a</sup></b> | .398     | .392              | .67439                     |

a. Predictors: (Constant), message, media, Celebrity endorsement

b. Dependent Variable: Purchase decision

**Source:**Survey result (2020)

The results of multiple regressions, as presented in table 4.6, above, shown that the advertising variables (advertising message, advertising media and celebrity endorsement) combined influence the consumer purchase decision of eve sanitary napkin by 39.2%, which means these variables have less than half contribution and the remaining major (60.8%) are other factors that affect purchase decision.

**Table 4.6: Regression coefficient analysis**

| Model    |                              | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|----------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
|          |                              | B                           | Std. Error | Beta                      | T     | Sig. |
| <b>1</b> | <b>Constant</b>              | 1.160                       | .187       |                           | 6.203 | .000 |
|          | <b>Message Factor</b>        | .469                        | .066       | .403                      | 7.080 | .000 |
|          | <b>Media Factor</b>          | .243                        | .064       | .234                      | 3.783 | .000 |
|          | <b>Celebrity Endorsement</b> | .065                        | .047       | .076                      | 1.377 | .169 |

**Source:**Survey result (2020)

Based on the table 4.6, show the standardize beta coefficient, which tell us the unique contribution of each factor to the model. A high beta value and a small p value ( $<0.05$ ) indicate the predictor variable has made a significance statistical contribution to the model. On the other hand, a small beta value and a high p value ( $p >0.05$ ) indicate the predictor variable has little or no significant contribution to the model (George et al., 2003).

Table 4.6, also indicates that message factor and media factor have a significant influence on customers' satisfaction at 95% confidence level. However, predictor variable of celebrity endorsement doesn't make a statistically significant contribution in predicting the dependent variable, purchasing decision,  $p >.05$ .

The result indicates that, message factor has strong influence on purchasing decision with beta value 0.403. This implies that 40% variation in consumers' purchase decision is affected by message factor, which is significant at 0.000. It is possible to conclude that message of advertisement positively and significantly affects consumers' purchase decision of Eve Sanitary Napkin.

Likewise, media factor has strong influence on purchase decision with beta value 0.234. Which means 23% variation in consumers' purchase decision of Eve Sanitary Napkin is affected by media used for advertisement which is significant at 0.000.

On the other side, from independent variables celebrity endorsement match was not statically significant to influence the dependent variable since the p value is  $> 0.05$  which is 0.169.

According to the above regression an increase in message factor by one unit would result in an increase in 0.403 unit of value of purchasing decision. Similarly, one unit increase of media factor dimension would result in 0.234 unit of value of purchasing decision.

## 4.7 Hypothesis Testing

Table 4.7 Summary of Hypothesis Testing

| Hypothesis   | Beta  | Sig   | Result        |
|--|-------|-------|---------------|
| <b>H1: Message factor has a significant and positive effect on consumers' purchase decision.</b>     | 0.403 | 0.000 | Supported     |
| <b>H2: Media factor significantly and positively affect consumers' purchase decision</b>             | 0.234 | 0.000 | Supported     |
| <b>H3: Celebrity endorsement has significant and positive effect on consumers' purchase decision</b> | 0.076 | 0.169 | Not supported |

**Source:**Survey result (2020)

Table 4.7 displays the results of the hypotheses test created on the beta value and P-value to test whether the hypothesis is accepted or rejected.

### **H1: Message factor has a significant and positive effect on consumers' purchase decision on Eve sanitary napkin**

The results of multiple regressions, as presented in table 4.7.above, revealed that message factor have a positive and significant effect on customer purchase decision with a standardize coefficient beta value (0.403), at 95% confidence level. Therefore, the researcher may accept the hypothesis. Since, message factor has positive and significant effect on customer satisfaction.

### **H2: Media factor has a significant and positive effect on consumers' purchase decision on Eve sanitary napkin**

The results of multiple regressions, as presented in table 4.7.above, revealed that media factor have a positive and significant effect on customer purchase decision with a standardize coefficient beta value (0.234), at 95% confidence level. Therefore, the researcher may accept the hypothesis. Since, media factor has positive and significant effect on customer satisfaction.

### **H3: Celebrity endorsement has a significant and positive effect on consumers' purchase decision on Eve sanitary napkin**

The result of multiple regression result, in the above table significant value for celebrity endorsement match is 0.169 which indicates that celebrity endorsement match is insignificant in affecting purchase decision thus the hypothesis H3 celebrity endorsement match affects purchase decision was rejected and the null hypothesis was accepted.

#### **4.8 Discussion of Results**

Among the advertisement dimensions, message factor items, advertisement expressing about benefits, quality, comfort and an ad gives full information about the product played important role in attracting consumers' attention of Eve sanitary napkin.

Among the variables of media used for advertisement, TV advertisement scored highest mean followed by sales, radio, and website advertisement. In the contrary consumers of Eve Sanitary Napkin are less attracted by outdoor, magazine and newspaper advertisement. This indicates consumers give more attention for television, radio, sales and website advertisement.

Regarding on celebrity endorsement variables knowledge the celebrity endorser has about the product has highest mean, followed by experience, attraction and trust.

All the items included under purchase decision scored greater than 3.7 mean. Customers of Eve Sanitary Napkin attracted more by advertisement offers real information about the product to make purchase decision, followed by trustworthiness, clarity, originality, demonstration and creativity.

The correlation result shows that except celebrity endorsement, all dimensions of advertisement (message factor and media used for advertisement) positive and strong effect on purchase decision. And celebrity endorsement has positive and medium effect on purchase decision.

Multiple linear regression used after testing major assumptions of normality, linearity, multicollinearity and homoscedasticity and the result reveals that, regarding normality skewness and kurtosis range is between -2 and 2, which shows the data is normally distributed. Refer to the collinearity statistics the tolerance value is above 0.1 and VIF is less than 10. This shows there is no multi-collinerity between independent variables. The P-P plot indicates the linear relationship between outcome and expected values.

The results of multiple regressions shown that the independent variables (advertising message, advertising media and celebrity endorsement) together influence the dependent variable (purchase decision) of Eve Sanitary Napkin by 39.2%.

In previous literature, FrehunAdbib (2019), on his paper entitled 'Effect of advertising on consumer purchase decision of baby diaper, indicated that advertising message has strong influence on purchase decision with beta value 0.611. Similarly, ChalaFekadu (2018) on his research entitled 'Effect of advertising on consumer purchase intention of Ada food complex s.co revealed that there is positive and significant relationship between purchase intention and message content with beta value 0.341. This research also shows similar results with the previous literatures. Saba Ermiyas (2019), on her paper entitled 'Effect of television advertising on consumer buying decision in packed food industry found that media used for advertisement has strong influence on buying decision with beta value 0.327. This research also shows similar results with the previous literatures.

M.Naresh Babu and Dr.K.LavanyaLatha (2014) on global journal of advanced research entitled "The Impact of Celebrity Endorsement on Purchase Decision" found out that celebrity endorsement is an effective tool for capturing and attracting market and consumers. The study found that young customers get impact more by celebrity endorsement strategy on their purchase decision. The study also proves that there is relation between brand identity and celebrity endorsement strategy Moreover, the research supported that consumer would prefer celebrity-based advertisement sources when they really do not know about the brand. This study shows different result with the previous literature.

## **Chapter Five**

### **Summary, Conclusion and Recommendation**

This chapter deals with the summary of findings, conclusions drawn from the findings and the recommendations forwarded for improvement in addressing effective television advertisement to Eve Sanitary Napkin consumers. The chapter is presented under the headings: summary of findings, conclusions, and recommendations.

#### **5.1 Summary**

The main objective of the research was to analyze the effect of television advertisement on consumer's purchase decision of Eve Sanitary Napkin in Ethiopia. The research was conducted using questionnaire consisting of 384 sample respondent purposely in Addis Ababa.

The background information of respondents' indicated that majority of respondents' (53.7%) age range between 26-35, 25% ranges 15-25 years old and the rest 21% range from 35-45 years. Among the total respondents 35.6% are degree holders, 31% have certificate and diploma while, 25.8% of respondents are high school graduates or below and the last 7% have master's degree. Number of employee respondents take large percent (59%) following by self-employee 24% and students 16%. Majority of respondents (67%) watch television daily, 20% watch 3/4 times a week and 11% watch weekly. 60% of respondents, used sanitary pad for more than 10 years, 22% from 6-10 years, 13% 1-5years and the last 2% used pad for less than a year. Majority of respondents (68.8%) depend on advertising to make purchase, 17% don't depend and the rest 13% answered by saying sometimes.

The descriptive statistics result shows that, from advertisement variables, message factor items, advertisement informing about benefits, quality, comfort and an ads gives full information about the product can grab customers' attention better. Among the variables of media used for advertisement, TV advertisement scored highest mean followed by sales, radio and website advertisement. In the contrary consumers of Eve Sanitary Napkin are less attracted by outdoor, magazine and newspaper advertisement. This indicates consumers give more attention for television, radio, sales and website advertisement. Among celebrity endorsement variables knowledge of the celebrity endorser scored highest mean, followed by experience, attraction and trust. Regarding purchase decision, most consumers attracted by an advertisement deliver real

information about the product, followed by trustworthiness, clarity, originality, demonstration and creativity.

The result of correlation indicated that, two advertisement dimensions (message factor and media used for advertisement) have positive and strong effect on purchase decision. The celebrity endorsement has positive and medium effect on purchase decision.

The results of multiple regressions result shown that advertising has positive and significant effect on purchasing decision. Purchasing decision is 39.2% explained by message and media used for advertising. Message factor has strong influence on purchasing decision with beta value 0.403. This implies that 40% variation in consumers' purchase decision is affected by message factor. Similarly, media factor has strong influence on purchase decision with beta value 0.234. Which means 23% variation in consumers' purchase decision of Eve sanitary napkin is affected by media used for advertisement.

An increase in message factor by one unit would result in an increase in 0.403 unit of value of purchasing decision and one unit increase of media factor dimension would result in 0.234 unit of value of purchasing decision.

## **5.2 Conclusion**

The objective of the study was to assess the effect of television advertisement on consumer purchase decision. On the bases of the analysis given in the previous chapter, the following conclusion is drawn.

Advertising, when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot.

The result of the study shown that, most consumers agreed with message of advertising with cumulative mean value 3.60. Among message variable, advertising provide information on product benefit, quality, comfort and story of the advertisement, have strong and positive influence on consumers' purchase decision.

Consumers are attracted and influenced mostly by television advertisement, followed by sales, website, radio and outdoor advertisements. Newspaper and magazine advertisements has least influence on purchase decision. The cumulative mean on media used for advertisement was

found 3.30. Mean value of celebrity endorsement variable was 3.16 and the purchase decision was 3.86, advertisement provide real information of the product highly attract consumers followed by clarity, originality and demonstration.

The correlation result implies strong and positive relationship between purchase decision and message factor, which value of  $r=0.593$  &  $p=0.000$ . Similarly, there is strong and positive relationship between purchase decision and media used for advertisement, which  $r=0.541$  &  $p$  value= $0.000$ . Celebrity endorsement has positive and medium relationship with consumers' purchase decision which, value of  $r=0.429$  &  $p$  value= $0.000$ .

Multiple regression finding indicated that, message factor has strong influence on purchasing decision with beta value 0.403, which means 40% variation in consumers' purchase decision is affected by message factor. Media factor has strong influence on purchase decision with beta value 0.234, which implies 23% variation in consumers' purchase decision of Eve Sanitary Napkin is affected by media used for advertisement. On the other side, celebrity endorsement match was not statically significant to influence the dependent variable since the p value is  $> 0.05$  which is 0.169.

### **5.3 Recommendations**

Considering the conclusions made on the contribution of television advertisement on consumers' purchase decision, the following recommendations are identified aimed at the advertising company.

- Advertising strongly and positively affects consumers' purchase decision of Eve Sanitary Napkin in Ethiopia. Eve Sanitary Napkin manufacturing company should continue advertising its products focusing on message content.
- Eve sanitary napkin's consumers are more attracted and influenced by an advertisement informing about benefits, quality, comfort and story of the advertisement, the company should consider this factor and work on in order to increase sales volume and maximize profit.
- Among media vehicles, television is found to be the strong media vehicle so the company should continue advertising through television. Moreover, Eve Sanitary Napkin

consumers attracted by sales, website and outdoor advertisement so the company should advertise its products using mentioned advertising medium.

- While advertising Eve Sanitary Napkin the company should work on trustworthiness, clarity and originality of advertisement, additionally advertisers should focus on showing how to use the product (demonstration).

## **5.4 Limitation and Recommendation for Future Studies**

This research has the following limitations and it is recommended for future studies to conduct on mentioned limitations.

- This research conducted in Addis Ababa city, future studies can assess in different regions of the country.
- This study conducted on Eve ladies' Sanitary Napkin and focused on the effect of TV advertisement on consumer buying decision, for that matter, variables which are message factor, media used for advertisement and celebrity endorsement identified as theoretical scope of the study. Further studies can be conducted on other advertising variables than of message factor, media used for advertisement and celebrity endorsement.
- The focus of this research is assessing the effect of television advertisement on consumers' purchase decision; other kinds of advertisement can be investigated by future studies.
- Other factors than advertising, which influence purchase decision can be assessed by future researchers.

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## APPENDIX: QUESTIONNAIRE

Addis Ababa University school of Graduate Studies, School of Commerce

### Dear Respondent,

My name is Addisalem Birhanu I am a student in the post graduate program of Addis Ababa University, School of Commerce. I am conducting a research on the topic: The Effect of Television Advertisement on Consumer Buying Decision in case of Eve Sanitary Napkin, to fulfill the partial requirements for the Master of Arts in Marketing Management.

The purpose of this questionnaire is to collect information on the above-mentioned title. The questionnaire has two parts. The first part attempts general information about you and the second part attempts to collect information about your decision-making process in buying Eve sanitary Napkin. The study is purely for academic purpose and thus does not affect you in any case. All of your response to the given question would be used for the research and will be kept confidential. Your frank and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question carefully.

Thank you in advance for your cooperation and timely response!

You can contact me through +251 913 336 250 or [Addisalem.ethioinvest@gmail.com](mailto:Addisalem.ethioinvest@gmail.com) if you have any questions.

### Part I: General Information

Please answer the following questions

1. Age

- 15-25                                       26-35                                       36-45

2. Educational level

- High school and below                                       Masters and Above  
 Certificate and Diploma  
 Degree

3. Employment status

- Student                                       Employee                                       Self employed

4. Monthly Income

- up to 3,000                                       9,001 up to 12,000  
 3,001 up to 6,000                                       Above 12,001  
 6,001 up to 9,000

5. How often do you watch television?

- Daily
  Once in a month  
 Three four times per week  
 Once in a week

6. How long have you been using women’s sanitary pad?

- Less than a year
  6 up to 10 years  
 One up to 5 years
  10 years and above

7. Do you rely on advertising to make purchase?

- Yes
  No
  Sometimes

**Part II: Specific Information**

This part attempts to specific questions regarding the factors influencing your buying decision of Eve sanitary napkin.

Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree).

| No  | Variables  | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
|-----|--|-----------------------|--------------|-------------|-----------|--------------------|
| A   | <b>Message Factor (MF)</b>   |                       |              |             |           |                    |
| MF1 | I recently purchased Eve sanitary napkin because the advertisement contains full information about the product |                       |              |             |           |                    |
| MF2 | I recently purchased Eve sanitary napkin because the advertisement describes the benefit of the product        |                       |              |             |           |                    |
| MF3 | I recently purchased Eve sanitary napkin because the advertisement gave me information about the quality       |                       |              |             |           |                    |

|     |   |  |  |  |  |  |
|-----|---|--|--|--|--|--|
|     | of the product  |  |  |  |  |  |
| MF4 | I recently purchased Eve sanitary napkin because the advertisement gave me information about the comfort of the product |  |  |  |  |  |
| MF5 | I recently purchased Eve sanitary napkin because I like story in the advertisement                                      |  |  |  |  |  |
| MF6 | Emotional appeal in advertisement influence my purchase decision  |  |  |  |  |  |
| MF7 | Rational appeal in advertisement affect my purchase decision  |  |  |  |  |  |

| No  | Variables  | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
|-----|--|-----------------------|--------------|-------------|-----------|--------------------|
| B   | <b>Media Factor (MF)</b>   |                       |              |             |           |                    |
| MF1 | Television Advertisement significantly contributes to my purchase decision of sanitary pad |                       |              |             |           |                    |
| MF2 | Radio Advertisement significantly contributes to my purchase decision of sanitary pad      |                       |              |             |           |                    |
| MF3 | News Paper Advertisement significantly contributes to my purchase decision of sanitary pad |                       |              |             |           |                    |
| MF4 | Magazine Advertisement significantly contributes to my purchase decision of sanitary pad   |                       |              |             |           |                    |

|     |  |  |  |  |  |  |
|-----|--|--|--|--|--|--|
| MF5 | Out-door (billboard) Advertisement significantly contributes to my purchase decision of sanitary pad |  |  |  |  |  |
| MF6 | Sales Advertisement significantly contributes to my purchase decision of sanitary pad                |  |  |  |  |  |
| MF7 | Social website Advertisement significantly contributes to my purchase decision of sanitary pad       |  |  |  |  |  |

| No       | Variables   | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) |
|----------|---|-----------------------|--------------|-------------|-----------|--------------------|
| <b>C</b> | <b>Celebrity Endorsement Factor (CF)</b>  |                       |              |             |           |                    |
| CF1      | I recently purchased eve sanitary napkins, because the celebrity endorser attracts me                   |                       |              |             |           |                    |
| CF2      | I recently purchased eve sanitary napkin because I trust the celebrity endorser                         |                       |              |             |           |                    |
| CF3      | I recently purchased eve sanitary napkins, because the celebrity has enough knowledge about the product |                       |              |             |           |                    |
| CF4      | I recently purchased eve sanitary napkins because I believe the celebrity advertises quality products   |                       |              |             |           |                    |

| No | Variables | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----|-----------|-------------------|----------|---------|-------|----------------|
|    |           | (1)               | (2)      | (3)     | (4)   | (5)            |

|          |  |     |  |  |  |     |
|----------|--|-----|--|--|--|-----|
|          |  | (1) |  |  |  | (5) |
| <b>D</b> | <b>Purchase decision (PD)</b>  |     |  |  |  |     |
| PD1      | Real information used in the advertisement affect my purchase decision |     |  |  |  |     |
| PD2      | Demonstration on the advertisement influence my purchase decision      |     |  |  |  |     |
| PD3      | Creativity of advertisement affect my purchase decision                |     |  |  |  |     |
| PD4      | Truth worthiness of advertisement influence my purchase decision       |     |  |  |  |     |
| PD5      | Clarity of advertisement affect my purchase decision                   |     |  |  |  |     |
| PD6      | Originality of advertisement affect my purchase decision               |     |  |  |  |     |

በአዲስ አበባ ዩኒቨርሲቲ የድህረ ምረቃ ፕሮግራም

ለኢ-ቫዩሴቶች የንጽህና ሞዴስተሪ ቃላቶች የተዘጋጀ መጠይቅ

**ውድምላሽ ሰጪ**

ሥሜን አዲስ ዓለም ብርሃኑ ይባላል በአሁኑ ሰዓት በአዲስ አበባ ዩኒቨርሲቲ በገበያ ጥናት አመራር

(ማርኬቲንግ ማኔጅመንት)

የድህረ ምረቃ ተማሪ ስሆን የመመረቁ ጥናት ምደባ ለቫዩሴቶች ማስታወቂያ በሽማቾች የመግዛት ውሳኔ ላይ የሚያሳድረው ተፅዕኖ ላይ ያተኮራል።

የዚህ መጠይቅ ዓላማ ምክኒ-ቫዩሴቶች የንጽህና መጠበቂያ ተጠቃሚዎች ለቫዩሴቶች ማስታወቂያ ስለሚያሳድር ባቸው ተጽእኖ የመጀመሪያ መረጃ መሰብሰብ ነው። መጠይቁ ሁለት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ለእርሶ አጠቃላይ መረጃ የሚዳስ ስሆን ሁለተኛው ክፍል በሽማቾች ውሳኔ ላይ ተጽእኖ የሚያሳድሩ ጥናታዊ ጥያቄዎችን ያቆጣጠራል።

ይኸንን ምላሳ ካዘን ድንገተኛ ጥያቄዎችን ለመቀጠል ይቻላል። ስለዚህ መጠይቁ ለወጣት ወይም ለሌሎች ዘንድ በአክብሮት እጠይቃለሁ። በመጠይቁ መሰረት ምላሽ ጥናት ተገቢ የሚሆኑ ስራዎችን ለመስጠት ማስጠንቀቂያ ይደረጋል። ለትብብር ወይም ለሌሎች ጥያቄዎች ማስጠንቀቂያ ይደረጋል።

ጥያቄ ካለዎት በስልክ 2519 133 362 50

ወይም በኢሜል [Addisalem.ethioinvest@gmail.com](mailto:Addisalem.ethioinvest@gmail.com) ሊያገኙኝ ይችላሉ።

ክፍል አንድ፡ አጠቃላይ መረጃ

1. እድሜ

- 15-25
- 26-35
- 36-45

2. የትምህርት ደረጃ

- ሁለተኛ ደረጃ ከዚያ በታች
- ሰርተፍኬት ወይም ፊልሎማ
- ድግሪ
- ማስተርስና ከዛ በላይ

3. የሥራ ሁኔታ

- ተማሪ
- ተቀጣሪ
- የግል ሥራ

4. ወርሃዊገቢ

- እስከ 3,000 ብር
- ከ3,001-6,000
- ከ6001-9000
- ከ2,001-12,000
- ከ12,000 በላይ

5. በምን ያህል ጊዜ ቴሌቪዥን ይመለከታሉ

- በየቀኑ
- በወር አንዴ
- በሳምንት ሶስት አራት ጊዜ
- በሳምንት አንዴ

6. ለምን ያህል ጊዜ የሴቶች የንጽህና ሞዴስተጠቅ መዋል

- ከአንድ አመት ያነሰ
- ከአንድ-አምስት አመት
- ከአምስት-አስር አመት
- ከአስር አመት በላይ

7. ግዢ ለመፈጸም ማስታወቂያ ላይ ጥገኛ ይሆናሉ

አዎ አይ አንዳንዴ

ክፍልሁለት፡- የሴቶች የንጽህና መጠበቂያን በተመለከተ የተዘጋጁ ጥያቄዎች

መመሪያ፡- እባክዎትን ከተሰጡት አማራጮች የተስማሙበት ላይ (✓) ምልክት ያድርጉ።

የሚስማሙበትን የሚሆኑትን የሚከተሉትን ናቸው። 1. በጣም አልስማማም 2. አልስማማም  
3. ገለልተኛነኝ 4. እስማማለሁ 5. በጣም እስማማለሁ

| ቁጥር | መገለጫዎች                                      | በጣም<br>አልስማማም<br>(1) | አልስማ<br>ማም<br>(2) | ገለልተኛ<br>ነኝ<br>(3) | እስማማ<br>ለሁ<br>(4) | በጣም እ<br>ስማማለ<br>ሁ<br>(5) |
|-----|---|----------------------|-------------------|--------------------|-------------------|---------------------------|
|     | <b>የማስታወቂያ መልዕክትን የተመለከቱ ጥያቄዎች</b>          |                      |                   |                    |                   |                           |
| መ1  | ማስታወቂያው ስለምርቱ ሙሉ መረጃ ስለሰጠኝ በቅርቡ ምርቱን ገዝቻለሁ  |                      |                   |                    |                   |                           |
| መ2  | ማስታወቂያው ስለምርቱ ጥቅም መረጃ ስለሰጠኝ በቅርቡ ምርቱን ገዝቻለሁ |                      |                   |                    |                   |                           |
| መ3  | ማስታወቂያው ስለምርቱ ራሱ መረጃ ስለሰጠኝ በቅርቡ ምርቱን ገዝቻለሁ  |                      |                   |                    |                   |                           |
| መ4  | ማስታወቂያው ስለምርቱ ምችት መረጃ ስለሰጠኝ በቅርቡ ምርቱን ገዝቻለሁ |                      |                   |                    |                   |                           |
| መ5  | የማስታወቂያውን ታሪክ ስለወደድኩት ምርቱን በቅርቡ ገዝቻለሁ       |                      |                   |                    |                   |                           |
| መ6  | ማስታወቂያው መሴሜት የተሞላ ስለሆነ በቅርቡ ምርቱን ገዝቻለሁ      |                      |                   |                    |                   |                           |
| መ7  | ማስታወቂያው ምክንያታዊ ስለሆነ በቅርቡ ምርቱን ገዝቻለሁ         |                      |                   |                    |                   |                           |

| ቁጥር                        | መገለጫዎች  | በጣም<br>አልስማማም<br>(1) | አልስማ<br>ማም<br>(2) | ገለልተኛ<br>ነኝ<br>(3) | እስማማ<br>ለሁ<br>(4) | በጣም እ<br>ስማማለ<br>ሁ<br>(5) |
|----------------------------|---|----------------------|-------------------|--------------------|-------------------|---------------------------|
| <b>የማስታወቂያው የተለፈበት ሚዲያ</b> |   |                      |                   |                    |                   |                           |
| ሚ1                         | በቴሌቪዥን የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ        |                      |                   |                    |                   |                           |
| ሚ2                         | በሬድዮ የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ          |                      |                   |                    |                   |                           |
| ሚ3                         | በጋዜጣ የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ          |                      |                   |                    |                   |                           |
| ሚ4                         | በመፅሔት የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ         |                      |                   |                    |                   |                           |
| ሚ5                         | በቢልቦርድ የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ        |                      |                   |                    |                   |                           |
| ሚ6                         | በሽያጭ ሰራተኞች የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ    |                      |                   |                    |                   |                           |
| ሚ7                         | በማህበራዊ ድህረ ገጽ የሚተላለፍ ማስታወቂያ የመግዛት ውስጥ ኔዩላይት እጽናዎች ሲኖሩ |                      |                   |                    |                   |                           |

| ቁጥር | መገለጫዎች | በጣም<br>አልስማማም<br>(1) | አልስማ<br>ማም<br>(2) | ገለልተኛ<br>ነኝ<br>(3) | እስማማ<br>ለሁ<br>(4) | በጣም<br>እስማ<br>ማለሁ<br>(5) |
|-----|--------|----------------------|-------------------|--------------------|-------------------|--------------------------|
|     |        |                      |                   |                    |                   |                          |

| <b>ማስታወቂያውን የሚያስተላልፈው ታዋቂ ሰው ተጽእኖ</b> |  |  |  |  |  |  |
|---------------------------------------|--|--|--|--|--|--|
| ታ1                                    | ማስታወቂያውን የሚያስተላልፈው ታዋቂ ሰው ለሚስብኝ በቅርቡ ምርቱን ገዝቻለሁ                      |  |  |  |  |  |
| ታ2                                    | ማስታወቂያውን የሚያስተላልፈው ታዋቂ ሰው ስለሌላ ማምነው በቅርቡ ምርቱን ገዝቻለሁ                  |  |  |  |  |  |
| ታ3                                    | ማስታወቂያውን የሚያስተላልፈው ታዋቂ ሰው ለምርቱ በቂ እውቀት ስላለው ስለነገረኝ በቅርቡ ምርቱን ገዝቻለሁ   |  |  |  |  |  |
| ታ4                                    | ማስታወቂያውን የምታስተዋወቀውን ታዋቂ ሰው ከዚህ በፊት ስትተዋወቀው ን እቃ ጥሩ ስለነበረ ምርቱን እጠቀማለሁ |  |  |  |  |  |

| <b>ቁጥር</b>      | <b>መገለጫዎች</b>                                    | <b>በጣም አልስማማም</b><br>(1) | <b>አልስማማም</b><br>(2) | <b>ገለልተኛ ነኝ</b><br>(3) | <b>እስማማለሁ</b><br>(4) | <b>በጣም እስማማለሁ</b><br>(5) |
|-----------------|--|--------------------------|----------------------|------------------------|----------------------|--------------------------|
| <b>የግዢው ሰነድ</b> |  |                          |                      |                        |                      |                          |
| ግ1              | ትክክለኛ መረጃ የሚሰጥ ማስታወቂያ የግዢው ሰነድ ጤናማ እና ጥሩ ነው      |                          |                      |                        |                      |                          |
| ግ2              | ስለ ምርቱ አጠቃቀም የሚያስረዳ ማስታወቂያ የግዢው ሰነድ ጤናማ እና ጥሩ ነው |                          |                      |                        |                      |                          |
| ግ3              | በፈጠራ የታዘመ ማስታወቂያ የግዢው ሰነድ ጤናማ እና ጥሩ ነው           |                          |                      |                        |                      |                          |
| ግ4              | ታማኝነት ያለው ማስታወቂያ የግዢው ሰነድ ጤናማ እና ጥሩ ነው           |                          |                      |                        |                      |                          |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
| ግ5 | የማስታወቂያው መልክት ግልፅነት የግዢው ሰነድ ላይ ተጠቅሞ አለው |  |  |  |  |  |
| ግ6 | የመልክቱ ዋና ዋና ግልፅነት የግዢው ሰነድ ላይ ተጠቅሞ ያሳድራል |  |  |  |  |  |

### Appendix II SPSS Results

#### Reliability Test Result

| Construct                    | Cronbach's alpha | No of Items |
|------------------------------|------------------|-------------|
| <b>Message Factor</b>        | .803             | 7           |
| <b>Media Factor</b>          | .823             | 7           |
| <b>Celebrity Endorsement</b> | .820             | 4           |
| <b>Purchase Decision</b>     | .892             | 6           |
| <b>Over all reliability</b>  | .924             | 24          |

Source: survey result (2020)

#### Correlation Analysis

|                              |                            | Message Factor | Media Factor | Celebrity Endorsement | Purchase Decision |
|------------------------------|----------------------------|----------------|--------------|-----------------------|-------------------|
| <b>Message Factor</b>        | <b>Pearson Correlation</b> | 1              | .647**       | .519**                | .593**            |
|                              | <b>Sig. (2-tailed)</b>     |                | .000         | .000                  | .000              |
|                              | <b>N</b>                   | 337            | 337          | 337                   | 337               |
| <b>Media Factor</b>          | <b>Pearson Correlation</b> | .647**         | 1            | .616**                | .541**            |
|                              | <b>Sig. (2-tailed)</b>     | .000           | .000         | .000                  | .000              |
|                              | <b>N</b>                   | 337            | 337          | 337                   | 337               |
| <b>Celebrity Endorsement</b> | <b>Pearson Correlation</b> | .519**         | .616**       | 1                     | .429**            |
|                              | <b>Sig. (2-tailed)</b>     | .000           | .000         | .000                  | .000              |
|                              | <b>N</b>                   | 337            | 337          | 337                   | 337               |
| <b>Purchase Decision</b>     | <b>Pearson Correlation</b> | .593**         | .541**       | .429**                | 1                 |
|                              | <b>Sig. (2-tailed)</b>     | .000           | .000         | .000                  | .000              |
|                              | <b>N</b>                   | 337            | 337          | 337                   | 337               |

|                              |                        |        |        |        |     |
|------------------------------|------------------------|--------|--------|--------|-----|
| <b>Celebrity Endorsement</b> | <b>Pearson</b>         |        |        |        |     |
| <b>Correlation</b>           |                        | .593** | .541** | .429** | 1   |
|                              | <b>Sig. (2-tailed)</b> | .000   | .000   | .000   |     |
|                              | <b>N</b>               | 337    | 337    | 337    | 337 |
| <b>Purchase Decision</b>     | <b>Pearson</b>         |        |        |        |     |
| <b>Correlation</b>           |                        |        |        |        |     |
|                              | <b>Sig. (2-tailed)</b> |        |        |        |     |
|                              | <b>N</b>               |        |        |        |     |

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

### Collinearity statistics

| Variables                    | Collinearity Statistics |       |
|------------------------------|-------------------------|-------|
|                              | Tolerance               | VIF   |
| <b>Advertising Message</b>   | .559                    | 1.790 |
| <b>Advertising Media</b>     | .474                    | 2.109 |
| <b>Celebrity Endorsement</b> | .595                    | 1.679 |

### Normality measurement

|                              | N   | Skewness  |            | Kurtosis  |            |
|------------------------------|-----|-----------|------------|-----------|------------|
|                              |     | Statistic | Std. Error | Statistic | Std. Error |
| <b>Message factor</b>        | 337 | -.874     | .133       | 1.556     | .265       |
| <b>Media factor</b>          | 337 | -.385     | .133       | .076      | .265       |
| <b>Celebrity endorsement</b> | 337 | -.261     | .133       | -.525     | .265       |
| <b>Purchase decision</b>     | 337 | -1.196    | .133       | 1.839     | .265       |

Valid N (list wise) 337

### Anova

| Model    |                   | Sum of Squares | df  | Mean Square | F      | Sig.              |
|----------|-------------------|----------------|-----|-------------|--------|-------------------|
| <b>1</b> | <b>Regression</b> | 100.070        | 3   | 33.357      | 73.343 | .000 <sup>b</sup> |
|          | <b>Residual</b>   | 151.449        | 333 | .455        |        |                   |
|          | <b>Total</b>      | 251.519        | 336 |             |        |                   |

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), message, media, Celebrity endorsement

### Model summary

| Model    | R                       | R Square | Adjusted R Square | Std. Error of the Estimate |
|----------|-------------------------|----------|-------------------|----------------------------|
| <b>1</b> | <b>.631<sup>a</sup></b> | .398     | .392              | .67439                     |

a. Predictors: (Constant), message, media, Celebrity endorsement

b. Dependent Variable: Purchase decision

### Regression coefficient analysis

| Model    |                              | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|----------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
|          |                              | B                           | Std. Error | Beta                      | T     | Sig. |
| <b>1</b> | <b>Constant</b>              | 1.160                       | .187       |                           | 6.203 | .000 |
|          | <b>Message Factor</b>        | .469                        | .066       | .403                      | 7.080 | .000 |
|          | <b>Media Factor</b>          | .243                        | .064       | .234                      | 3.783 | .000 |
|          | <b>Celebrity Endorsement</b> | .065                        | .047       | .076                      | 1.377 | .169 |