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**ADDIS ABABA UNIVERSITY**

**SCHOOL OF JOURNALISM AND COMMUNICATION**

**The Analysis of Media Advertisements on Consumer Purchasing  
Behavior: - In the Case of Lifebuoy Soap Products in Ethiopia**

**By**

**Mekidelawit Gessesse**

**Addis Ababa 2024**

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**ATHESIS SUBMITTED TO THE SCHOOL OF JOURNALISM AND COMMUNICATION IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR MASTER OF ARTS DEGREE IN BROADCAST JOURNALISM**

**UNIVERSITY OF ADDIS ABABA SCHOOL OF GRADUATE STUDIES ON JOURNALISM AND COMMUNICATION**

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## **Abstract**

*This study investigates the influence of media channels on consumer purchasing decisions for Lifebuoy soap products in Ethiopia. A mixed-methods approach was employed, including a survey, key informant interviews, and a content analysis of Lifebuoy soap advertisements. The survey, conducted with 77 participants, revealed that media exposure significantly influences consumer decisions, with EBS TV being the most impactful channel. Advertisement preferences highlighted the importance of information about product benefits, while perceptions of Lifebuoy soap products emphasized their effectiveness in promoting hygiene. Key informant interviews with 25 participants provided insights into media advertising strategies, emphasizing the importance of timing, high production standards, and alignment with consumer preferences. The content analysis of Lifebuoy soap advertisements identified emotional appeal, witness approach, dramatic approach, and direct selling as key elements influencing consumer preferences. Overall, the study suggests that targeted and engaging advertisements on media channels can positively influence consumer behavior and purchasing decisions for Lifebuoy soap products in Ethiopia.*

# CHAPTER ONE

## 1.1 Introduction:

During the colonization of the Americas in the 1600s, European commercial enterprises launched extensive advertising campaigns to attract people to migrate to the newly discovered lands and explore their economic potential. These advertisements depicted the Americas as a paradise, free from poverty, and abundant in natural resources such as lumber, fur, and tobacco. Many Europeans, especially those from disadvantaged backgrounds, were convinced by these ads to become indentured servants and work towards paying for their journey.

Over time, advertising has evolved to play a crucial role in raising public awareness and keeping people informed about market activities, including the introduction of new products. It has the power to influence consumer behavior by shaping their desires and expectations. However, there are negative aspects to advertising as well. Often, the attributes highlighted in advertisements do not align with the reality of the products or services being offered, leading to disappointment and a breakdown in trust between consumers and advertisers (Haile, L. 2019).

In Ethiopia, the advertising industry began to flourish in the 1990s after the country underwent partial economic liberalization. This created a competitive market environment, allowing companies to promote their products and services to consumers. As a result, there was an increase in the number of advertising specialists entering the market, aiming to persuade consumers and boost sales. Despite its existence for over a decade, the advertising sector in Ethiopia still faces challenges in creating successful campaigns that adhere to both public moral

standards and the professional standards set by the government. This indicates the need for further development and improvement in the advertising industry.

In today's consumer landscape, media advertisements have a significant influence on purchasing decisions. This research focuses on examining the complex relationship between media advertisements and consumer choices, with a specific emphasis on Lifebuoy soap products in Ethiopia. By analyzing various factors such as media channels, content specifics, timing, and underlying influences, this study aims to provide valuable insights into the dynamics that shape consumer decisions in the hygiene product market. Effective advertising strategies have the power to capture consumer attention, raise brand awareness, and ultimately drive sales. Companies can use advertising to communicate the unique features and benefits of their products or services to potential customers. It can shape consumer perceptions, influence brand preferences, and establish positive associations between the advertised product and desired lifestyles or values. The choice of media channels and the content specifics of advertisements can significantly impact consumer purchasing decisions. Different media channels, such as television, print, digital, and outdoor advertising, have varying reach, cost, and effectiveness. The content of advertisements, including visuals, messaging, and storytelling, can evoke emotions, resonate with consumers, and create lasting brand experiences. Advertisements that effectively communicate the unique features and benefits of Lifebuoy soap products, such as their germ-fighting properties and skin health benefits, can sway consumers in favor of Lifebuoy over competing brands.

Timing is another important factor in the influence of media advertisements on consumer purchasing decisions. Strategically timed advertisements that align with consumer needs, preferences, or seasonal trends can have a greater impact. For example, during flu seasons or

times of heightened hygiene awareness, advertisements emphasizing the effectiveness of Lifebuoy soap in preventing the spread of germs can resonate with consumers and drive sales. Understanding consumer behavior and identifying key moments when consumers are more receptive to advertising messages can help optimize the effectiveness of media advertisements.

While media advertisements can raise awareness and influence consumer perceptions, other factors also play a crucial role in the final purchasing decision. These factors include personal preferences, product quality, price, brand reputation, word-of-mouth recommendations, and prior experiences with the product or brand. Therefore, it is important for Lifebuoy and other soap brands to adopt a holistic marketing approach that considers these underlying factors to capture consumer attention effectively and drive sales.

Therefore, media advertisements play a pivotal role in influencing consumer purchasing decisions. This research aims to explore the intricate relationship between media advertisements and consumer choices in the hygiene product market, with a specific focus on Lifebuoy soap products in Ethiopia. By examining the influence of media channels, content specifics, timing, and underlying factors, this study seeks to provide insights into the dynamics that shape consumer choices and inform effective advertising strategies in the soap industry.

## **1.2 Statement of the problem**

Despite significant investments in media advertising for Lifebuoy soap products, there is still a lack of comprehensive understanding regarding the nuanced aspects of how advertisements impact consumer purchasing decisions. This gap exists primarily in three crucial areas that have yet to be thoroughly explored.

Firstly, there is a need to identify and understand the most influential media channels through which Lifebuoy soap products are advertised. This involves evaluating the effectiveness of various platforms such as television, radio, print media, online advertising, and social media. By determining which channels have the greatest impact on consumer behavior, marketers and advertisers can optimize their advertising strategies to reach their target audience more effectively.

Secondly, it is important to dissect the technical aspects of the advertisement content itself. This includes analyzing the visual and audio elements, the messaging and storytelling techniques employed, and the overall creative execution. By examining these factors, marketers can gain insights into how different elements of advertisement content contribute to consumer engagement, brand perception, and ultimately, purchasing decisions.

Furthermore, understanding the timing effects on consumer behavior is another crucial facet that requires exploration. This involves examining how the timing of advertisements, such as the frequency and duration of exposure, as well as the context in which they are presented, influence consumer decision-making. By uncovering the optimal timing strategies, marketers can enhance the effectiveness of their advertising campaigns. Additionally, identifying the factors that influence media advertisements and their subsequent impact on consumer decisions poses a critical challenge. This includes understanding the role of demographics, psychographics, cultural influences, and other contextual factors in shaping consumer responses to advertisements. By unraveling these factors, marketers can tailor their advertising messages and strategies to resonate more effectively with their target audience.

Overall, this research aims to address these gaps and provide valuable insights to marketers, advertisers, and stakeholders in the soap industry. By gaining a deeper understanding of the

nuanced aspects of advertisement impact on consumer purchasing decisions, it will be possible to develop more effective advertising strategies, optimize media channel selection, and ultimately drive consumer engagement and sales for Lifebuoy soap products. The general objective of this research is to investigate the impact of media advertisement on customers purchasing decision of soap products.

### **1.3 Specific Objectives**

- Identify the media channels, namely Fana Broadcasting media, EBS TV, and ETV, that exert the most significant influence on consumers' decisions to purchase Lifebuoy soap products.
- Conduct a detailed technical analysis of Lifebuoy soap advertisements to discern their composition and understand how specific elements influence consumer preferences and choices.
- Examine the correlation between the timing of Lifebuoy soap advertisements and their impact on consumer purchasing behavior.
- Identify and analyze the factors influencing media advertisements that subsequently affect consumer purchasing decisions for Lifebuoy soap.

### **1.4. Research Questions**

1. Which media channels, among Fana Broadcasting media, EBS TV, and ETV, exert the most significant influence on consumers' decisions to purchase Lifebuoy soap products?
2. What does the technical analysis of Lifebuoy soap advertisements reveal about their composition and how they influence consumer preferences and choices?

3.What is the correlation between the timing of Lifebuoy soap advertisements and their effect on consumer purchasing behavior?

4.What are the factors influencing media advertisements that subsequently affect consumer purchasing decisions for Lifebuoy soap?

### **1.5. Significance of the study**

This study holds immense significance for several stakeholders. For marketers and advertisers, a comprehensive understanding of the specific media channels and content elements that wield the most influence can refine advertising strategies. Merchants stand to gain insights into consumer behavior, enabling them to align their stocking and promotional strategies with the prevailing market dynamics. Ultimately, consumers benefit from a more tailored and effective advertising landscape, ensuring that the products they encounter meet their preferences and needs.

# **CHAPTER –TWO**

## **2. Literature Review**

### **2.1. Mediums of Advertising**

#### **2.1.1. Radio Advertising**

Radio is a venue for information. It functions as a strong instrument that aids in bringing essential issues or objects to the fore. Additionally, it increases awareness of various goods, services, occasions, and other things.

We have the chance to interact with our environment, the rest of the world, and individuals through radio. It reaches a huge population from many social classes. We may easily and affordably learn about all the most recent events taking place throughout the globe through radio.

Due to radio's unmatched reach, which allows for a rapid dissemination of information about a brand's goods or services to a big audience, radio advertising offers a variety of benefits to businesses and brands. People from all social strata are learning more and more about the goods and services offered in various places.

According to Belch (2013), Radio advertising has various benefits over other forms of advertising, including cost and efficiency, selectivity, flexibility, mental imagery, and chances for integrated marketing. One of radio's key advantages as a medium for advertising is its affordability. Producing radio advertisements is fairly affordable. They merely need a copy of the radio announcer's script for the advertisement or a taped message that the station can play.

Reaching particular non – English speaking ethnic markets through radio has grown in popularity. An extremely short closing period for radio implies that advertisers can adjust their message practically up to the time it appears on the air, making radio the most adaptable of all advertising media. The majority of the time, radio advertisements may be developed and scheduled fairly quickly. (Belch, 2013)

During the transmission of any program on the radio, there are brief pauses that are filled with product and service advertising. There are also well-known programmers who are supported by sponsors. People regularly hear it, therefore it has a greater impact. Fill iterates who are unable to read or write can also benefit from it. There are locations where reading newspapers may not be possible, but one can listen to a radio.

For instance, while driving or working from home, one can listen to the radio but not read the newspaper. Similar to this, one can listen to the radio while driving but not read a newspaper. Regular listeners may recall what they've heard, but infrequent listeners frequently forget what they've heard on the radio. Any advertisement's intended message could not be appropriate given that there is no immediate opportunity to hear it again. There could be another issue interfering with communication.

### **2.1.2.TV Advertisement**

For a number of reasons, TV plays a significant role in advertising within the context of contemporary culture. The breadth of reach that commercial advertisements provide to their end users is the first real factor in the rise in popularity of TV advertising. Given that TVs are practically ubiquitous, it is probably safe to state that without their assistance, the modern World

would not be able to handle the expanding volume of information (Coombs and Batchelor, 2014).

In this situation, the function of TV is to enable users to watch TV without a TV set. The role of TV is further expanded by the abundance of live feeds that are accessible online and simple to use on laptops and smart phones. The results of such extreme prevalence demonstrate that TV advertisements tend to reach a considerably larger audience than those of radio or newspaper readers, and that this audience is growing every day.

More than 99% of American households have at least one TV, therefore every one of these people might be on the list of possible buyers, whatever the product would be, according to Verhellen, Otatis De pelsmacker, and Dens (2014).

The fact that TV advertisements often stand out aesthetically and convey a message that is stronger than that conveyed on the radio or in newspapers is another key concept relating to the role of TV in advertising. Advertisers purposefully employ a variety of tools to sway potential buyers, and they make videos with both amusing and aesthetically beautiful advertising (Kellner, 2018).

Customers will recall what they watch on television and subsequently buy those items in person, recalling how much they appreciated the television advertisement. This is what distinguishes the role of TV from other forms of advertising, as potential customers begin to feel much more driven when exposed to TV advertising. and knowledgeable as they are planning to buy a product practically depending on how much they like the advertisement for that product (Segev, Wang, and Femandes, 2014). It makes sense to use TV as one of the primary sources of

information given that modern consumers are quite open to the messages that are carried out by various businesses.

The best advertising medium, according to Belch et al (2007), is television. The opportunity to produce the most distinctive and imaginative appeals of any medium is provided by the mix of visual images, music, motion, and color. Radio lacks visual impact, making it less successful than television. The most effective kind of advertising is on television. This is due to the audio-visual impact it has. (Stone , 1982). Due to the rapid advancement of information technology and electronic media, television has ascended to the top of the list of advertising media. TV has the biggest influence since it has enticing visual and auditory appeal (Ibid).

Television advertising is the most efficient way to advertise products and services to millions of consumers claim Abideen and Saleem (2011). People's purchase decisions are significantly influenced by television commercials.

The FCC defines a television commercial as “any paid form of non-personal communication of ideas or items on the electronic media to end user,” (Bogdanovic, 2013). Multiple studies have shown that television advertisements have the greatest effects on viewers, influence them to begin the purchasing process, and have a significant impact on consumer perception (Jolodar and Ansari, 2011).

Television advertising's primary objective is to affect consumer purchasing behavior; however, this influence usually varies based on people's perceptions and emotions. Due to the variety of channels and programs, advertisers had several alternatives when selecting the channel and time to advertise on. Since regional channels have been developed, even illiterates may now watch

advertisements and understand them through sight or sound. Aside from the ad described above, TV commercial production and distribution are often pricey.

### **2.1.3 Print Advertisement**

Advertising is a crucial way for businesses to stay in touch with their current and potential customers in today's competitive and rapidly changing business environment (M.T. Bendixen, 2011; 19–32). As technology advances, modern marketers must constantly search for new and innovative ways to reach consumers.

As developing media alternatives, it has also been accelerated by the rapid proliferation of the internet, mobile devices, movies, and video games. Despite this, print is still a traditional media alternative that is just as effective today as it was then. Print advertisements are crucial components of any company's promotional mix and account for a sizable portion of the marketing budget.

In contrast to websites, which are frequently skimmed in as little as 15 seconds of visitation, consumers are more engaged when reading printed content (S. Alshaali and U. Varshney 2012; 37). Print is a regional and practical tool for the empowerment of the average person. It is clear that print media plays a big role in the context of national advertising, hence determining the effectiveness of this medium is crucial.

Print media includes brochures, newspapers, magazines, and magazines. Print media have consistently been a well-liked advertising medium. It's usual practice to advertise things through newspapers or magazines. For print media to be appealing to marketers, it must be able to draw sizable readerships or a highly targeted audience. For many years, magazines and newspapers were the only significant media outlets available to advertisers. These outlets have been used as

advertising vehicles for more than two centuries. Reading habits have decreased as broadcast media, notably television, has grown.

Newspaper and magazine continue to be significant media vehicles for both consumers and advertisers even though more people are using TV as their primary source of entertainment (Button, Available at <http://www.ehow.com/info>). Businessmen frequently use print media to advertise; this includes advertising in newspaper magazines, journals and other publications of similar nature. Newspapers which are published in several languages, are included in paper printouts. According to (Mcquait, 2014), these are the source of news, opinion, and current events. Newspaper advertising is also a very popular form of advertising. Advertisers use newspaper, which are read by millions of people, to spread their message.

#### **2.1.4 Social Media Advertisement**

The social media is employed by both online and offline businesses to advertise their goods and services. Cost-per-click advertising, also known as sponsored search placements, is the practice of placing a bid to have your link and text message displayed to users of search engines like Google and Yahoo.

Benefits of social media advertising include cost-effectiveness and the ability to target particular viewers by placing an ad banner on websites with similar content. Because it is frequently simple and quick to modify the content, messages can be timely (Bergh et al., 2013). The most contemporary and cutting-edge kind of media is the internet.

The Internet, according to Stone (1982), has significantly changed how advertisements are produced. Through the internet, one can reach a more niche audience as opposed to a larger one. The most recent mode of communication and information collecting is the internet (Ibid). A

person can get information from all over the world in a split second if they have a computer and internet connectivity.

Social media has unquestionably emerged as the main channel for interacting with customers online and developing close bonds with them in a networking setting. Social media has a significant impact on consumer behavior, opinions, and attitudes because it allows consumers to engage and convey their likes and preferences to marketers who can then approach customers with fresh, creative product ideas. Customers are more likely to make a purchase when it is suggested, and this likelihood increases when it comes from a reliable source (Henry and Feehi, 2015). Businesses can leverage the virtual marketing concept to gain widespread recognition for their goods and services as social networks become the most widely used content delivery platforms. Companies use social media not just for advertising but also for understanding customer preferences, resolving customer complaints, customizing products, and developing ideas and breakthroughs.

## **2.2.Types of Message in Business Advertising**

### **2.2.1Persuasive Messages**

Gaining attention, generating buzz, motivating actions, fostering a desire for a change, and establishing a preference for utilizing the product are all components of persuasive advertising (O'Shaughnessy & O' Shaughnessy, 2003). A complex collection of linguistic tools that actively participate in modifying attitudes and perceptions toward a product are referred to as persuasive tactics. Impositions, impositions, therefore influencing people's conduct in a specific way (Romanova and Smimova, 2019).

Advertising that uses persuasive strategies primarily aims to increase brand awareness or brand reputation rather than sales. The three major elements of persuasive argumentation—logos,

pathos, and ethos—which correspond to intellectual, emotional, and moral argumentation, respectively, are clarified by the research.

### **2.2.1.1 Classification of Persuasive Advertising Techniques**

the classification of persuasive advertising techniques encompasses a range of strategies, from traditional marketing communication methods to cutting-edge machine learning approaches, all aimed at effectively influencing consumer behavior and driving desired outcomes.

Ten persuasive strategies have been identified, ten of which can be divided into logos, pathos, and ethos, according to Romanova and Smimova (2019).

Table 1: classification of persuasive advertising techniques

<b>Pathos</b>	<b>Ethos</b>	<b>Logos</b>
<b>in search of a shared ground</b>	using consumer authority as a lever	using logic as a justification
<b>individual involvement</b>	Self-representation or self-image	
<b>appealing to the needs and preferences of the consumer</b>		
<b>utilizing the status of the consumer's awareness</b>		
<b>highlighting the advantages, the product offers</b>		
<b>Appealing to the consumer's consciousness of time</b>		
<b>Flattery</b>		

Table -1- pathos, ethos, and logos: a taxonomy of persuasive advertising strategies (Elizaveta Bary Shnikova, 2017).

Figure 1 categorized in to influential images, catchy phrases, underlying themes that ultimately

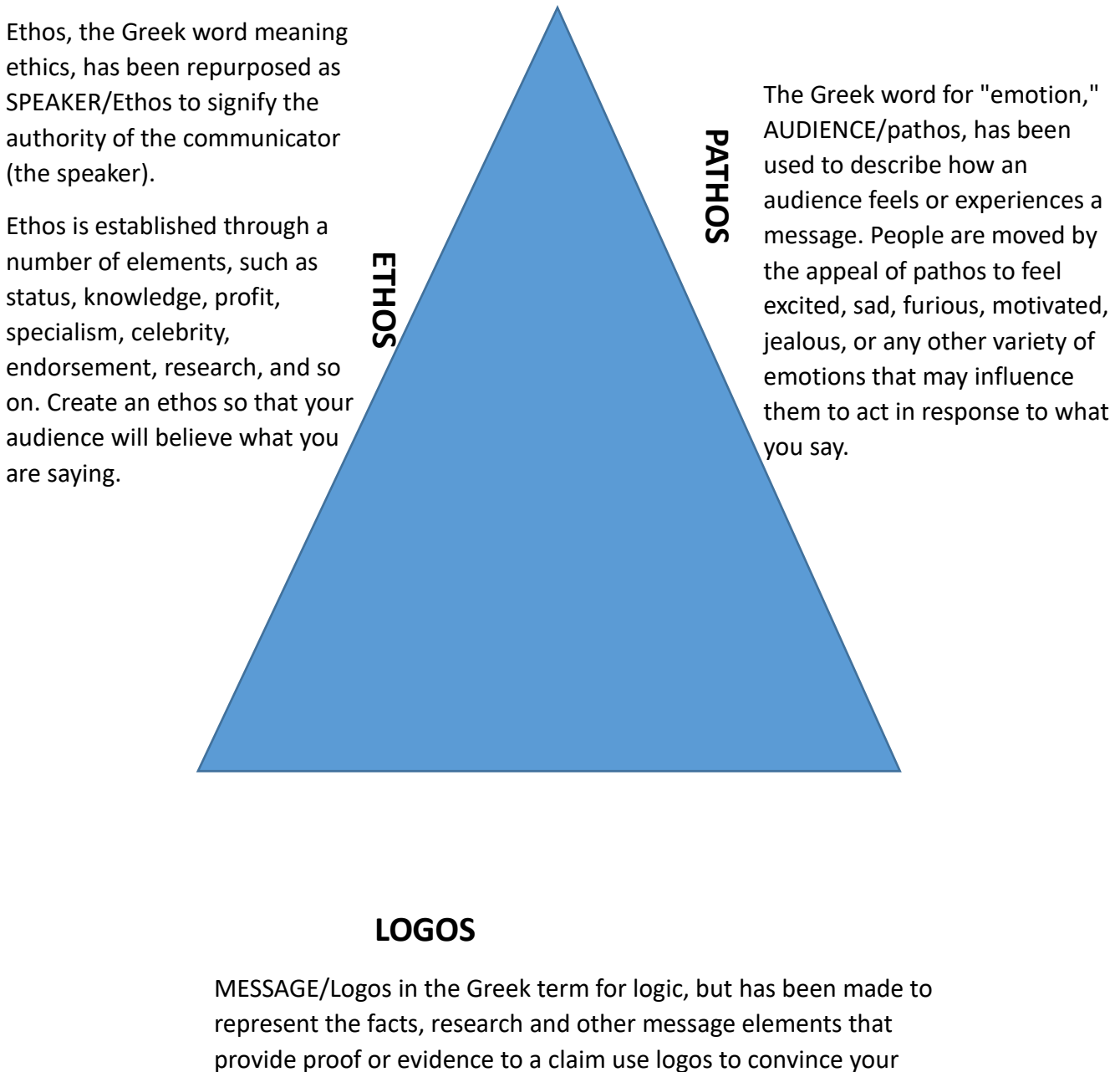


Figure 1-An over view of the three Rhetorical Appeals

Source adopted from (The VCG, n.d)

### **PATHOS- Persuasion Based On Emotion Engagements**

Pathos is the term for emotional persuasion that takes into account the responsibly well-articulated character of speech and words that piques the listener's interest and leaves them feeling impressed and persuaded by the value being put forth (VU, 2017). Instead, emotional connections like those made by pictures and music, which serve as reinforcements for the audience, are used to generate this convincing impact. Pathos consists of seven distinct strategies (listed in Table -1-), each of which addresses a different emotional component as well as behavioral, psychological, and cognitive elements.

### **ETHOS – Persuasion Based on Moral Arguments**

The speaker's stance counts most in an ethos marketing because it pertains to how trustworthy the offered product is. Ethos is a representation of self-image and authority that takes the moral component of persuasion into account (VU, 2017). Celebrity endorsements of brands have power since the information they convey is reliable and of high caliber. People associate the speaker with the image of the thing they're showcasing. Companies are frequently portrayed as a team or a collection of individuals that have the same optimistic outlook on the product.

Influencers continue to promote things despite lacking understanding in the subject matter because of their high status in our culture. The standing of the employees endorsing a brand is sometimes linked to its credibility.

## **LOGOS-Persuasion Based on Logical Arguments**

The sequential arrangement of logical reasoning that results in particular conclusions is referred to as logos. These arguments can be supported by facts, events, figures, statistics, and standout characteristics (Higgins and Walker, 2012). Through logical arguments, the advertisement recommends a product in a way that encourages the consumer to buy it. This method appeals to reason, which has a stronger psychological effect on the recipient. Persuasive strategies based on logos are supported by data and tripling that are based on qualitative and quantitative study.

Quantitative tools that list benefits have supporting data and statistics to back them up, building brand confidence and reliance. Contrarily, allusions to people, famous landmarks, brands, and organizations are examples of qualitative tools.

### **2.2.2 Information Messages**

When creating an advertisement, take into account how well it can inform potential clients about the goods. For instance, because search engines provide a ton of information in the form of search results, it can be difficult to find accurate information on a product using them (Ducoffe R.H., 1996). As a result, consumers pay more to search for information, which lowers the value of each piece of information (Hogue and Loshe, 1999). Therefore, web advertising is a powerful instrument for vividly showing consumer-relevant information and significantly reducing exhaustion from sifting through multiple search results (Webster et al, 1993)

### **2.2.3 Manipulation Messages**

On the downside, consumer manipulation frequently occurs in digital advertising, which reinforces unfavorable messages. One of the ongoing problems that customers nowadays are dealing with is manipulative persuasion through digital advertising and media. Due to their

inflammatory portrayal, which frequently deceives consumers about the price, quality, and worth of the product, it is challenging to defend the nature of these manipulative commercials (Verlegh et al., 2015).

### **2.3 Audiovisuals in Advertising**

Despite the fact that there are many human activities that are related to both verbal and visual language, verbal language is more prevalent than visual language in daily interactions with other people. When talking simply verbally and omitting visual cues like voice, color, motion, and other tangible items, human understanding is typically constrained. Gombrich is young and fit (2013; 169). assert that all of the schemes are expressed in visual forms and that visual text is just as significant as verbal text in transmitting meaning. 122 Kress and Leeuwen (2014)) .

Focused on the differences in meaning created by the two text models and their relationship, the analysis reveals that visual text is more frequently employed than verbal text, particularly in the field of science. It is clear that verbal and visual language have a significant impact on how a text is understood. Additionally, Sinar (2012; 31) indicates that the relationship between language (text), nonverbal language, and other visual media is what makes many work outputs prestigious.

Advertising is a text with a complicated meaning. Because of how language is employed in advertisements to communicate a message both orally and graphically.

An advertisement is a form of media that is used to promote a specific product and persuade consumers to buy it. According to Kasali (2011; 9), advertising is a component of the promotion process, whereas the promotion process is a component of the marketing process. Simply said, marketing, promotion, and advertising all play significant roles in the sale of commercial products like commodities and services.

According to Moriarty, ET. Al (2011; 6), advertising is a form of marketing communication. It indicates that the purpose of product advertising is to persuade consumers to buy the product. Creative advertising is required. Advertisers can market their products through a variety of media. A product, goods, or service is typically promoted via print media like magazines, newspapers, tabloids, brochures, etc., as well as electronic media like television, radio, websites, blogs, etc. The meaning complexity of an advertisement can be understood through multimodal analysis.

Using a multimodal approach, it is possible to examine both verbal and visual content. It is typically brought on by the existence of logical relationships in both verbal and visual texts that may be explained through analysis. Visual and verbal (both spoken and written) media are used in language engagement. Written media is represented by characters, while oral media is represented by sounds. Face, body language, gesture, eye contact, touch, space, and sound are all representations of visual media. All interactions mix verbal and visual language-based media, which is known as multimodal communication (Sinar, 2012; 131–134).

The notion of Meta functions of language, developed by Halliday, Krees, and Leeuwan (2014), is the foundation of multimodal analysis on systemic functional linguistics. Halliday, Krees, and Leeuwan adopted the Meta function to build the Meta functions of visual language. Because the analysis can be applied to the entire text, including how verbal and visual texts convey meaning and how relations between texts affect the formation and transmission of a text's meaning, visual language can be a substitute approach in analyzing multimodal texts, including advertisements.

In academic research, teaching, and practice as well as for the broader science domains, multimodal analysis has been a vital component. Such multimodal analysis now incorporates more methodologies, theoretical framework, and techniques. It may be said that the verbal, non-

verbal, and visual texts used in advertisements have significant complexity that can be examined using multimodal analysis based on systemic functional linguistics.

To study the meaning complexity in this situation, which is both significant and fascinating, we'll use an electronic medium for advertising. The wording of the advertising is intended to describe the Meta functional analysis of verbal and visual language. According to theory, it is advantageous to gain more knowledge, particularly in the area of linguistics where the Meta function theory of multimodal text is concerned.

O'Halloran and Smith (in Sinar, 2013: 133) define multimodal analysis as the study of all communications that interact with or integrate with texts that are based on two or more Semitic sources or that are used as a communication medium to achieve the communicative function of the text.

Simply put, multimodal analysis highlights the importance of using both verbal and nonverbal communication modalities to convey meaning. Information value, salience, and framing are three systems that can be used to assess multimodal images to provide representational and interactive meaning, according to Kress and Leeuwen (in Sinar, 2012;132).

### **2.3.1 Graphics**

The act of producing and expressing ideas through the art of combining text, images, and other elements throughout books, brochures, posters, magazines, and other types of advertising is known as graphic design, sometimes known as communication design (Ang, 2014).

Graphic design may take the form of a tangible print or digital image, with the end user's visual experience lasting a short while or a long time. A graphic designer may use their work for economic, social, educational, or political purposes. A website or printed marketing piece that is

only text-based is not very profitable and would be quite difficult for the end user to understand (Olsen, 2016).

The importance of graphic design in marketing communication is expanding as a result of the pressure marketing professionals experience in luring and persuading people to pay attention to a product or service (Bostic, 2014). In today's business world, the majority of companies spend a substantial amount of money and time designing the visual components of their marketing communications. Making sure that their marketing message is regarded as valuable by the potential customers is the difficulty that ultimately faces both the firm and the marketing specialists (Lawrence, 2014).

Marketing academics have been concentrating on gaining clients through marketing communications in the worldwide market place as a response to the rising trends in graphic design (Roberts, 2015). There aren't many studies that assess the effect of graphic design on marketing communications, despite the role it has been playing in brand management and marketing communications.

In the context of marketing, capturing the target audience's attention in a brief period of time is of utmost importance. However, the overabundance of content in the market space makes it challenging for final consumers to examine an advertisement or print media (Bawab, 2014).

Therefore, it is crucial for marketers to ensure that marketing materials are produced in an original manner that can be quickly comprehended and interpreted correctly by the readers. Through the use of creative design components, graphic design is credited with providing audiences with succinct and clear messages that ultimately result in good visual experiences.

It's common to confuse marketing for simple communication, promotion, or advertising. One must first comprehend the entire purpose of engaging in marketing activities in order to truly comprehend what marketing is. According to Briggs (2011), marketing can be defined as the effective promotion of any good or service that has value, whether it be functional, aesthetic, or of another kind.

Businesses of all sizes have begun to stress the strategic value of marketing communication in the current dynamic and complicated business environment rather than viewing it as solely a tactical process of pushing the marketing mix's components. Customers' perceptions of brands are formed not just by the interactions they have with goods or services, but also by the effects that communications have over time (Bose, 2014).

Traditional marketing strategies fall short in capturing the complexity of modern consumer behavior, therefore relying solely on cause-and-effect analysis to guide proactive corporate decisions cannot be expected to meet market demands and satisfy customer demands. The business enterprises of the modern marketing world have been pushed by this circumstance to consider tried-and-true communication models, particularly those that view communication as a magic wand shot at the customer's mind to assure compliance with marketing strategies.

The development and maintenance of consumer and customer connections directly impacts marketing communication. As a result, marketing communication contributes to the definition of an organization's relationships with customers beyond only the nature of the communications that are sent. But also, by selecting the right medium and setting for their target audience (Brown, 2012).

While marketing communication can play a number of important roles, it is necessary for it to do so in a more demanding environment. Information is perceived differently today thanks to modern technology and consumers. The fast use of strong broadband internet connections, ad-skipping digital video recorders, multipurpose mobile phones, and portable music and video players has forced marketers to reevaluate some of their traditional methods (Kiley, 2010). Because of these abrupt developments, it is now necessary to communicate via cutting-edge digital methods. Whether the utilization of a message or whether the correct message was simply inadequately stated will determine whether communication was effective. According to Chakarathi (2013), marketers use creative tactics to translate their message into a particular communication that in turn requires high-end digital technologies like graphic design.

### **2.3.1.1 Factors driving use of graphic design in audio visual advertising**

The use of graphic design in audio visual advertising is influenced by a variety of elements. A complicated kind of visual communication called an image is examined in relation to its color, form, design, and other technical characteristics.

The purpose of image in advertising is to foster favorable associations and sentiments with the products being promoted, which may elicit a response from the target audience. Image should communicate claims, evaluations, and express offers in order to have an impact on consumers (Sharma et al. 2012).

Advertising is a type of persuasive writing. Effective visual advertising uses images, slogans, and symbols to swiftly tell a straightforward story, elicit certain responses from customers, and appeal to their emotions (Koksal, 2013).

The task of marketing a specific thing (product, service, person, idea, place, etc.) is accomplished through advertising using aesthetics. In the advertisement, the artwork is meant to convey a specific image. A set of emotional associations that a customer takes away from an advertisement is called an image. The core language of produced communicative art is composed of a variety of visual elements. In order for an advertisement to hold viewers' attention and command it, the design principles aid in androgynizing the art's parts. The placement and use of design components in an artwork are the result of cognitive processes. According to Sharma et al. (2012), these components are connected to one another and to the entire representation.

Lines, color, texture, shape, form, value, and contrast are all taken into account while determining the design element. A line is a mark that depicts a shape or contour on a surface. Vertical, horizontal, diagonal, and contour lines are only a few of the various sorts and designs of lines. In terms of color, there are two factors.

A particular shade of hue serves as a potent image-building tool. The chromatic scale is represented by a color wheel. Red, blue, and green are the three basic colors that are used to create all other hues. Blue represents leisure, while green denotes organic development and hope. Red represents youth, power, and activity. There are complementary hues as well, which can result in neutral and lifeless pigment. Addition of White, Black, and Gray results in tints (add white), shades (add black), and tones (add gray).

The idea of texture is the third component in visual design. This element relates to the surface characteristics of an object, specifically the degree of roughness or smoothness in objects. Rough surfaces typically imply hardness, while smooth surfaces typically represent refined and sophisticated preferences.

The next component of visual design relates to forms. Lines in two dimensions that lack thickness or form (flat objects). Each form helps build images and illustrates a particular meaning; for example, a circle represents eternity and virtue, a line denotes freedom, a triangle draws attention upward, and squares frequently represent practicality and usefulness in the size of things, lines, or shapes. (Lidwel and others, 2010)

## **2.4 Time of advertising transmission**

It is wise to consider using multiple time periods for your advertising cam campaigns. Promotional efforts can be irregular or frequent (before to significant holidays), depending on how the market or consumer demand is changing, for example. Promotional activities may be organized for any special occasion, such as the launch of new items, modifications to the prices of already-available goods, or the opening of new sales locations (Samarina and Lcalugina, 1999).

### **2.4.1 Prime Time of Advertising Transmission**

The prime-time evening broadcast is typically seen as important in terms of audience ratings and the impact it has on networks' public perceptions (Bae, 2000). The majority of people have a tendency to watch TV while they are at home and unoccupied after doing their regular jobs, which is the cause of this. This is the primary factor driving the current high ratings of TV shows and piquing marketers' attention (Ahmed and Osman, 2014).

It begins at 8 p.m. and concludes at 11 p.m. on weekends, Monday through Friday, during prime-time television, the portion of the daily broadcast when the majority of viewers watch TV conventionally. By indicating that it is beyond evening hours, it is a question of content and the comfort of a sizable portion of the viewers in front of the television (Indian television, 2016).

Those who consume the most media (Geiets, 2010) TV has become a significant source of news and current events in India in recent years due to the availability of round-the-clock news programs both nationally and locally and the possibility of live inclusion. Primetime news and debate programs are commonly seen by the majority of people (V, 2014), and it has an impact on people's daily lives as well (Ahmed and Osmani, 2014).

During prime time, every news outlet tries to attract viewers' attention by airing their greatest programming or is anticipated to become well-known (N, Chanakya CN, and Narsimha Murthy, 2019). As a result, the current study is an effort to look at the content of television news broadcasted by Public Service Broadcaster of India and top-rated English private news channels of India during prime hours.

Singh (2015) found that Indian news channels focus more on "politics" news than stories about sports, cricket, and international issues during prime-time news and debate shows (V, 2014), which affects people's daily lives as well (Ahmed and Osmani, 2014). Singh's study on prime-time television news of three private news broadcasters also revealed that the three private news broadcasters were all owned by private companies.

During primetime, every news outlet tries to attract viewers' attention by airing their greatest programming or shows that are anticipated to become popular (N, ChanakyaCN, and Narasimhamurthy, 2019). Therefore, the goal of the current study is to examine the television advertising broadcast by Ethiopia during prime time. In the classic sense, primetime has an appeal all its own, denoting enormous crowds and enormous potential for commercial performance.

But in order to compete, firms don't always have to go after the most obvious (and pricey) advertising options. If brands don't adopt a more comprehensive approach to advertising that takes into account online media and all the conversations that go along with it, they are missing out on significant opportunities to reach audiences, even if they do have the resources to secure a valuable spot between the golden broadcast hours of 8 and 11 pm.

Those are the most widely used media (Geniets, 2010) Newspapers and news channels set the public agenda of the country, concerns of representatives, and priorities of the administration of the day thanks to the availability of round-the-clock news stations both nationally and locally across the nation and their live inclusion potential (Reo, 2016).

News is a good technique for persuading others to believe in our chosen way, and TV news programs have a significant part in audience psychological view of reality (Afghahi and Sadat, 2014).Agriculture also experienced a decline in 2013 as fewer people watched science and technology programs on television. The content of primetime advertising for public service broadcasters and a foreign television network was examined by Rodrigues (2005).

Mass media consumption has been bound to a schedule that is predictable ever since the television became a fixture in homes in the late 1950s. Prime time is thought of being a period of time that happens frequently. It's been established for decades that the peak viewing hours for TV programs are often between 8 and 11 pm.

If you've ever seen 60 Minutes, Friends, The Simpsons, or Sunday Night Football on NBC, you've contributed to the creation of a mass audience for a single show and a gold mine for advertisers. Although online media has grown in popularity, prime time advertising still has a lot of clout. Engagement with TV shows is no longer only possible during the actual airing of the

show because online streaming services have created a different means for viewers to access material outside of the conventional prime time frame.

Those who do continue to watch live TV at night use the internet to catch up on the previous episode before the broadcast or to tweet their surprise at a cliffhanger conclusion. With consumers actively opting to engage online, prime time is expanding across both time and media platforms. This also means that there are fewer viewers who are just sitting there. Brands and advertisers need to adjust their strategies as internet media's prime time audience grows.

This entails diverting advertising funds from television to digital platforms, where prime time may be found at all hours of the day. The more formulaic TV advertising, however, in which commercials are aired during programs that cater to particular audience demographics and interests, such as a Beats headphone commercial during NBC's *The Voice*, is a long cry from online advertising.

Where do you even start when it comes to the seemingly limitless online space? It starts with a fundamental knowledge of consumer interests. These are dynamic and even evolving; they are not static. If such trends are where the eyeballs are right now, even if they are simply peripheral to the audience's core, well-known interests, then that is where the advertising must appear ([WWW.entrepreneur.com/article \(242715\)](http://WWW.entrepreneur.com/article/242715)).

Our daily lives depend heavily on advertising. It mostly affects how we look and live, and it has an effect on how we think and how we feel about ourselves and the world around us. Advertising demonstrates pre-prepared behaviors under various circumstances. It establishes what is right and wrong. What people say or suggest, we buy. Advertising influences us all, even

when we are unaware of it because we are not aware of how it impacts us. The advancement of science and technology has made us its slaves, and advertising cleverly exploits this.

Every day, there is more and more pressure from advertising. Spending a lot of money on advertising campaigns results in multi-billion-dollar earnings for the companies. Aiming for commercial success, it is also a product of the first essential for any business, and it is getting more and more expensive. The amount of money spent on advertising in Finland was too expensive, according to information published in the media (Finish Advertising Council, TNS Gallup, Ad Intelligence 2014).

Politics and advertising go hand in hand. Along with choosing the best political candidate, it also chooses what toothpaste to buy. Ultimately, it decides how the nation's politics will advance and how politics will be conducted. Our society places a high value on the role that advertising plays. Advertisement first showed up a long time ago. An Egyptian papyrus that describes the impending sale of a slave, for instance, serves as evidence of its existence in prehistoric times.

Written or spoken announcements promoting a specific good or service served as advertising back then. Some type of barker was responsible for disseminating the oral advertisement. Inscriptions on roadside rocks and structures also used as textual advertising mediums, in addition to papyrus scrolls and wax boards. Similar to today, there was promotion for practically everything, including olive oil and amphorae to store it, as well as oxen, horses, and other livestock, equipment, and weaponry. Additionally, there was service advertising; for example, appeals to attend a pub that offers specialty drinks and nibbles or an invitation to a public bath were included in announcements from that bygone era (Feotanov, 2004).

However, if humans had never come to understand the period of mass communication, advertising may not have grown as much as it did. Typography served as the initial catalyst for this. The advent of photography in the middle of the 19th century, and its subsequent global dissemination, were two additional significant developments. A picture has been used as incontrovertible evidence of the advantages of the promoted product (Presbery, 2011).

The twentieth century saw the biggest advancements in the world of advertising, though. The 20th century was undoubtedly the century of advertising because of the significant advancements and changes that occurred in both the technology and advertising fields during that time. Due to the unprecedented rate of global industrial production growth in the 20th century, as well as the emergence of ever-more sophisticated methods for producing and disseminating advertisements, such as multicolor printing, analog and then digital radio, television, satellite communications, and finally computers and the Internet, advertising experienced a boom in popularity. Daily improvements in the professionalism and quality of advertising are being made (Presbrey, 2011).

According to Rubin (2004), Ferguson and Peter (2002), changes in TV viewership such as time shifting are likely to be at the expense of other comparable activities like watching live TV. The ability to rewind live TV or catch up on previous programming that viewers may have missed while trying to watch it live may be another way that time shifting enhances live TV. The average American watches television for 4.5 hours each day, according to allbusiness.com.

Depending on your time zone, prime time, or the period between 7 and 10 pm, is when TV audiences are at their maximum. Advertising at prime time often costs more than advertising during other hours, but it has many benefits. 97% of all video viewing in the U.S. still takes place on TV, despite all the activity on laptops, tablets, and tiny phones, according to advertising age.

"NCIS" or "Dancing with the Stars" would be examples of successful prime time television in 2013; these programs have the potential to pull audiences of 15 to 19 million.

#### **2.4.1.1 Psychology of advertising during prime time**

The majority buyers have many of well-known stereo types

Deficit; - There can never be too many always worthwhile and good things. It's preferable if the product is only available in a very small number of units. A simple advertising effort is all that is required. There are only 10 remaining "Porsche" automobiles in the country, and hundreds of people have already signed up to buy them; they will all be gone in two days. (Reference; writer)

Expensive product –means a good product

All traditional is good and deserving of purchase, with some vendors noting on the labels that their wines have been produced for 18 years or more. Russian vendors even create labels in an antique style to emphasize the continued use of old Russian writing techniques in wine production. Some marketers may just put a portrait of the monarch in the center of the label in the hope that the consumer will realize that if Catherine the Great has been drinking it alone, it can't possibly be harmful (source; author).\

### **2.4.1.2 The effectiveness of advertising during prime time**

One of the most challenging issues in advertising practice is figuring out how to calculate the consequences of formative efforts through advertising. The idea of advertising effectiveness encompasses a variety of concepts, including financial gains, psychological effects, and social effects that have an impact on society as a whole (in particular, influencing how people form their taste preferences and their opinions and ideas about various moral and material values).

Reaching the target indices of sales volume, market share, awareness, and consumer preferences, or achieving all intended goals and objectives, is how advertising campaign effectiveness is determined (Glushakova, 2014). Testing before or after the campaign can be used to gauge the effectiveness of the advertising message.

Pre and posttests, like all other sorts of research and searches (market research, motivation, etc.), are only intended to lessen the degree of ambiguity and are helpful to confirm the accuracy of the chosen behaving approach, advertising core, and bait (promises of benefits to the buyer). Preliminary testing is conducted using promotional materials that will be utilized in the next campaign and a sample of the target population (Krylov, 1996). Consequently, the fundamental components of the information and advertising policy are evaluated.

- Attention: -how many people remember that they have seen the commercials?
- Identification: - how closely the advertisement or the product is related to brand or advertiser.
- Understandability: - if the information that advertisement is providing makes any sense.
- Reliability: - does the message include arguments so the potential client can trust it.

- Positive interest: - if the advertising is interesting enough for a potential customer that it can lead to the purchase of the advertised product (Krylov, 1996)

The quality of the product, its reputation, and any additional services offered by the company are the key points of emphasis in prime-time advertising. The overall cost of advertising is constant, but when more products are sold, the cost per unit profits appear and increase as all promotion expenditures return to normal levels. At this time, campaigning (persuasive) advertising and informational parts make up the majority of advertising. (Romat, 1991)

maturity; in this stage, most sales are made up of recurrent transactions with few new customers. The primary competitors' advertising campaign positions are at their pinnacle during the mature period, and their brands are well-known. Since the market is not growing, advertising's primary goal is to keep product sales from declining. The main focus of advertising is on a variety of discounts offered to consumers when purchasing items, Sales at discounted prices, extra services, and continued quality development. Campaigning advertising is the primary form of advertising (Romat, 1991).

Saturation: Because of the similarities between this phase and the one before it, the basic goals and forms of advertising remain the same. However, at this point, the advertising's primary emphasis is on the enhancement of the company's reputation and significant price drop. The company develops a modified product and markets it, or gradually prepares to exit the market and begins to reduce advertising. Occasionally, the company launches a new marketing initiative to sell the stock of remaining products before ceasing production of the goods (Romat, 1991).

Decline: In order to increase the effectiveness of advertising campaigns, advertising should not be the same at all stages of the life cycle, necessitating the adoption of the product life cycle

theory in campaign planning. By way of simple illustration, it is not advisable to advertise a new product with the phrase "Buy Xerox" when it first hits the market, such as a copy machine. The buyer is unsure of what it is and whether we require it. The customer will not allow such advertising. Not yet, he is not prepared. First and foremost, advertising needs to explain (often in great length) how a new product is made, who makes it, and what makes it superior than earlier models.

Since the buyer already has information that was provided in advertising, continuing to focus advertising on the new consumer properties of the product is pointless once they are all aware of it and many of its characteristics. Additionally, such an announcement will not be as effective as advertising that will describe new aspects of the product or that is designed primarily to help consumers remember the product and the manufacturer's name.

The primary focus of advertising shifts from imparting knowledge of the qualities of products to shaping brand preferences in the minds of consumers, building a lasting perception of both the product and the company. More advertising makes the assumption that the consumer has an idea of the brand and the product in addition to knowledge of its features.

The aim of this advertising is to remind consumers of the information they already possess about the company and the product. Advertising must constantly remind consumers of the existence of the product. Campaigns based on this tenet will be more successful than those that simply repeat the existence of the product and its benefits to them repeatedly, as consumers will eventually stop paying attention to such messages (Carter, 1986).

## **2.4.2 Normal time of advertising transmission**

As the researcher covered in the earlier subjects, prime time television advertising is a chosen time that is used to market in order to capture the audience's attention inside a given time frame. Normal time television advertising, on the other hand, is a period of time where adverts are broadcast at all times in an effort to capture the interest of any audience, whenever it may be. The main point of the advertising may be understood by those in the regular time audience who pay attention.

## **2.5 Ethiopian proclamation of advertisement**

Under Proclamation No. 759/2012, which was recently issued, Ethiopia adopted a code of conduct that governs the information presented in advertisements.

The proclamation no. 759/2012 states that advertisements' content and presentation must not be against morality or low standards; be free of false or unfair claims; respect social and traditional values of society; not infringe on consumers' legitimate interests; and accurately describe the true nature, use, and other relevant characteristics of the product or service being promoted.

Government policies should seek to enable consumers to obtain optimum benefit from their economic resources. They should also seek to achieve the goals of satisfactory production and performance standards, adequate distribution methods, fair business practices, informative marketing and effective protection against practices which could adversely affect the economic interests of consumers and the exercise of choice in the marketplace.

They should create or uphold rules that clearly state that it is the producer's responsibility to ensure that items satisfy reasonable standards of durability, utility, and reliability, and that they are appropriate for the purpose for which they are designed, and that it is the seller's

responsibility to ensure that these standards are met. Similar regulations should be in place for the provision of services, and they should promote honest and efficient competition in order to give consumers the widest selection of goods and services at the most affordable prices.

The idea of treating customers fairly should influence promotional marketing and sales tactics, which also need to adhere to regulatory regulations. In order to do this, it is vital to both offer the data required for consumers to make knowledgeable and autonomous decisions and take steps to ensure the data is reliable.

The open communication of factual information about all dimensions of consumer products amongst all parties concerned should be encouraged by the government. Consumers' access to precise information on the environmental impact of products and services should be encouraged through resources including product profiles, environmental reports by industry, consumer information centers, voluntary and open eco-labeling schemes, and product information hotlines.

The following actions are defined in Ethiopia Trade Competition and consumers' Protection Proclamation No .813/ 2013 Article 22:

- Furnishing false information on the quality, quantity, volume, acceptance, source, nature, component or use of goods and services;
- Failing to disclose correctly the model of goods, whether they are brand new, modified, rebuilt as new or second hand or they are recalled by the manufacturer;
- Failing to sell goods and services as advertised or in the quantity consumer's demand, unless the advertisement discloses a limitation of quantity;
- Making false or misleading statements of price reduction;

- Selling goods or service at a price above the price affixed to the goods or the price posted in the business premises.

### **2.5.1 Theoretical Frame work of TV advertising**

The topic of advertising leads to a body of knowledge that includes a vision that has largely changed on the function of advertising. The first significant outcome took the form of a definition relating to the concept; definitions these days frequently highlight the same fundamental behaviors: advertising is a sponsored communication endeavor, its sponsor is well-known, and the message being transmitted is impersonal.

The number of definitions that have been published over the years has been significant, with each person who has put forth a definition contributing aspects that have shaped the definition's substance. The definitions for these concepts were provided in a number of ways in Romanian marketing literature, operating as needed with a more or less explicit approach. Therefore, it is believed that advertising is a group of practices created to convey a spoken or visual – indirect (impersonal) message about a good, service, or business by any identified sponsor or payer (Popescu. et al, 1994).

A more up-to-date definition depicts advertising as a communication strategy that involves handling a challenging persuasion process, for the implementation of which a variety of special approaches that can put the general public under psychological pressure are utilized.

The sponsor is the one who starts the advertising communication actions. In order to fulfill communication goals, the sponsor intends to convey an impersonal message about the company's goods or services to a clearly defined audience (Popescu, 2004).

The definitions of advertising in other countries are as varied as Romanian literature. So, according to O' Euinn et al. (2003), According to other authors, advertising is "a form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002). Advertising is also defined as "the paid and media intermediated attempt to convince" (Arens, 2002). We can highlight a number of its qualities starting with a descriptive examination of advertising;

Advertising is, first and foremost, an impersonal mode of communication in which the relevant information is broadcast through media with a large audience (the mass media). The lack of an immediate response from the recipients is seen by some as evidence of its impersonality (Belch & Belch, 2002). Advertising has a compelling nature. The purpose of individuals who use advertising is to encourage the general public to purchase the concept, product, service, etc.

Advertising will be funded by a sponsor. This trait even qualifies as a need that clearly separates advertising from other forms of commercial communication, according to some experts. For instance, the idea stated above does not incorporate exposure (O' Guinn et al. 2003).The concept of this kind of marketing communication includes both tangible and non-material products, services, and ideas.

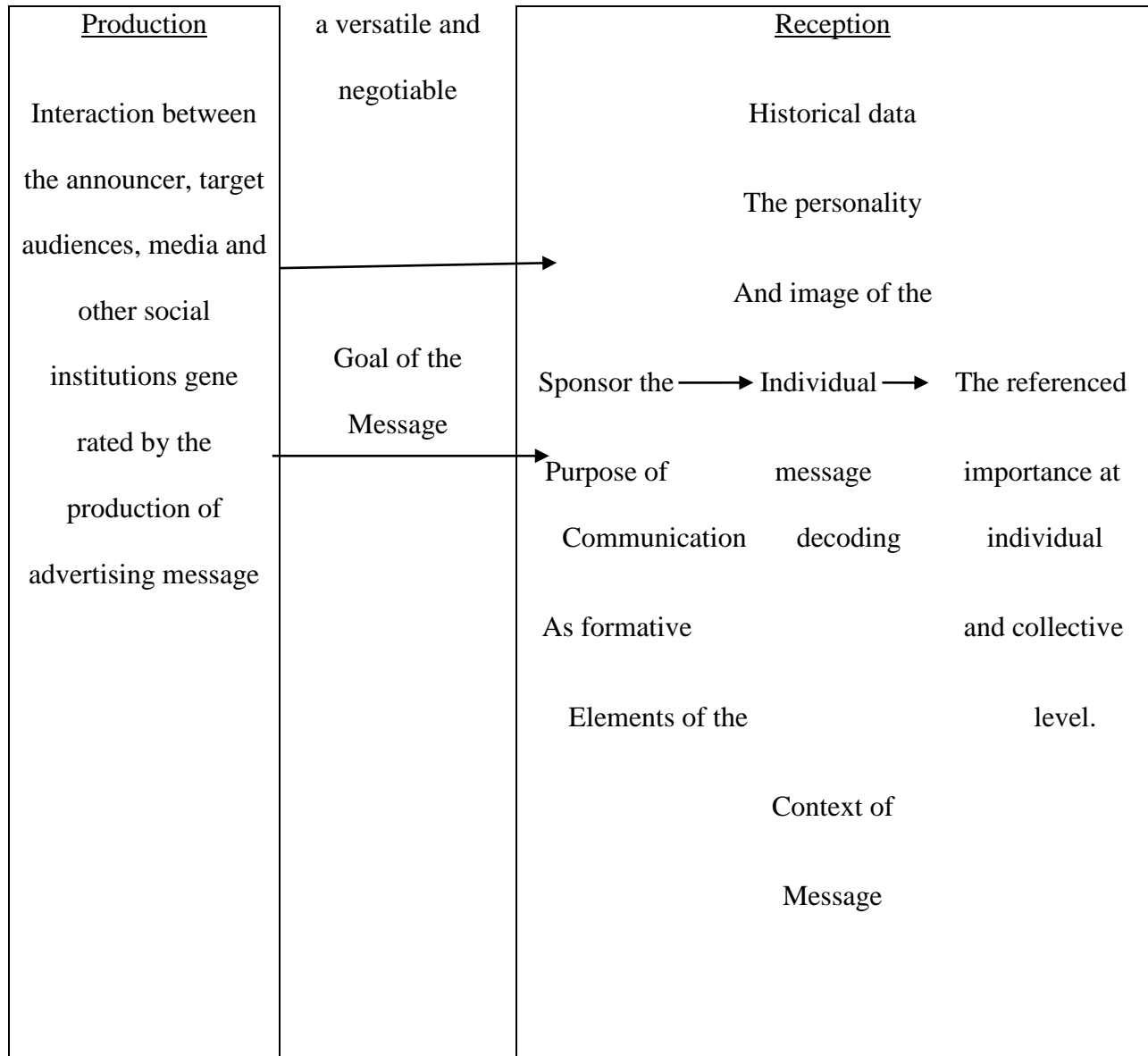
Although all of the characteristics of advertising are not present, they do offer a fundamental framework that helps to distinguish it from other elements of marketing communication. The definitions mentioned above give a potential starting point for conversations about advertising in this regard.

## **2.5.2 Advertising as a communication process**

With a few unique aspects linked to its content, advertising as a process is built on the broad framework of the marketing communication process. Thus, it is clear from the aforementioned lines that one of the features of advertising is the employment of impersonal communication means (such as press, radio, and television). Combining these traits with others results in a certain pattern for how the advertisement is made, distributed, and viewed by the target market.

The content of marketing communication that is mediated by the media is depicted in the model in the image below. According to this paradigm, advertising is the culmination of a process that both organizations and individuals are a part of. Production and reception are two parts of the process. The mediation process operates between them, focusing on the accommodation of the sponsor's communication goals and needs on the one hand, and the negotiation and interaction of customer expectations and attitudes on the other, which reflects how the target audience perceives advertising.

Figure 2 a summary of the three rhetorical arguments



Another form of advertising communication is put out by Barbara Stera of Rutgers University, which stands apart from spontaneous interpersonal communication since it is constructed from a literary text (Arens, 2002).

Similar to those mentioned above, the elements of the advertising communication process are multidimensional instead. Therefore, through these dimensions, components of the communication process can be located in either physical reality or virtual reality. The concept and practical approach differ from other kinds of communication and marketing-specific tools in a number of ways., in addition to the common characteristics common to most definitions linked with advertising. Source, message, medium, receiver, feedback, and noise are among the structural components of all forms of communication that are found in the first position, along with others that are tied to the need for successful communication, repetition, and the requirement for coordinated communication on the one hand, and to the external realities of communication, consumer attitudes, and the competitive environment on the other (Nan and Faber, 2004). Examining these elements is essential to highlighting the conceptual factors that individualize advertising.

### **2.5.3. Advertising as a persuasion tool**

There is another issue regarding the conventional effort of conviction in advertising, in addition to these issues with the communicational perspective of advertising. The majority of definitions of advertising, if not all, highlighted its persuasive nature in the previous paragraphs. In order to achieve an aim in the form of the purchase of a product or brand, those using this style of marketing communication seek to foster positive attitudes or strengthen preexisting attitudes. The idea of attitude is strongly related to this persuasive process. The majority of advertising theories have looked at how attitude and persuasion are related, stressing potential responses that the target audience may have to stimuli from advertising.

As a result, by viewing consumer behavior as a cybernetic process that entails a number of inputs, processing, and outputs and treating advertising as one of those inputs, one might

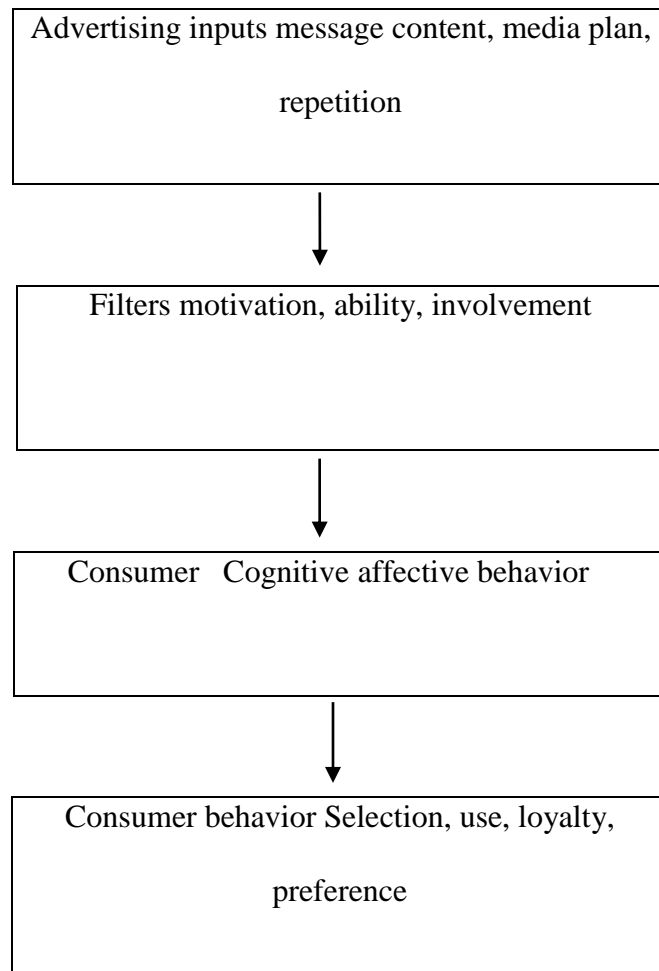
accomplish advertising impacts that are similar to the logic depicted in the following picture (Kotler, 2000).

Advertising is a consumer entry, as this framework emphasizes. A strategy that tries to activate the receptor reaction mechanisms may include the message's content, media planning, and repetition. In the "black box," response mechanisms including cognitive or emotional ones might be concealed. responses, or they may be outwardly obvious through exhibited behavior, such as acquisition loyalty, etc.

Knowing the effects of advertising typically entails finding the internal or external side effects that are unique to a given customer and that sparked the development of distinct ideas about how consumers react to advertising. According to reports, St. Elmo Lewis, who created the famous AIDA model (Attention - Interest - Desire - Action) in 1898, is the person who established the foundation for evaluating the effects of advertising.

But since then, the literature has documented a wide range of alternative viewpoints. (Vakratsas and Amble 1999) is one of the most well-known theories on how consumers respond to information with a promotional bent. Theory of minimal involvement, integrative theory, persuasive hierarchy theory, theory of cognitive, affective, and marketing responses.

Figure 3 The theoretical foundation for researching the effects of advertising.



According to the market response theory, advertising directly affects consumer behavior as evidenced by sales, market share, and brand preference. This eliminates the possibility of any indirect effects on consumers, including brand loyalty. expressed by the quantity of repeated actions rather than through an individual's psychological stance of pride. Both aggregate and individual dimensions are present in the theory.

The association between market data on audience size or advertising spending provides the foundation for the theory's aggregate dimensions. brand sales or market share on the one hand, and the opposite on the other. The term "individual dimension" refers to a brand's individual preference or the quantity of exposures required to influence a single consumer's or a household's purchasing decisions.

According to the cognitive response theory, advertising has the power to affect how much weight people give different characteristics of a product while making a rational purchasing decision (Thorson and Moore, 1996). Advertising's main purpose is to offer services that reduce the cost of searching for information or other resources. The model takes into account that there are two main categories of items available on the market: those that involve the consumer experience and those that are tied to the search process.

The first category of products differs from the second in that the consumer must use them repeatedly in order to assess their quality. Without the necessity for prior use, the second group can be swiftly evaluated using straightforward object criteria, such as prices. This categorization is challenging because many products require both user experience and search. The foundation of the relationship between advertising and price elasticity of demand is cognitive response theory. On the other hand, according to the theory of the strength of the market, high quality and product differentiation result in a decrease in price elasticity of demand, which is particularly noticeable in the case of products involving the experience, and on the other hand, in accordance with the informative theory, consumers' active pursuit of information results in an increase in sensitivity to price (Bagocll, 2005).

According to studies in this area (Vakratas and Amble, 1999; Reed and Ewing, 2004), the findings appear to support both views. The sponsor's attempt to develop effective advertising by

first using a USP and then putting the product on the market is an evident result of the idea of cognitive response.

Since it focuses on the emotional reaction that advertising can generate, affective response theory differs from the methods previously demonstrated (Holbrook and O'Shaughnessy, 1984). According to this theory, customers make decisions based on the pleasure, feelings, or sensations they have after being exposed to a message, with the objective properties of the product being less important (Gardner, 1985).

According to the persuasive hierarchy theory, advertising must have a variety of effects on the customer in order to affect sales. Such effects are produced in a specific order, with the initial effects being both the most significant and preconditions at the same time. These impacts are thought to include cognitive, emotional, and behavioral effects. Other characteristics that play a mediating function include the level of engagement and attitude toward the message.

In-depth research has been done on involvement in the literature. According to Reed and Ewing (2004), it can be characterized as the level of personal relevance attached to a scenario or a product, including the perceived risk of the purchase. The level of engagement typically ranges from high to low, but without taking into account that it can be solved by this simple dichotomy. In actuality, there is a consistent amount of fluctuation from one end to the other.

This theory put forth the notion of numerical models. The "Elaboration Like Hood" model, developed by Richard E. Petty and John T. Cacioppo, takes into account that consumer response is cognitive and can go in two different directions: one involves evaluating product attributes, and the other involves executing the message (Lee and Schumann, 2004). The cognitive affective response occurs in both directions. Deborah MacInnis and Bernard J.J. Aworski C.'s model

(Smith and Yang, 2004) is another one aiming at the intermediate impacts that advertising produces. A compelling alternative to the model supported by hierarchy theory is minimal involvement theory. This theory postulates that there are three stages to how consumers react to advertising: cognitive, behavioral, and affective. The most crucial factor in determining preferences is experience, and advertising's job is to support consumer habits and experience.

## **CHAPTER THREE**

### **3. Research Methodology**

Embarking on an exploration within the dynamic realms of consumer behavior and market intricacies, this study delves into the profound impact of media advertisements on consumer purchasing decisions, focusing specifically on Lifebuoy soap products in Addis Ababa. In a continuously evolving landscape, where consumer preferences and market dynamics undergo constant shifts, the role of media advertisements has become increasingly pivotal for products such as Lifebuoy. The study endeavors to unravel the nuanced relationship between media advertisements and consumer choices by meticulously scrutinizing various elements, including the influence of diverse media channels, content specifics, timing considerations, and underlying factors. By dissecting these components, the research aims to shed light on the complex dynamics shaping consumer decisions within the hygiene product market of Addis Ababa. This exploration is crucial for understanding the effectiveness of current advertising strategies and their implications for the local soap industry.

Under this section, the study encompasses the following crucial elements: Samples, Sampling, Instruments, Data Collection, Data Analysis, and Ethical Considerations

#### **3.1 Samples**

The study comprises three distinct sample groups to ensure a comprehensive and representative analysis. Firstly, consumers of Lifebuoy soap products were purposively selected in Addis Ababa, ensuring the inclusion of individuals directly influenced by advertisements. Secondly, representatives from each selected media channel (Fana Broadcasting media, EBS TV, and ETV) participated in the study, providing insights into advertising strategies and content specifics on

their respective channels. Lastly, merchants involved in the distribution and sale of Lifebuoy soap were selected through stratified sampling, ensuring diverse representation across different types of establishments. This approach allows an understanding of how various merchants align their stocking and promotional strategies with prevailing market dynamics. Through this meticulously designed data collection strategy and diverse sample groups, the study aims to unravel the intricate dynamics between media advertisements and consumer purchasing decisions, contributing valuable insights for the soap industry and academia.

### **3.2 Sampling**

In forming our study sample, purposive sampling was applied to select 77 consumers in Addis Ababa who have recently purchased or are regular users of Lifebuoy soap products. This deliberate selection ensures that the individuals participating in our study are directly influenced by the advertisements. Additionally, a diverse set of participants was chosen, including at least two representatives from each selected media channel (Fana Broadcasting media, EBS TV, and ETV), along with a varied number of merchants from different types of establishments. This comprehensive sampling strategy aims to provide a holistic understanding of consumer behavior and market dynamics related to Lifebuoy soap products.

### **3.3 Instruments**

To gather a comprehensive understanding of the complex interplay between media advertisements and consumer purchasing decisions for Lifebuoy soap products, a diverse set of instruments was deployed. A structured questionnaire served as a quantitative tool and was distributed among 77 consumers in Addis Ababa. This questionnaire delved into consumers' preferences, perceptions, and purchasing behaviors influenced by media advertisements.

Simultaneously, key informant interviews were conducted with representatives from Fana Broadcasting media, EBS TV, and ETV, as well as merchants engaged in the distribution and sale of Lifebuoy soap. These qualitative interviews provided nuanced insights into advertisement strategies and market dynamics, uncovering factors that shape consumer decisions. Additionally, a technical analysis of recent Lifebuoy soap advertisements from Fana Broadcasting media, EBS TV, and ETV was carried out. This qualitative assessment involved scrutinizing the content of advertisements to discern their composition and understand how specific elements impact consumer preferences and choices. Through this methodological triangulation, the study aims to capture a holistic view of the intricate relationship between media advertisements and consumer behavior in the context of Lifebuoy soap products in Ethiopia.

### **3.4 Data Collection**

The data collection strategy is comprehensive, employing various methods to gain insight into consumer behavior and the impact of media advertisements on the purchasing decisions related to Lifebuoy soap products. A structured questionnaire was distributed to 300 consumers in Addis Ababa who recently purchased or regularly use Lifebuoy soap. This questionnaire, designed for quantitative data collection, explores consumers' preferences, perceptions, and purchasing behaviors influenced by media advertisements. Additionally, key informant interviews were conducted with representatives from Fana Broadcasting media, EBS TV, and ETV, as well as merchants involved in distributing and selling Lifebuoy soap. These qualitative interviews delve into the nuances of advertisement strategies and market dynamics, offering valuable insights into the factors shaping consumer decisions. Furthermore, a technical analysis of recent Lifebuoy soap advertisements from Fana Broadcasting media, EBS TV, and ETV was performed. This

qualitative assessment involves scrutinizing advertisement content to understand its composition and how specific elements influence consumer preferences and choices.

### **3.5 Data Analysis**

Upon completion of data collection, a meticulous analysis was undertaken to derive meaningful insights into the dynamics between media advertisements and consumer purchasing decisions for Lifebuoy soap products.

Quantitative data gathered from the structured questionnaires, encompassing consumers' preferences, perceptions, and purchasing behavior, underwent rigorous statistical analysis. Descriptive statistics were applied to identify patterns and trends, providing a quantitative understanding of how media advertisements influence consumer choices. This numerical analysis offered valuable insights into the prevalence of specific preferences and the correlation between consumer behavior and exposure to advertisements. Qualitative data obtained from key informant interviews with representatives from Fana Broadcasting media, EBS TV, ETV, and merchants were subjected to thematic analysis. This method involved categorizing responses into common themes, revealing nuanced perspectives on advertisement strategies and market dynamics. By uncovering recurring themes, the qualitative analysis offered a deeper understanding of the factors that shape media advertisements and their subsequent impact on consumer decisions. The technical analysis of Lifebuoy soap advertisements involved a qualitative examination of their composition and the influence of specific elements on consumer preferences. This process provided insights into the effectiveness of different advertisement strategies, contributing to a holistic understanding of the content's impact on consumer choices.

Through this comprehensive data analysis approach, the study aims to unravel the intricate dynamics between media advertisements and consumer purchasing decisions for Lifebuoy soap products, contributing nuanced insights to the soap industry and academia alike.

### **3.6 Ethical Considerations**

In conducting this research on "The Analysis of Media Advertisements on Consumer Purchasing Behavior: In the Case of Lifebuoy Soap Products in Ethiopia," utmost attention has been given to ethical principles to ensure the integrity and well-being of all involved parties.

#### **Informed Consent:**

Participants, including consumers, media representatives, and merchants, were provided with clear and transparent information about the research objectives, procedures, and potential outcomes. Informed consent was sought from each participant before their involvement, emphasizing their voluntary participation and the right to withdraw at any stage without consequences.

#### **Confidentiality:**

Participants' confidentiality and privacy were paramount throughout the research process. Personal information collected, such as demographic details and responses, will be handled with strict confidentiality. Any data presented will be aggregated and anonymized, ensuring that individual participants cannot be identified.

**Data Security:**

All collected data, whether in the form of structured questionnaires, key informant interviews, or advertisement video analyses, will be securely stored. Access to the data will be restricted to the research team, maintaining the confidentiality and integrity of participants' information.

**Respect for Diversity:**

The research team acknowledges and respects the diversity of participants, considering cultural, social, and individual differences. Sensitivity to cultural norms and values was maintained throughout the research process, ensuring that the study is conducted in a manner that is respectful and inclusive.

**Beneficence and non-maleficence:**

The study was designed with the well-being of participants in mind. Efforts were made to minimize any potential harm or discomfort to participants during data collection. Additionally, the research aims to contribute valuable insights to both the soap industry and academia, with potential benefits for consumers, media channels, and merchants.

**Transparent Reporting:**

The findings of the research will be reported transparently and accurately, providing a true reflection of the data collected. Any potential conflicts of interest or biases will be openly acknowledged, and interpretations will be grounded in the data to ensure the integrity of the research.

By upholding these ethical considerations, the research endeavors to conduct a thorough and meaningful investigation into the dynamics between media advertisements and consumer

purchasing behavior for Lifebuoy soap products, while prioritizing the well-being and rights of all participants.

## **CHAPTER FOUR**

### **4. Result of the study**

This section, meticulously unravel the findings derived from survey, Key informant interview and content analysis aiming to provide a nuanced understanding of the intricate relationships between media influence, advertisement preferences, and consumer perceptions of Lifebuoy soap products.

#### **4.1 Result of the Survey**

##### **4.1.1 Demographic information of the survey**

The demographic profile of the survey participants is presented in Table 1. The age distribution indicates that the majority (50.6%) fall within the 26-35 age group, followed by 27.3% in the 36-45 age range. In terms of gender, 61.1% were male, and 38.9% were female. Regarding occupation, 64.9% were employed, 24.3% were students, 6.8% were unemployed, and 4.1% fell into the "other" category.

Table 2 : Demographic Information of Survey Participants

Variable	Category	Frequency	Percent
Age	18-25	8	10.4
	26-35	39	50.6
	36-45	21	27.3
	46-55	9	11.7
	Total	77	100.0
Gender	Male	44	61.1
	Female	28	38.9
	Total	72	100.0
Occupation	Student	18	24.3
	Employed	48	64.9
	Unemployed	5	6.8
	Other	3	4.1
	Total	74	100.0

### **4.1.1 Media influence**

In the presented table, the figure "60%" corresponds to the percentage of respondents who confirmed encountering Lifebuoy soap advertisements on the selected media channels, including Fana Broadcasting media, EBS TV, and ETV. The breakdown of responses for media channels encompasses Fana Broadcasting media alone (10.5%), a combination of Fana Broadcasting media and EBS TV (2.6%), a combination of Fana Broadcasting media and ETV (1.3%), EBS TV alone (46.1%), ETV alone (31.6%), and other channels (7.9%).

Moreover, within this group of participants who acknowledged exposure to Lifebuoy soap advertisements, the subsequent table reveals the impact rating of these advertisements on their purchasing decisions. Notably, 60% of respondents reported encountering Lifebuoy soap advertisements, and among these individuals, the breakdown of influence ratings included "Very influential" (17.1%), "Moderately influential" (32.9%), "Slightly influential" (34.3%), and "Not influential at all" (15.7%). This data emphasizes the widespread exposure of consumers to Lifebuoy soap advertisements on various media channels and provides insights into the diverse levels of influence these advertisements exert on their purchasing decisions.

Table 3 : Media Influence on Consumer Decisions

<b>Followed Media</b>	Frequency	Percent
Fana Broadcasting media	8	10.5
Fana Broadcasting Media and EBS TV	2	2.6
Fana Broadcasting Media and ETV	1	1.3
EBS TV	35	46.1
ETV	24	31.6
Other	6	7.9
Total	76	100.0
<b>Advertisements Seen</b>		
Yes	45	60.0
No	30	40.0
Total	75	100.0
<b>Influence Rating</b>		
Very influential	12	17.1
Moderately influential	23	32.9
Slightly influential	24	34.3
Not influential at all	11	15.7
Total	70	100.0

### 4.1.2 Advertisement preference

A deeper dive into advertisement preferences spotlighted the significance of information about product benefits, as indicated by 35.1% of respondents. This underscores a consumer interest in understanding the practical aspects and utility of the product.

Table 4: Advertisement preference

Variable	Frequency	Percent
Visual appeal	19	24.7
Visual appeal; Information about product benefits	2	2.6
Information about product benefits	27	35.1
Humor	19	24.7
Emotional appeal	10	13.0
Total	77	100.0

### 4.1.3 Product Perception

Regarding the perception of Lifebuoy soap products, the majority perceived them as effective in promoting hygiene (35.6%). This emphasizes the importance of product efficacy in shaping consumer perception. Additionally, a noteworthy finding was that a considerable portion (55.8%) acknowledged changing their soap brand based on advertisements, indicating the impact of marketing strategies on consumer behavior.

Table 5: Product Perception and Brand Change

Perception	Frequency	Percent
High quality	18	24.7
Affordable	14	19.2
Trusted brand	15	20.5
Effective in promoting hygiene	26	35.6
Total	73	100.0
Brand change		
Yes	43	55.8
No	34	44.2
Total	77	100.0

#### **4.1.5 Correlation among Advertisement preferences, Media influence and product perception**

The correlation analysis revealed significant associations between exposure to Lifebuoy soap advertisements on selected media channels, the impact of these advertisements on purchasing decisions, and perceptions of the timing relevance of these advertisements. Notably, a positive correlation was observed between exposure and impact ( $r = 0.382$ ,  $p < 0.01$ ), emphasizing the role of media influence in consumer decisions.

Table 6: Correlation Analysis Results

Variable	Exposure to Ads	Impact on Decisions	Timing Relevance
Exposure to Ads	1	0.382**	-0.133
Impact on Decisions	0.382**	1	0.206
Timing Relevance	-0.133	0.206	1

## 4.2 Result of Key Informant Interview

The study's qualitative part involved conducting 16 structured interviews with 25 participants, including representatives from Fana Broadcasting, EBS, and ETV, as well as merchants and general consumers of Lifebuoy soap. Each interview, lasting 5 to 10 minutes, was done face-to-face over five days, with five individuals interviewed daily.

The aim was to explore four key topics about Lifebuoy soap, including participants' knowledge about the product. The interviews were flexible, allowing natural discussion flow, and interviewees shared what they considered important.

Interview responses were truthful and aligned with the study's inductive framework. The researcher respected participants' views while summarizing the large text data using an inductive approach, grouping findings into different themes generated from the data.

One significant aspect discussed was the impact of media advertisements on consumer preferences for hygiene products in Addis Ababa. Media ads were recognized as powerful tools for creating awareness, educating consumers about hygiene product benefits, and influencing purchasing decisions. Through various media channels, advertisers effectively communicated their product's value proposition to a broad audience.

While specific interview responses aren't provided, it's crucial to note that media ads play a significant role in shaping consumer preferences for hygiene products in Addis Ababa. The interviews explored the impact of successful ads on consumer behavior, highlighting the influence of media advertisements on purchasing decisions. Therefore, respondents expressed their opinions and perceptions about Lifebuoy advertisements based on these findings.

## **A. Media Representatives**

### **Strategy of Lifebuoy soap advertisements on media channel**

From the perspective of some media representatives, the prevalence of broadcasting numerous announcements to the public creates a scenario where individuals may struggle to distinguish among the information received. Media professionals might emphasize the challenge of information overload, wherein the sheer volume of announcements could lead to reduced attention and discernment from the audience. They may express concerns about the potential dilution of important messages within the influx of information, underscoring the need for strategic communication efforts to ensure that key announcements stand out amid the media landscape. These representatives may advocate for more targeted and impactful approaches to engage the audience effectively in a world inundated with diverse messages.

*"We lack a defined strategy; typically, we simply broadcast announcements as they come to us, without any preconditions or specific approaches. Our approach is indiscriminating, and we don't make many distinctions in the content we air. However, there are instances where, after broadcasting, the Broadcast Authority intervenes and blocks certain content, leading us to take it down. It's noteworthy that Lifebuoy advertisement is produced with exceptional quality, having been meticulously crafted and imported from abroad. The emphasis is placed on maintaining high production standards for our advertising efforts."*

As we observed from suggested opinion that the media commonly disseminates various announcements to the public, without any approaches that leading to a situation where individuals do not differentiate significantly among the information received. It implies that the sheer volume of announcements or messages from the media might result in a certain level of information overload or desensitization. In such a scenario, people may not pay close attention to every piece of information, potentially making it challenging for specific announcements to stand out or be distinguished from others. This phenomenon underscores the need for effective and targeted communication strategies to ensure that important messages are noticed and retained amidst the abundance of information presented through media channels. This suggests that there is a distinct focus on maintaining high production standards for advertising efforts, especially for certain premium or imported content like the Lifebuoy advertisement.

#### **Lifebuoy soap advertisements stand out compared to other hygiene product advertisements.**

In this section, the researcher tries to explore the quality and origin of Lifebuoy advertisements, emphasizing their high production standards and the fact that they are crafted and imported from abroad. As the opinions of media representative reflects that

*“Certainly! Lifebuoy's ads stand out from other hygiene product commercials as they not only promote the product but also aim to create a positive brand image. Through consistent delivery of high-quality content, the brand seeks to establish a favorable association with its name. Our media perspective highlights that Lifebuoy advertisements are meticulously crafted with a strong focus on high-quality production standards.*

*Notably, these ads are not only created but also sourced from abroad, emphasizing the brand's dedication to meeting or surpassing international quality benchmarks. For example, Lifebuoy prioritizes meticulously crafted ads sourced internationally, ensuring adherence to high production standards. This distinctive approach underscores the brand's commitment to*

*maintaining superior promotional materials, reflecting positively on the brand, and connecting effectively with a global audience.”*

Based on the reaction of respondents Ensuring high-quality production standards is demonstrated by the exquisite craftsmanship and the international sourcing of Lifebuoy ads. This strategy guarantees that marketing collateral for Lifebuoy products always maintains a higher caliber by adhering to global standards. Finally, the focus on quality enhances the brand's reputation and successfully reaches a worldwide consumer base, solidifying Lifebuoy's standing as a reliable and respectable product on the market.

### **Effectiveness of the timing of Lifebuoy soap advertisements**

The timing of advertisements plays a crucial role in reaching and resonating with the target audience. This section examines how Lifebuoy leverages timing as a key element in its advertising strategy, aiming to maximize effectiveness in capturing consumer attention, influencing behavior, and contributing to the success of the brand in the market. However, most of interviewee respondent suggested their response as the following.

*“as our perspective, Lifebuoy places significant emphasis on the timing of its advertisements to enhance their effectiveness. The brand recognizes the importance of aligning its promotional efforts with strategic moments and considerations. the timing of the advertisement plays a crucial role in influencing the audience. As previously we mentioned, Lifebuoy meticulously creates ads with a focus on maintaining high production standards. For example, Lifebuoy soap advertisements shape consumer responses and purchasing choices by including health-related germ-killing announcements. It's noteworthy that these ads are not only produced but also sourced from abroad. Consequently, the effectiveness of Lifebuoy soap advertisements is closely tied to the careful planning of when and how they are presented to the audience.”*

Based on respondents' perspective, the commercials for Lifebuoy showcase the brand's steadfast commitment to maintaining elevated production standards, evident in their meticulous design and global sourcing. Lifebuoy exemplifies a thoughtful dedication to the timing and presentation of these advertisements, recognizing the intricate connection between their strategic distribution and overall success. The brand's unwavering commitment to ensuring maximum impact, capturing consumer attention, and ultimately enhancing the success and positive perception of Lifebuoy soap in the market is perceptible in the meticulous planning of when and how these commercials are presented to the public.

### **Challenges face in promoting Lifebuoy soap through media**

In examining the promotional efforts of Lifebuoy soap through various media channels, it is crucial to identify and address the challenges encountered in these endeavors. Understanding and addressing these media challenges is integral to ensuring a robust and successful promotion of Lifebuoy soap in the ever-changing market dynamics. However, according to the student researcher trying to investigate any challenges while promoting the product through media channel. Based on the media representative response stated as follows,

*“In our media context until now, Lifebuoy soap product promotions and other have not faced any challenge issues where the Broadcast Authority restricted our broadcasts or made us take content off the air. Unlike what happened with Purpose Black Ethiopia's ad, Lifebuoy promotions have not had to deal with such directives so far.”*

In general, as few media representative discussion the promotional endeavors for Lifebuoy have not encountered issues with the Broadcast Authority imposing restrictions or mandating content removal from the airwaves up to this point. This stands in contrast to the situation faced with Purpose Black Ethiopia's advertisement. The absence of such directives in Lifebuoy promotions reflects a commendable adherence to regulatory standards, contributing to the overall effectiveness and smooth execution of the brand's promotional strategies.

## **B. Merchants**

Exposure on specific media channels has a substantial impact on the sales of Lifebuoy soap. Retailers have noticed shifts in customer buying habits that are directly related to tailored advertising. When retailers align their stocking and promotional strategies, they face opportunities and problems in navigating the ever-changing market shaped by media marketing. It is evident how media ads affect Lifebuoy soap sales since some campaigns influence changes in customer behavior and buying patterns. Merchants that are successful are able to identify and take advantage of these dynamics, identifying key parts of advertisements that appeal to customers. This allows them to align their advertising and stocking strategies with the direction of the market. However, most of the merchants responded their opinion concerning The impact of media advertisements Consumer purchasing behavior related to Lifebuoy soap, specific elements of Lifebuoy soap advertisements and challenges or opportunities for merchants in aligning their stocking and promotional strategies as follows.

### **The impact of media advertisements**

Based on the information presented, it appears that customers have given the soap positive feedback, and the campaign has successfully introduced new products to people who were not familiar with them before. This suggests a fruitful marketing campaign that connected with the intended demographic and increased sales of the soap and related goods. It highlights how the marketing plan was successful in raising consumer awareness of the product and increasing customer involvement. With an emphasis on the benefits of customer happiness and product launch made possible by the advertisement, the response clearly and concisely reframes the merchant's argument.

*“As our opinion Especially, EBS Media have a big impact on how we see things, how we make judgments about what to buy, and how successful a company is. For instance, on life buoy advertisement ability to raise awareness, develop brand loyalty, and frequently set market trends is what gives them their power. Therefore, ebs and other media Ads that are successful are adept*

*at drawing in viewers and conveying genuine messages that have a lasting effect on purchasing decisions.”*

In general, as the opinion indicated that Media commercials play a significant role in shaping consumer perceptions, influencing purchase decisions, and determining a company's success. Their power lies in raising awareness, fostering brand loyalty, and setting market trends. Successful ads effectively engage viewers, delivering authentic messages that leave a lasting impact on consumer purchasing choices.

### **Consumer purchasing behavior related to Lifebuoy soap**

Here the researcher student tried to discuss Understanding the factors that drive consumers to purchase Lifebuoy soap, such as brand loyalty, perceived benefits, or responses to specific ad campaigns, provides valuable insights for both the brand and retailers in tailoring their strategies to meet consumer preferences and needs. Analyzing trends and shifts in purchasing behavior helps in adapting marketing efforts to stay relevant in a dynamic consumer landscape. According to the merchant's response, many customers have expressed their love for the soap and have been impressed by the advertisement. Additionally, the advertisement has helped customers become aware of and use products that they were previously unfamiliar with. In addition, the perspectives of merchants

*“In our daily operations, we consistently receive positive feedback from customers regarding lifebuoy products and advertisements approach which related with hand wash and personal health issues. Additionally, we have seen advertising efforts have proven successful in introducing new products to customers who were previously unfamiliar with them.”*

As their response indicated that in their day-to-day operations, the company consistently receives positive feedback from customers regarding their advertisements. Furthermore, their advertising efforts have demonstrated success in effectively introducing new products to customers who were previously unfamiliar with them. This outcome emphasizes the effectiveness of the company's marketing strategies in maintaining and expanding their customer base.

### **Specific elements of Lifebuoy soap advertisements**

A successful Lifebuoy soap advertisement typically features compelling visuals, relatable messaging, and a spotlight on the soap's distinctive features and benefits. The core lies in effectively conveying the brand's dedication to health and hygiene, resonating with the target audience. The synthesis of these elements is crucial in crafting impactful Lifebuoy soap. Advertisements, leaving an impression on consumers and contributing significantly to the brand's success in the market. As merchants discussed that.

*“a lot of our customers really like the soap, and they think the ad is great. In addition on Our daily business activities Our customers praising as Lifebuoy soap indicates that our commercials effectively communicate the product's advantages and meet customer expectations. The positive feedback on both the product and the campaign suggests that our advertising message resonates well, shaping a favorable view of Lifebuoy soap among people.”*

The praise from customers for Lifebuoy soap emphasizes the effectiveness of the commercials in communicating the product's advantages and meeting customer expectations. The positive reception, directed at both the product and the overall campaign, indicates that the advertising message resonates well, shaping a favorable perception of Lifebuoy soap among consumers.

### **Challenges or opportunities for merchants in aligning their stocking and promotional strategies**

In this section, the researcher tries to explore the key challenges and opportunities that merchants encounter as they align their stocking and promotional strategies to stay relevant and successful in the ever-evolving business landscape. Based on the perspective the respondent suggested that

*“In our context Lifebuoy as a health-enhancing soap could contribute to increased sales and customer loyalty. The focus on health benefits aligns with the growing consumer awareness of the importance of cleanliness and well-being, potentially providing a unique selling proposition for our sales increment. In addition Facing strong competition in the market, we need to carefully*

*look at how we set prices, run promotions, and place our products. This helps us stand out from others. Also, we know that unexpected problems in getting products can make it hard for us to keep a steady supply of goods. It's crucial for us to stay alert and flexible to deal with these challenges and stay competitive.”*

As opinion of respondent indicated that in order to effectively differentiate themselves from competitors in the market, retailers must carefully consider their pricing methods, promotional efforts, and product positioning. The necessity of preserving flexibility is highlighted by the knowledge of possible supply chain interruptions. This makes it necessary for retailers to stay vigilant and adaptable to handle unforeseen obstacles and maintain their competitiveness in the ever-changing industry.

### **C. General**

#### **Roles on media advertisements play in consumer preferences**

This section explores a range of viewpoints from people sharing their thoughts on ads, with a special emphasis on television, Lifebuoy soap, EBS, Fana broadcasting and ETV advertising, and the function of media organizations. These differing opinions highlight different standards for the veracity, usefulness, and entertainment value of commercials. Let's examine the varied viewpoints that customers offer when they consider the usefulness and influence of advertising in their day-to-day lives. Based on this notion the researcher student discussed with various AAU students who involved from different departments and forward their opinion as follow. Among many respondents

said that

*“Lifebuoy soap is our favorite. Because the advertisement is not exaggerated, and it is a real product” but it is better if the advertisement is short and entertaining.” In addition , “we often watch EBS commercials. In Our opinion, the importance and service of the advertisement should be as valid as the advertisement. Some are not as they say.”*

As we observed from respondents there is an appreciation for the genuine portrayal of Lifebuoy soap in its advertisements, emphasizing the value placed on accurately representing the product without embellishment. The inclination toward shorter and more entertaining advertisements indicates a collective preference for engaging promotional content. Furthermore, the viewpoint on EBS commercials stresses the crucial aspect of ensuring that the advertised message aligns with the actual product or service, emphasizing the essential role of credibility in advertising. These collective observations underscore the importance of authentic representation and effective communication in advertisements to create a positive resonance with consumers. In addition to these perspective other respondents express their opinion concerning roles on media advertisements play in consumer preferences as its.

*“As a television viewer, I often watch EBS television. The products they advertise in a beautiful way must be compatible with their actions. What they say and do do not match. Because I'm forced to go and buy it because of the ads they tell me. "It is good that media institutions provide information to the public about the announcements they make and make the public aware of the products they are buying.”*

However, they should only describe objective information and the value of the product beyond promotion. For example, I see advertisements for Tiger soap and Lifebuoy soap. The advertisement on Lifebuoy soap, which is said to kill.99.9 percent of germs is a false advertisement, so it does not convince me.

Finally, as we observed that the TV watcher conveys a sense of dissatisfaction by highlighting what they see as a discrepancy between the appealing way that things are shown in EBS TV commercials and how well they work. According to the observation, it's critical to match advertising promises to the actual features of the commodity or service. In addition, the viewer emphasizes the importance of media organizations offering the public educational materials, while also urging greater objectivity and openness in advertising. The example of the Lifebuoy soap advertisement, with relation to its germ-killing promise,

draws attention to the viewer's skepticism over some promotional claims, highlighting the necessity of precise and reliable information in advertising to foster consumer confidence.

### **Collaboration between Lifebuoy and media channels to enhance the effectiveness of advertisements**

This section presents a diverse array of perspectives from viewers regarding their experiences with advertisements, particularly focusing on the portrayal of Lifebuoy soap and other products across various media channels. These insights shed light on the factors that influence consumer choices, ranging from the endorsement of health professionals to preferences for concise and impactful advertisements. The observations also touch upon the length and content of commercials, emphasizing the importance of brevity, clarity, and relevance in capturing audience attention. Let's explore the multifaceted views shared by consumers on advertising strategies, product preferences, and the impact of media content on their choices.

*“I watch EBS television as a medium. At the advertisement level, the advertisement of Lifebuoy soap and the product is recommended by health professionals, so I use it as it is convenient for me. However, what should be done in order for the media institutions and the advertisement of the product to be effective, I would say that it is good if they make an advertisement that is well proven to be harmless to the consumer and is completely free from lies.”*

The others said that “some of their announcements are too long, so it is better to be short.” Because no one will sit and listen to their long ads. For example, what banks advertise on television is long and boring. Therefore, I believe that short advertisements with only the right message are preferable.”

Consumers consider factors like health professional endorsements and express a preference for concise and impactful ads. The discussions also touch on the length and content of commercials, emphasizing the importance of keeping them brief, clear, and relevant to grab audience attention. Overall, these diverse perspectives shed light on what influences consumer choices and how advertising strategies impact their preferences.

*"I personally like the Lifebuoy soap ad. I am happy with the advertisement, and I buy Life Boy soap once a month and use it. The announcement is short and clear. I would say that it would be good if others would announce that kind of announcement." "I like the Lifebuoy soap from the advertisements that the media outlets tell me, I use it because it has an influence on me." But since the ad is a bit long, I believe that if you make it short and clear in a way that anyone can understand, it will be preferred by people, including me."*

In addition to the above perspectives, most of interviewee

*"From the soap product commercials that are currently being made, the 555 soap and Life Boy commercials had an impact on me. When the media make an advertisement, it is better if they are an advertisement that focuses on a short and clear message. "Out of all the media, I like the Ibis commercial, but since your commercial is longer, it would be better if you could make it shorter." We don't follow any media. We follow YouTube. But I would like the advertisements to be based on people's health, interest, and attention. Advertising has an impact, it makes people aware, and that is good."*

Generally speaking, the desire for brief and straightforward commercials highlights how crucial brevity and clarity are to successfully holding viewers' attention. Although the Ibis commercials are liked, it is suggested that they be aired for shorter periods of time to increase viewer engagement. It's interesting to note that YouTube has become more popular than traditional media outlets, suggesting a change in consumer behavior. In addition, the focus placed on attention, interest, and health as the foundation for commercials indicates a desire for information that appeals to people personally. These findings highlight how important effective and pertinent advertising is for raising awareness and making a good impression on

### **4.3 Result of video content analysis**

In Ethiopia, it is anticipated that Lifebuoy soap commercials will center around the promotion of health and hygiene, aligning with the company's international marketing strategies. These advertisements are likely to emphasize the significance of cleanliness and handwashing, addressing the heightened importance of hygiene in the country. Although specific details about Lifebuoy soap ads in Ethiopia are scarce, the researcher conducted a content analysis. This analysis focused on various perspectives, such as emotional appeal, witness approach, dramatic approach, and direct selling, aligning them with the broader global marketing strategies employed by Lifebuoy. The goal is to ensure that the content resonates with the local audience while maintaining consistency with the brand's overarching messaging on health and hygiene.

**Emotional Appeal:** Lifebuoy soap advertisements often aim to create an emotional connection with the audience. They may use storytelling techniques or scenarios that evoke emotions to engage viewers and make the brand memorable. Emotional appeals can be effective in capturing attention and building a positive association with the product. For instance, with a realistic family scene that highlights the stress and worries that many families have, the commercial opens. Viewers can relate to the mother's situation of balancing several obligations while putting their loved ones' health and safety first, which helps to build an emotional bond with them. In addition to appealing to the audience's emotions, the mother's worried countenance draws them in and holds their interest throughout the story. Viewers are more open to the message that follows because of this poignant setting, which creates a sense of relatability and empathy.

**Witness Approach:** The concept of a "witness" in advertising typically involves using real people or testimonials to endorse a product. However, there is the transition to the doctor's office introduces the

witness approach, leveraging the credibility of a healthcare professional. The doctor directly addresses the audience, establishing a trustworthy and authoritative figure who validates the importance of proactive health measures. By speaking to the camera with warmth and credibility, the doctor becomes a relatable and reassuring witness, providing expert advice on the significance of regular hand hygiene. This approach adds a layer of authenticity to the commercial, making viewers more likely to trust and internalize the information shared by the doctor.

**Dramatic Approach:** The brand highlights the soap's germ-fighting power in ads, using a dramatic approach. For example, showing a mother and children in various activities creates an engaging story with contrasts, like initial concern and later family bonding scenes, capturing the audience's attention. Emphasizing Lifebuoy as a solution adds a resolution, making the message memorable and impactful, improving the overall viewing experience.

**Direct Selling:** Direct selling refers to the practice of selling products directly to consumers without intermediaries. Whatsoever the direct selling aspect is evident in the doctor's recommendation and the subsequent narration about Life Buoy products. The doctor explicitly recommends being proactive in safeguarding family health, establishing a direct link between health advice and the use of Life Buoy products. The narration emphasizes that Life Buoy, in consultation with healthcare experts, offers products designed to protect against germs and promote overall well-being. The direct selling approach focuses on the benefits of Life Buoy, including efficacy in germ elimination and reducing infection risks.

The closing shot featuring the Life Buoy logo and a tagline reinforces the direct selling message, urging viewers to trust Life Buoy as the recommended choice for their family's health. In general, Lifebuoy soap advertisements in Ethiopia appear to be strategically crafted to resonate with the audience emotionally, leverage expert endorsements, deliver impactful narratives, and directly communicate the product's

benefits. These approaches collectively contribute to the effectiveness of Lifebuoy's marketing strategy in promoting health and hygiene in the Ethiopian context.

## **CHAPTER FIVE**

### **5. Discussion**

#### **5.1 Discussion on survey findings**

The study aims to understand the influence of media channels, such as Fana Broadcasting media, EBS TV, and ETV, on consumers' decisions to purchase Lifebuoy soap products. The research also delves into the technical aspects of Lifebuoy soap advertisements, including their composition and the elements that influence consumer preferences. Furthermore, the study explores the correlation between the timing of Lifebuoy soap advertisements and their impact on consumer purchasing behavior, as well as the factors influencing media advertisements that subsequently affect consumer purchasing decisions for Lifebuoy soap.

The results of the survey indicate that a significant portion of respondents encountered Lifebuoy soap advertisements on various media channels, with EBS TV being the most common channel. These advertisements were found to have varying levels of influence on consumer purchasing decisions, with a majority reporting them as either moderately or slightly influential. The study also reveals that consumers value advertisements that provide information about product benefits, indicating a preference for practical and informative ads.

In terms of product perception, consumers perceive Lifebuoy soap products as effective in promoting hygiene, which aligns with the brand's messaging. Moreover, a substantial number of respondents reported changing their soap brand based on advertisements, highlighting the impact of marketing strategies on consumer behavior.

The correlation analysis showed a positive correlation between exposure to Lifebuoy soap advertisements and their impact on purchasing decisions, underscoring the role of media influence in consumer behavior. However, there was no significant correlation between the timing relevance of advertisements and their impact on consumer decisions.

In conclusion, the study provides valuable insights into the influence of media channels and advertisement preferences on consumer purchasing behavior regarding Lifebuoy soap products. These findings can be used to inform marketing strategies aimed at effectively reaching and influencing target consumers.

## **5.2 Media Influence and Consumer Behavior**

Based on the key informant interviews, several important insights were gathered regarding the influence of media advertisements on consumer preferences for Lifebuoy soap in Addis Ababa. The interviews involved representatives from Fana Broadcasting, EBS, and ETV, as well as merchants and general consumers of Lifebuoy soap. The discussions revealed various perspectives on the impact of media ads, the effectiveness of Lifebuoy soap advertisements, and the challenges and opportunities faced by merchants in aligning their stocking and promotional strategies.

One significant finding was the recognition of media advertisements as powerful tools for creating awareness, educating consumers about hygiene product benefits, and influencing purchasing decisions. Media professionals emphasized the importance of strategic communication efforts to ensure that key announcements stand out amidst the information overload.

The interviews also highlighted the distinctiveness of Lifebuoy soap advertisements compared to other hygiene product commercials. Lifebuoy ads were praised for their high production standards, meticulous craftsmanship, and international sourcing, which contribute to their effectiveness in creating a positive brand image and influencing consumer behavior.

Regarding the timing of Lifebuoy soap advertisements, there was an emphasis on the brand's strategic approach to enhance their effectiveness. By aligning their promotional efforts with strategic moments and considerations, Lifebuoy aims to maximize the impact of their ads on consumer behavior.

Merchants noted that exposure on specific media channels, particularly EBS, has a substantial impact on the sales of Lifebuoy soap. They highlighted the importance of aligning stocking and promotional strategies with advertising campaigns to capitalize on consumer preferences and market trends.

Consumers expressed their appreciation for genuine and concise advertisements, emphasizing the importance of accurate representation and engaging content. They also valued health professional endorsements and expressed a preference for ads that are short, clear, and impactful.

Overall, the key informant interviews provided valuable insights into the role of media advertisements in shaping consumer preferences for Lifebuoy soap. The findings underscore the importance of strategic communication, high production standards, and alignment between advertising and promotional strategies in influencing consumer behavior and driving sales.

### **5.3 Strategic Content Analysis of Lifebuoy Soap Advertisements**

The content analysis of Lifebuoy soap advertisements in Ethiopia reveals a strategic approach aimed at promoting health and hygiene among the local audience. By aligning with the company's global marketing strategies, these advertisements leverage emotional appeal, the witness approach, a dramatic narrative, and direct selling tactics to engage viewers and convey the brand's message effectively.

One key finding is the use of emotional appeal to create a connection with the audience. By depicting relatable scenarios and emphasizing the importance of cleanliness and handwashing, these ads resonate with viewers on a personal level. This approach is effective in capturing attention and fostering a positive association with the brand.

The witness approach, featuring a healthcare professional endorsing the product, adds credibility to the advertisements. By presenting expert advice on health and hygiene, Lifebuoy establishes itself as a trustworthy and reliable choice for consumers. This approach is likely to influence purchasing decisions, as viewers are more inclined to trust recommendations from healthcare professionals.

The dramatic approach used in these ads adds an engaging narrative element, making the messages memorable and impactful. By showcasing the soap's germ-fighting power in everyday situations, Lifebuoy effectively communicates its product benefits to the audience. This approach is likely to resonate with consumers who are seeking effective solutions for maintaining hygiene.

Additionally, the direct selling approach employed in these ads emphasizes the benefits of Lifebuoy products, such as germ elimination and infection risk reduction. By directly linking health advice with the use of Lifebuoy soap, these ads encourage viewers to take proactive

measures to protect their family's health. This approach is effective in driving home the brand's message and encouraging action among consumers.

In conclusion, the content analysis of Lifebuoy soap advertisements in Ethiopia demonstrates a strategic and effective approach to promoting health and hygiene. By leveraging emotional appeal, the witness approach, a dramatic narrative, and direct selling tactics, Lifebuoy effectively communicates its message to the audience and encourages positive health behaviors.

# **CHAPTER SIX**

## **6. Conclusion and Recommendation**

### **6.1 conclusion**

The study investigated the influence of media channels on consumers' decisions to purchase Lifebuoy soap products in Ethiopia. Through a survey, key informant interviews, and content analysis of Lifebuoy soap advertisements, several key findings emerged.

The survey revealed that a considerable number of respondents were exposed to Lifebuoy soap advertisements on various media channels, with EBS TV being the most prominent. These advertisements were found to have a moderate to slight influence on consumers' purchasing decisions, highlighting the importance of strategic advertising.

The key informant interviews provided insights into the effectiveness of Lifebuoy soap advertisements in creating awareness and influencing consumer behavior. Media representatives emphasized the need for strategic communication efforts to ensure that key messages stand out amidst the influx of information.

The content analysis of Lifebuoy soap advertisements revealed a strategic approach focused on promoting health and hygiene. The advertisements leveraged emotional appeal, the witness approach, a dramatic narrative, and direct selling tactics to engage viewers and convey the brand's message effectively.

Overall, the findings suggest that media channels play a significant role in influencing consumers' decisions to purchase Lifebuoy soap products in Ethiopia. Strategic advertising

efforts, coupled with a focus on promoting health and hygiene, can help brands like Lifebuoy effectively reach their target audience and drive sales.

## **6.2 Recommendation**

The study recommends the followings:

**Targeted Advertising:** Based on the findings, it is recommended that Lifebuoy continues its targeted advertising efforts on media channels like EBS TV, Fana Broadcasting, and ETV, which have shown significant reach among consumers in Ethiopia. Tailoring advertisements to resonate with local audiences can further enhance their impact.

**Emphasis on Health Benefits:** Given the importance of health and hygiene in consumer decision-making, Lifebuoy should continue to emphasize the health benefits of its products in advertisements. Highlighting the effectiveness of Lifebuoy soap in germ elimination and infection prevention can strengthen its appeal to consumers.

**Engagement with Healthcare Professionals:** Leveraging the witness approach, Lifebuoy can collaborate with healthcare professionals to endorse its products. This approach can enhance the credibility of the brand and further emphasize the importance of health and hygiene promoted by Lifebuoy.

**Short and Impactful Advertisements:** As noted by respondents, shorter and more entertaining advertisements are preferred. Lifebuoy should focus on creating concise yet impactful advertisements that deliver a clear message about the benefits of its products.

**Continuous Consumer Engagement:** To maintain and strengthen consumer loyalty, Lifebuoy should consider strategies for continuous consumer engagement. This could include social media campaigns, promotions, and events that reinforce the brand's commitment to health and hygiene.

**Monitoring and Evaluation:** It is essential for Lifebuoy to continuously monitor and evaluate the effectiveness of its advertising campaigns. This can be done through consumer surveys, feedback mechanisms, and tracking sales data to ensure that advertising strategies are yielding the desired results.

**Adaptation to Market Dynamics:** Given the dynamic nature of the market, Lifebuoy should remain flexible and adaptable in its advertising strategies. This includes staying updated with consumer trends, competitor activities, and market changes to adjust its approach accordingly.

By implementing these recommendations, Lifebuoy can further enhance its brand presence, influence consumer behavior, and drive sales of its products in Ethiopia.

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## **Appendix**

### **A. Structured Questionnaire: Consumer Survey on Lifebouy Soap Products**

#### **UNIVERSITY OF ADDIS ABABA SCHOOL OF GRADUATE STUDIES ON JOURNALISM AND COMMUNICATION**

##### **Structured Questionnaire: Consumer Survey on Lifebouy Soap Products**

**Dear Participant,**

Thank you for your willingness to contribute to this survey. Conducted as part of a study on **"The Analysis of Media Advertisements on Consumer Purchasing Behavior: In the Case of Lifeboy Soap Products in Ethiopia,"** your insights are of immense value.

Please take a moment to thoughtfully respond to the questions. Your honest feedback is crucial in unraveling the complexities of consumer choices within the hygiene product market, specifically concerning Lifebuoy soap in Addis Ababa.

Before you proceed, please observe the following instructions:

1. Your name is not required for this survey.
2. Use a '√' symbol to indicate your chosen response.
3. Your responses are strictly confidential and will be used solely for research purposes.

Your participation is fundamental to the success of this research effort, and your time and insights are greatly appreciated.

Thank you for being an integral part of this study.



2.Moderately influential

4.Not influential at all

**3.Advertisement Preferences:**

8. What aspects of Lifebuoy soap advertisements appeal to you the most? (Select all that apply)

1.Visual appeal

3.Celebrity endorsements

2.Information about product benefits

4.Humor

5.Emotional appeal

6.Other (please

specify)\_\_\_\_\_

7.Do you find the timing of Lifeboy soap advertisements relevant to your purchasing decisions?

1.Always

3.Rarely

2.Sometimes

4.Never

**Product Perception:**

10. How would you describe your perception of Lifeboy soap products?

1.High quality

3.Trusted brand

2. Affordable

4.Effective in promoting hygiene

5.Other (please specify)\_\_\_\_\_

11.Have you ever changed your soap brand based on advertisements?

1.Yes

2.No

**Suggestions:**

12. What improvements or changes would you suggest in Lifebuoy soap advertisements to better influence your purchasing decisions?-----

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**B. Key Informant Interview Guide: Media Representatives and Merchants**  
**UNIVERSITY OF ADDIS ABABA SCHOOL OF GRADUATE STUDIES ON**  
**JOURNALISM AND COMMUNICATION**

**Key Informant Interview Guide: Media Representatives and Merchants**

**Interviewer Instructions:**

**Dear Interviewer,**

Commence by expressing gratitude for participation and underscore the significance of insights in comprehending the impact of media advertisements on consumer purchasing behavior, specifically focusing on "The Analysis of Media Advertisements on Consumer Purchasing Behavior: In the Case of Lifeboy Soap Products in Ethiopia." Gather accurate demographic details with a focus on Lifeboy soap ads in Ethiopia. Encourage examples, detailed responses, and express appreciation at the interview's conclusion. Ensure precise recording, provide confidentiality assurance, and thank participants for their pivotal role in enriching our understanding of consumer preferences in Ethiopia.

## **Interviewee Instructions:**

**Dear Participant,**

Thank you for participating in our interview on "The Analysis of Media Advertisements on Consumer Purchasing Behavior: In the Case of Lifeboy Soap Products in Ethiopia." Share accurate demographic details, emphasizing Lifeboy soap ads in Ethiopia. Provide specific examples, elaborate on challenges or opportunities, and express your thoughts openly. Reassure confidentiality and seek clarification if needed. Your insights are instrumental in advancing our understanding of consumer preferences in Ethiopia. Any questions or concerns are highly valued

**Demographic Information:** *Media Representatives:*

1. **Name and Position:**
2. **Length of time working in the media industry:**
3. **Brief overview of your media channel:**

*Merchants:* 4. **Name and Position:**

5. **Length of time in the soap retail industry:**
6. **Type of establishment (e.g., supermarket, local store):**

**Media Representatives:** 7. **Can you describe the overall strategy of Lifeboy soap advertisements on your media channel?**

*Prompt:* Please provide an overview of how Lifeboy soap products are typically advertised on your media channel. What strategies or approaches are employed? For example, are there specific themes, storytelling, or use of influencers? An example could be the recent campaign that featured [specific theme or influencer].

8. **In your opinion, what makes Lifeboy soap advertisements stand out compared to other hygiene product advertisements?**

*Prompt:* From your perspective, what unique elements or strategies set Lifeboy soap advertisements apart from other hygiene product advertisements on your channel? Can you

provide specific examples of successful campaigns or memorable content? For instance, the recent campaign highlighting [specific feature or benefit] seemed to resonate well with the audience.

**9. How do you perceive the effectiveness of the timing of Lifeboy soap advertisements in influencing consumer behavior?**

*Prompt:* Could you share your thoughts on how the timing of Lifeboy soap advertisements affects consumer response and purchasing behavior? For example, did the recent advertisement during [specific event or season] lead to an increase in product sales?

**10. What challenges, if any, do you face in promoting Lifeboy soap through your media channel?**

*Prompt:* Are there any specific challenges or obstacles you encounter when promoting Lifeboy soap on your media channel? For example, do certain demographics respond differently to the advertisements? An instance could be the difficulty in reaching [specific demographic] with the current advertising strategy.

**Merchants: 11. How do you perceive the impact of media advertisements, particularly on Fana Broadcasting media, EBS TV, and ETV, on the sales of Lifeboy soap products?**

*Prompt:* In your experience, how does exposure on specific media channels influence the sales of Lifeboy soap products in your store? Can you provide examples of noticeable changes in sales after a prominent advertisement? An example might be an increase in foot traffic and sales following a recent promotion on [specific media channel].

**12. Have you observed any changes in consumer purchasing behavior related to Lifeboy soap after specific advertisement campaigns?**

*Prompt:* Can you share any observations or changes you've noticed in how consumers purchase Lifeboy soap following specific advertisement campaigns? For instance, did the introduction of a new product feature lead to increased sales? An example could be the change in consumer preference after the recent campaign highlighting [specific product feature].

**13. In your experience, which specific elements of Lifeboy soap advertisements seem to resonate most with consumers and drive sales?**

*Prompt:* Based on your interactions with customers, are there particular aspects of Lifeboy soap advertisements that seem to capture their attention and drive sales? Examples could include visual appeal, product benefits, or endorsements. For instance, customers seem particularly drawn to advertisements that emphasize [specific benefit or feature].

**14. Are there any challenges or opportunities for merchants in aligning their stocking and promotional strategies with the prevailing market dynamics influenced by media advertisements?**

*Prompt:* How do you navigate challenges or leverage opportunities in aligning your stocking and promotional strategies with the market dynamics influenced by media advertisements? Can you provide specific instances where such alignment led to positive outcomes? An example might be adjusting the store layout based on the popularity of a product featured in recent advertisements.

**General: 15. In your view, what role do media advertisements play in shaping consumer preferences for hygiene products in Addis Ababa?**

*Prompt:* From your perspective, how significant is the role of media advertisements in shaping what consumers prefer in terms of hygiene products? Can you provide examples of successful advertisements that significantly influenced consumer preferences? For instance, the recent campaign highlighting [specific aspect] seemed to create a noticeable shift in consumer preferences.

**16. What suggestions do you have for improving the collaboration between Lifeboy and media channels to enhance the effectiveness of advertisements?**