

**The Impact of TV Advertisements on
Ethiopian Consumers:
The Case of Addis Ababa**

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May God bless our lovely country, Ethiopia in all her needs!

Abbreviations and Acronyms

TV- Television

ETV- Ethiopian Television

Advert(s) - Advertisement(s)

USA- United States of America

UK – United Kingdome

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Abstract

This study examined the impact of TV Advertisements in Addis Ababa Consumers with the theoretical frame work of hierarchy of effects. The goal of the study has been to identify how Addis Ababa consumers rely on TV Advertisements and how does that influence their buying habits. In addition to this, the study has also attempted to find out how TV Advertisements creating perception and awareness on Addis Ababa consumers.

309 consumers in Addis Ababa have been selected from all sub cities and 6 professionals were selected purposively. However, these numbers of the respondents is few to represent Addis Ababa Television Advertisement viewers, due to the constraints of time and money the researcher limited the number of respondents to this figure.

In this study the researcher used both qualitative and quantitative approaches, with the help of questionnaire, in-depth interview, document review and observation.

In order to analyze the responses of the items in the questionnaires descriptive analysis using frequency and percentage were employed. Besides, the responses of the in-depth interviews which were obtained from 5 media and advertising professionals and one individual business man were tape - recorded and analyzed.

The result of the study reveals that TV Advertisement influences Addis Ababa consumers buying behavior and it encourages them to buy a product or service. Based on the findings of the study conclusions were drawn and recommendations were forward to Addis Ababa consumers, TV Advertisers, producers and TV Stations.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Humans like to watch and listen to something at the same time. For at least 140,000 years, humans have been entertained and informed by watching and listening to the things going on around them (Marshall, 2011).

Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007). Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. (Guolla, 2011) In golden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. In developing countries the impacts of Television (TV) advertisement are very much high and enhances the satisfaction level of those products and they prefer to buy that one. (Vinod Kumar Bishnoi, 2009).

Without advertising the world would probably narrow or very different. A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). So advertising has an important role in today's businesses. The

advertising not only persuades the customer to buy only but also gives them the options that can be considered when they go to purchase to distinguish the products among many. So when the customer goes to purchase any thing he will once think about it that there is a certain product with certain features (Agwu 2013).

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product (Kenneth and Donald 2010). Advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. Advertising helps to describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. So advertising has become important for business nowadays (Bardi 2010).

From the late of 20th century, Television has been considered as the most powerful media for Advertisement industry. It is not overstated for that conclusion, thanks to the millions of Television set sold on over the world and billions of faithful viewers across every continent. In terms of global market, with the average watching time per day more than 4 hours, advertisements on Television seems to be golden mine for companies to introduce their products to the world (Nielsen, 2010).

Advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service (Iqbal 2013).

Companies want to increase the sale of specific product to maximize their profit then they must gain as much as possible the purchasing intension from the customers. Therefore; advertisements

on Television is a suitable method for diffusing products information to large amount of customers and gaining customers purchase intention (Halim and Hamed, 2005).

Based on World Bank report (2013), “Ethiopia has made progress on various fronts since 2002. It noted country’s economy grew at an average annual rate of 10.6 percent from 2003/04 to 2010/11 (11.4 percent according to government figures) WB, Ethiopian Economic Update (2012). This makes Ethiopia one of the fastest growing economies in Africa. Following the pro-poor spending strategy of implementation, encouraging results have been recorded in meeting the MDGs in the provision of education and health, and in the expansion of road infrastructure.” Mega projects, like the Grand Ethiopian Renaissance Dam, the national railway lines and massive road construction are worth mentioning in this regard. The country has been in a construction boom for some time now with tall buildings rising in many places especially in the capital city, Addis Ababa. Various luxury services have also become available and the construction of shopping malls has recently increased as well. Recently Addis Ababa was recognized as one of the top 10 destination cities in the world that tourists are interested to visit.

Due to this fact demand of different items and the purchasing power of the citizens is increasing. Consequently different types of firms are competing to obtain their target customers’ attention. Accordingly, most of the firms use advertisement as an important marketing tool to survive in this very competitive environment.

Hence the current research focused on the impact of TV advertisement how Addis Ababa consumers intend to purchase the product or service.

1.1.1 Definition of Key Terms

The following were the key concepts and terms used in the study:

Advertising: Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. (Belch 2012).

Advertiser: The manufacturer, service company, retailer or supplier who advertises their product or service. (Bovee et al. 1995).

Consumer: A person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product. (Solomon et al. 2010).

Consumer Behavior: The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Maria et al. 2008).

1.2 Statement of the problem

As a promotional strategy, advertising serves as a major tool in creating product awareness and condition the mind of potential consumer to take eventual purchase decision (Kotler, Keller, & Koshy, 2009).

Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. Consumer do have different alternatives to choose one brand from the other, hence, knowing which advertising can really catch consumers preference and influence their buying decision is important to business advertisers, marketers, manufacturers and suppliers. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers and marketers to understand the major factors that can attract the attention of buyers to their own product or service, these then form the basis for marketing planning an action (Adeolu et al., 2005)

According to Vivekananthan (2010), marketers' main objectives are getting new consumers and retaining the existing ones to increase their market share and sales volume. The cost of getting new customers is five times greater than the cost of retaining the current customer. To do so, marketers are spending huge amount of money, energy, and time for advertising their products, services and ideas.

TV advertising is a lot more expensive than other types of advertisement media. Companies allocate a considerable part of their resources to advertising activities with the hope that advertising will earn them the best return on their investment.

Currently there are more than 15 TV stations in Ethiopia. In this competitive era, all television stations are struggling to improve their content and are searching for esteemed advertiser to advertise their products or services in their respective television channels. Advertisers are the backbone for television and vital to the continuation broadcasting since the main income of a television channel is drawn from advertisements.

TV advertisement costs are increasing from time to time. Ethiopian companies are spending large amounts of money for production and air time with TV advertisements because they want to keep their products or services at the forefront of consumers' minds. TV advertisements have proven to be a successful tool for the communication of products and services. TV is a unique and powerful advertising medium as it contains the elements of sight, sound, and motion to create a variety of advertising appeals and executions (Belch & Belch, 2012).

Therefore, this study focuses on the impact of TV advertisement how Addis Ababa consumers intend to purchase the product or service.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this study is to investigate the impact of TV advertisements how Addis Ababa consumers intend to purchase the product or service.

1.3.2 Specific Objectives

- To assess how Addis Ababa consumers rely on TV advertisements to buy a product or service?
- To examine how TV advertisements increase the Addis Ababa consumer buying habits?
- To find out how TV advertisements communicate effectively and create awareness?

1.4 Research questions

1. To what extent do Addis Ababa consumers rely on TV advertisements to buy a product or service?
2. How do TV advertisements increase Addis Ababa consumer buying habits?
3. How TV advertisements communicate effectively and create awareness?

1.5 Significance of the study

The study essentially finds out the impact of TV advertisements and how consumers intend to purchase the product or service. Consequently, this study contributes as an input for the advertiser and It indicates to what extent TV advertisements can bring attitudinal shift on the perception of products or services to the consumer.

It's believed that the result of this study would be important to advertisers, production companies and TV stations who are introducing, producing and transmitting TV advertisement products or services because they can understand the Addis Ababa consumer views of TV advertisement.

The results of this study can also be an input for further study and reference about impacts which occur through TV advertisements.

1.6 Scope of the study

This study focuses on media's advertising in Ethiopia, particularly on the impact of TV advertisement on Addis Ababa consumers towards product and services. The study focuses on general TV advertisements which were aired on government and private TV stations. The study focuses on 350 Addis Ababa consumers who watch TV advertisements.

1.7 Limitations of the Study

Several limitations expected regarding this study. The first one was difficult to investigate this broad topic that requires deep investigation and which is associated with a large number of factors within the budgeted time and allocated resources. Secondly, the research was restricted to a specific number of viewers in Addis Ababa, and they cannot represent all of the city's TV advertisement viewers because the resource and time constraints limit the researcher to take a large sample size. Thirdly, lack of related literature conducted in our country on the area of

impact of TV advertisement was another limitation of this study. Moreover, the results that were obtained from this research may not represent the whole country (Ethiopia), since the sample was limited to Addis Ababa.

1.8 Structure of the Study

This study is organized into five chapters. The first chapter introduces the study. It provides the background of the study, statement of the problem, research objectives, research questions, significance of the study, scope and limitations of the study as well as the organization of the study.

Chapter two provides the literature review related to the study. It defines the key concepts in the study. It also provides the theoretical perspectives, empirical studies and the conceptual framework of the study.

Chapter three discusses the methodology of the study. It explains the area of study, research design, population of the study, sampling design, data collection methods, reliability and validity of the study and data analysis procedures.

Chapter four presents results and analysis of findings in the study. Finally, chapter five concludes the study. It provides the summary, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents the review of literature related to the impact of TV advertisement on consumer. It defines key concepts, followed by theoretical perspectives, empirical studies and conceptual frame work of the study.

2.1. Advertisements

According to Katke, (2007) advertisement is an effective way to influence the mind of viewers and gives viewers' exposure towards a particular product or service. Morden, (1991) advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Advertising play an important role in business demonstration and is a useful instrument to attract and influence customers. Arens, (1996) define advertisement as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. Dunn et al. (1987) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment. In the present digital world, everything like culture, habits of the people, technology and etc. are on their way to becoming globalized. The fast tempo of globalization is thus minimizing the distance among customers.

Now with the help of advanced technology, it has become possible for advertisers to reach all segments of a target market. Firms are investing to influence the buying behavior of customers and determining the factors that have direct or indirect effects on buying behavior like purchasing power Chandon et al. (2000).

Advertising is the core idea that is presented in non-personal ways to create purchase intention. Advertisers are trying to spread maximum information about products in target market. Popularity is the aim of effective advertising Laurie et al. (2011). Effective advertisement shapes

the attitude and finally leads to purchase intention Shimp, (2003). Advertisers use different techniques to effectively convey commercial ads to create purchase decision. Advertisers hope that their ads will change the buying behavior of target market and consumers will buy their products. In order to make their advertising campaign even more effective and rewarding, advertisers look at various factors which may influence customers' buying behavior. Ideally, consumers buying behavior is the reflection and expression of their purchase decision patterns Hollensen, (2010).

According to Belch et al. (2012) advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. This is particularly true for companies whose products and services are targeted at mass consumer markets. Aside from this, there are several reasons why advertising is such an important issue for many marketers. First, it can be a very cost-effective method for communicating with large audiences. Second, it can be used to create brand images and symbolic appeals for a company or brand.

Effective advertising can be described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley et al. (1984).

2.2 Historical Background of Advertisement

According to Tolani (2012), the first advertisement may have been a sign painted on a wall of a building. Over a century ago, Harper's Weekly commented that advertisements were a true mirror of life, a sort of fossil history from which the future chronicler. The practice of advertisement is as old as mankind. According to Dunn et al. (1987), the need to advertise has been a part of human daily activities, evidenced since ancient human civilization.

In the late 19th century the advertising agency of N.W. Ayer & Son was instituted. Ayer and Son offered to plan, create and carry out full package of advertisement for its customers. By 1900 the advertising agency had become the focal point of creative planning and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas diversified the services of his news agency, to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W.

Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia USA Brassington et al. (2001).

2.3 Importance of Advertising

If the advertisement of any concerned product, service or idea is done correctly at a right place, through proper media, and within a particular time constraint, can attract many new customers. It helps to capture the market and increase sales of an advertiser. According to David et al.(2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

According to Agrawal (2012), advertising is stated as is a relatively low-cost method of conveying selling messages to numerous prospective customers; it can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives. Advertising assumes real economic importance too (Belch and Belch, 2001).

Effective communication through advertisement leads the consumers toward the purchasing of brand (Belch and Belch, 2001). Kotler, Keller, and Koshy (2009), stated that, advertising is the best known and most widely discussed form of promotion because of persuasiveness; it can create brand images and instill preferences among consumers.

2.4 Advertisement in Ethiopia

2.4.1 A Brief History of the Media in Ethiopia

According to a survey of culture and media Ellene et al. (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II who ruled from 1889 - 1913. The first medium to be introduced was a weekly newspaper (La Se-mained' Ethiopie, 1890),

published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to Le Semeurd' Ethiopie.

The first Amharic newspaper, a four-page weekly newspaper named Aemero was published in 1902. The first issues were 24 hand written copies. Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore ("War News") and many others emerged.

For the most part, these print media were controlled by the country's government. In 1965 Berhanena Selam Printing Press, a modern, institution run by the government was established. The printing press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) and its English counterpart the Ethiopian Herald, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people. In addition to the printing media, electronics media such as Ethiopian Radio and Ethiopian Television were established in 1935 and 1964 respectively.

In October 1992 the proclamation of the Press Freedom Bill by the Ethiopian Transitional Government launched.

1. Freedom of the press is recognized and respected in Ethiopia.
2. Censorship of the press and any restriction of a similar nature are hereby prohibited.
3. Further guaranteed the right of access to information. It stipulated that any press and its agents shall, without prejudice to rights conferred by other laws, have the right to seek, obtain and report news and information from any government source of news and information.

2.4.2 Advertisement Practice in Ethiopia

According to the data obtained from the Ethiopian Broadcast Authority, currently there are 791 advertising agencies in Ethiopia. These companies are working based on the proclamation of advertisement. The Federal Democratic Republic of Ethiopia launched this proclamation on 2012. A proclamation on advertisement (Proclamation no. 759/2012) was approved on the federal Negarit newspaper.

2.5.2 Ethiopia Proclamation of Advertisement

Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012.

According to the proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct.

Any advertisement disseminated through the mass media shall be presented in a manner that clearly differentiates it from other programs and may not affect the content of the programs.

Advertisement may not be prepared and disseminated in the form of news.

An advertising agent who designed and disseminated an advertisement to promote the goods, services or other related messages of any person may not advertise, within the next three months, similar goods, services or other related messages of another person by using the image or voice of the same advertising actor.

Laws issued to protect copyright and neighboring rights as well as inventions, minor inventions and industrial design patent shall be applicable with respect to advertisement service as appropriate.

According to the proclamation no. 759/2012, unlawful or immoral content or presentation of advertisements are advertisement that contains image, speech or comparisons that violates the dignity, liberty or equality of mankind in relation to language, gender, race, nation, nationality, profession, religion, belief, political or social status; advertisement that violates the rules of good behavior or human dignity of individuals, nation, nationalities or peoples, and defames the reputation of an organization; advertisement that undermine the national or regional state's flag, emblem, national anthem or currency; advertisement that undermine the dignity or emotional feeling of physically disabled person or a person living with HIV/AIDS or suffering from other disease; advertisement that instigates chaos, violence, terror, conflict or fear among people;

advertisement that instigate an action that could endanger the physical or mental health and security of the people; advertisement causing sound pollution through any sound magnifying machine, which does not comply with the sound limit set by the appropriate governmental body; advertisement with obscene written message, image, picture, film or similar presentation; advertisement using the name, image or photograph of a person without his consent, or artistic or creative works protected by the law without authorization by the concerned person; advertisement contrary to traffic safety or environmental protection; Commercial advertisement presented by wearing defense force or police uniforms, decorations or insignia and advertisement with content or presentation prohibited by other laws or that promotes the violation of any law.

In the proclamation no. 759/2012, the following advertisements shall be deemed to be as having misleading or unfair content or presentation: advertisement that gives false information about the country or place of origin, date of production, nature, ingredients, weight, volume, use or acceptance by consumers of a product; advertisement that gives false information about the price of goods or service including tax and other lawful fees or about obtaining copy right or patent right, quality and standard certification or prize from a recognized body or other related information; advertisement presenting a product or a service beyond its real usage, quality, flavor, taste, ingredient, strength, durability or sufficiency; advertisement promoting a product the expiry date of which is approaching or has already lapsed; advertisement promoting a milk powder or similar meal as preferable or equivalent to breast feeding for children under the age of six months; advertisement presenting the products or services of others as one's own; advertisement promoting a product or service contrary to the rules of fair trade competition by undermining those consumers who do not use the product or the service; advertisement that undermines a product or service, or the capacity or reputation of a competitor by comparing and contrasting it with one's product or service, or that degrades local products or services with the aim of promoting preference to an imported product or service; advertisement that mix local language with a foreign language unless a term taken from the foreign language has no equivalent in the local language; advertisement that present goods or services that are not available in the market; an ambiguous advertisement that confuses a product, service or a company with another product, service or company; advertisement announcing the supply of a product or the provision of service freely or at a discounted price while the product is supplied or

the service is rendered at its real price; advertisement promising speculative dividend earnings of shares offered for sale; advertisement promising the awarding of prizes or the provision of guarantees to consumers and fails to do so after the sale of products or services; advertisement that presents research results or excerpts or quotations from scientific, technical or other publication as if they have relation with the promoted product or service; an advertisement which uses false testimony; advertisement containing superlatives such as "the first of its kind", "the only one", "for the first time", "never ever before", or "unparalleled", if it cannot be proved with evidence; any other similar advertisement misleading or unfair with its content or presentation.

2.6 Advertising and Consumer Behavior

According to Smith et al. (2001), consumer behavior is the “process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires”. Sometimes the purchases are a long detailed process; that includes extensive information search, comparisons and evaluation. Sometimes they are incidental and impulsive, a prominently displayed discount price or offers in a store may result in impulsive purchase. Marketers need to know the specific needs, consumers are attempting to satisfy and how that translates into purchase. They need to understand how they access information regarding various brands and how they differentiate between various brands.

Information search is one part of the decision making process, consumers search for information to make decisions, the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives, selects, organizes and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the advertising campaign can certainly affect the perception process (Belch and Belch, 2001).

Studies have shown that a lot of elements can affect consumer behavior, whether to purchase or not to purchase a particular product or service. Most of life’s routine actions are dominated by product buying behavior and practices with places such as shopping centers, malls, entertainment parks, sightseeing centers and so on Blythe and Jim (1997). According to Solomon (2002), consumer behavior has two aspects: the final purchase activity which is visible to us and

the decision process which may involve the interaction of a number of complex variables not visible to us. As a matter of fact, purchase behavior is the end result of a long process of consumer decision-making Duffy et al. (2005).

2.4.1 Consumers

According to Schiffman et al. (2010), a consumer is a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product.

Traditionally, consumers have been defined very strictly in terms of economic goods and services in which a monetary exchange is involved Hawkins et al. (1998). This concept, over a period of time, has been widened. Some scholars also include goods and services where a monetary transaction is not involved. Thus the users of the services of voluntary organizations are also thought of as consumers.

2.4.2 Roles of Consumers Behavior

Various categories of roles can be thought of in relation to on consumer behavior. William and Ferrell, (2000), explains the role of consumer behaviors as follows. Sometimes, the goods are bought by the father and the children use it. The children ultimately become the consumer. A packet of colored crayons bought by the father and used by his children in school. The father buys a refrigerator and the user is the entire family. Therefore, we study certain consumer behavior roles. Initiator: The individual who determines that certain need or want is not being fulfilled and purchases a product or service to fulfill the need. Influencer: A person who by some intentional or unintentional word or action influences the purchase decision. Buyer: The individual who actually makes the purchase transaction mostly is the head of the family. User: The person or persons who consumes or use the purchased product.

2.4.3 Factors that Influence Consumers Buying Behavior

According to Schurr et al. (1985), the factors that influence consumer behavior can be grouped into personal, psychological, cultural and social factors. An understanding of these factors helps businesses in order to provide products and services that meet consumers' needs and wants.

Personal: This category includes, age & life - cycle stage (family life cycle: single, newly married couples and etc.). Occupation (occupation affects consumption patterns). Economic

situation. Lifestyle (pattern of living as Activities, Interest and Opinions). Personality (personality is defined in terms of traits; these are psychological characteristics which lead to relatively consistent patterns of behavior towards the environment) & self-concept (self-concept is reflective of identity; how a person perceives himself including attitudes, perceptions, beliefs and etc). Products and brands also have a personality; consumers are likely to choose such brands whose personalities match their own self.

Psychological: This category consists, motivation (motives; urge to act to fulfill a goal or satisfy a need/want). Perception (ability to sense the environment and give meaning to it through the mechanisms of selection, organization and interpretation). Learning (a relatively permanent change in behavior as a result of one's experience; relates to memory; learning could be experiential based on direct experience or conceptual based on indirect experience; consumer learning could be based on marketing communication/seller provided information, personal word of mouth and/or experiential). Beliefs (thoughts that a person holds about something; these are subjective perceptions about how a person feels towards an object/person/situation) and attitudes (a favorable or unfavorable disposition/feeling towards an object, person or a situation).

Cultural: Culture (a sum total of values, knowledge, beliefs, myths, language, customs, rituals and traditions that govern a society). Culture exerts the broadest and the deepest influence on consumers; For instance, influences on our eating patterns, dressing, day to day living and etc. cultural influences are handed down from one generation to the next and are learned and acquired through time). Sub-culture (subset of culture: smaller groups of people within culture with shared value systems within the group but different from other groups; identifiable through demographics and other variables). Social class: relatively permanent divisions/stratifications in the society in to upper, middle lower classes; members in a class share similar values, interests, lifestyles and behaviors; the division is based on combination, income, education, wealth and other variables.

Social: Family: most important influencer; (there occurs in a family what is referred to as socialization; family of orientation: parents and siblings; family of procreation: spouse and children; further some decisions are husband dominated, some are wife dominated and some are

joint; roles played by family members), family life cycle (stages through which a family evolves; People's consumption priorities change and they buy different goods and services over a lifetime). Friends and peers, colleagues. Groups: reference groups; these are people to whom an individual looks as a basis for personal standards; they are formal and informal groups that influence buying behavior; reference groups could be direct (membership groups) or indirect (aspirational groups); reference groups serve as information sources, influence perceptions, affect an individual's aspiration levels; they could stimulate or constrain a person's behavior. Opinion leaders (they influence the opinion of others based on skills, expertise, status or personality). Roles & Status: the role refers to the expected activities and status is the esteem given to role by society.

2.4.4 Process of Consumers Buying Decision

According to Proctor et al. (1982), understanding consumers' purchase decision-making process allows marketers to gain more knowledge and experience about their consumers. Moreover, it can be a foundation for them to create worthier marketing strategies for their target consumers. If marketers understand this process, they will know how their consumers search for information before buying, which criteria can encourage them to buy and what factors influence their purchase decision-making Folkes (1984).

The purchasing process is a set of procedures used to identify or select products or services to purchase, verify quality, compliance and the importance of products and vendors carry out purchasing transactions, and verify that operations associated with purchasing have been executed appropriately. Arens, (1996) state that different organizations have buying processes of varying complexity, depending on the industry in which they work and the nature of the products being purchased.

Solomon, M.R. (2002), *Consumer Behavior: Buying Having, and Being*, Fifth Edition, New Jersey: Prentice Hall. the classic view of consumer behavior principle is the five stage of decision-making model, which is based on the idea that considers consumers as information-processing machine. The classical five stages of consumer decision-making process are (1)

problem recognition, (2) information search, (3) alternatives evaluation, (4) product choice and (5) post-purchase evaluation Alba et al. (2000).

Problem Recognition: Problem recognition is the beginning level of consumer decision-making process. It occurs when consumers realize that there are some deviations between their actual state and ideal or desired state Proctor et al. (1982).

Information Search: Information search is the stage where consumers search for more knowledge in order to solve the recognized problem. To help themselves make a decision, consumers will look for information from their internal and external environment. Information search process can be classified into two types. Firstly, the pre-purchase search process is the process where consumers look for the information to satisfy their needs or solve their problems, which begin after consumers realize their needs or problems. Secondly, an ongoing search is the process where consumers browse the information for their pleasure and to keep them up-to-date with new products or current situations of the products" market Hubert et al. (1985).

Alternative Evaluation: In this stage, consumers have to evaluate their available alternatives that they have obtained from the previous stage, information search. According to Hoyer et al. (2008), since there are a great number of brands in the market place, consumers will create their own evoke set which consists of brands that are already in their minds. The brands that are included in consumers" evoke sets will have more opportunities to be selected by them.

Product Choice: Consumers have to choose one alternative after evaluating their options from the previous stage. Choosing product can be either a simple and quick or a complex stage. Consumers" product choices can be affected by various sources of information during the process of decision-making Hollensen (2010).

Post Purchase Behavior and Disposal: Even though the buying decision has finished, consumers often still evaluate and assess their decisions because they want to feel more confident about their choices and to ensure that the product can solve their problems or satisfy their needs Jan – Benedict et al. (1999). Aaker et al. (1978) stated in his study that the quality of a product/ service is a main determinant in post purchase evaluation.

The purchasing process is a set of procedures used to identify or select products or services to purchase, verify quality, compliance and the importance of products and vendors carry out purchasing transactions, and verify that operations associated with purchasing have been executed appropriately. Arens, (1996) state that different organizations have buying processes of varying complexity, depending on the industry in which they work and the nature of the products being purchased.

2.5 Nature of Advertising

2.5.1 Advantages and Disadvantages of Advertisements:

Advantage: Advertising allows doing multiple announcements and when the addressee gets the message, consumer can compare the product with other competitive firms. A wide-ranging promotional activity, run by the company, is some kind of evidence of company's popularity and success.

Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales. (Kotler 2010).

Disadvantage: Advertising is impersonal, and therefore it lacks persuasiveness compared to a real person maintaining face to face communication. Advertising is mostly a monologue that does not obligate to pay attention and reaction.

Advertising can be very expensive. Some of its types, such as an ad in the newspaper or on the radio, do not require much money, where other forms of advertising, such as television, require significant funding. (Kotler 2010).

Each country has its own regulations concerning advertising. Advertising can define a wide number of different aspects, such as placement, timing, and content. For example, in Russia you will not see advertising of alcohol on the TV after 9 pm, and in Sweden and Norway it is totally prohibited. There are countries that do not allow commercials aimed to children under the age of 12, and there cannot be any advertisements five minutes before or after children's program. In

the United Kingdom it is forbidden to promote tobacco on television, billboards or at sporting events.

2.5.2. Classification of advertising

Advertising is a refined product for a variety of consumer groups, and is used to implement a wide range of functions, it is not so simple to classify it. According to Sandage, (2001) divide advertising into 8 main categories:

1. By target market segmentation - In this case, it should be clarified that the segmentation is a division of the consumer audience on segments by typical social, professional and other features. The more specific product or service is the narrower is the segment of the audience, among which they can be advertised.

2. By target impact – commercial (goods and services) and noncommercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Noncommercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.

3. By distribution area - global, national, regional, and local. Global advertising is a rapid development of economic globalization in general: interactive videos, world radio and satellite TV, the Internet and other latest communication tools. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district.

4. By the way of transmission - printed, electronic, outdoor advertising. (Sandage, 2001).

5. By the method implementation - textual, visual. Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can be an appropriate photographic image or picture, and dynamic advertising such as video, computer animation.

6. By the method of impact - direct and indirect. Direct advertising is an advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a phenomenon of a different kind. It operates almost on a subconscious level. So we do not even notice that we absorb the advertising information gradually.

7. By the method of addressing – an impersonal and personalized. Personalized advertising is represented by well-known personalities or experts of the advertised product, or consumers themselves.

8. By the method of payment – paid or free. Free advertising is rare. In the most cases it is a public or social advertising, not for commercial purposes.

2.5.3 Main Types of Advertising

According to Sandage, 2001, there are seven types of advertising:

1. Brand advertising – it is usually visual and textual advertising. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands.

2. Commerce and retail advertising - advertising of this type focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.

3. Political advertising - one of the most prominent and the most influential types of advertising. A positive image of the politician is formed.

4. Advertising with a feedback – this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).

5. Corporate advertising - such advertising almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.

6. Business advertising - professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.

7. Public or social advertising - unlike business advertising, it is oriented to the audience, united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

2.5.4 Functions of Advertising

According to (Kotler, 2002) there are four main functions of advertising:

1. Economical function - The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economical wellbeing of society.

2. Social function - Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations causes consumer instincts, encouraging people to improve their financial state improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best.

3. Marketing function - Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services.

4. Communicating function - Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels.

2.6 Methods of Advertisement

2.6.1 Print advertisements

Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals and the like and it is also called press advertising. Newspapers are included in paper print out which are published in different language. These are the sources of news, opinions and current events (McQuails, 2005). In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his or her message through newspaper which reaches to millions of people.

According to Stone (1982), the advantages of newspaper stem from having wide circulation and a single advertisement in the newspaper can quickly reach to a large number of people. The cost of advertising is relatively low because of wide publication. Generally, newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind a reader every day. The matter of advertisement can be given to newspaper at a very short notice.

The limitations of newspapers are that they are read soon after they are received and then are kept generally in some corner of the houses. After 24 hours fresh newspaper appears and this makes the life of the newspaper short. People read newspapers mainly for news and pay casual attention to advertisement. Illiterate persons cannot read and thus, newspaper advertising does not benefit them. Periodicals are publications which come out regularly but not on a daily basis. These may be published on a weekly, fortnightly, monthly, bimonthly, quarterly or even yearly basis, for example magazines.

2.6.2 Electronic Advertisements

Electronic media means broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity digital encoding of information. The term 'electronic media' is often used in contrast with print media (Belch et al. 2007).

2.6.2.1 Radio advertisements

According to Belch and Belch (2003), as compared to other advertising medium, radio advertising has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery, and integrated marketing opportunities. Cost and efficiency is one of the main strengths of radio as an advertising medium is its low cost. Radio commercials are very inexpensive to produce. They require only a script of the commercial to be read by the radio announcer or a copy of a prerecorded message that can be broadcast by the station.

Radio has become a popular way to reach specific non-English-speaking ethnic markets. Radio is probably the most flexible of all the advertising media because it has a very short closing period, which means advertisers can change their message almost up to the time it goes on the air. Radio commercials can usually be produced and scheduled on very short notice (Belch and Belch, 2003).

In radio there are short breaks during transmission of any programmed which is filled by advertisements of products and services. There are also popular programmers sponsored by advertisers. It is more effective as people hear it on a regular basis. It is also useful to illiterates, who cannot read and write. There are places where newspapers reading may not possible, but one can hear a radio. For example, one can hear a radio while traveling on road or working at home; but one cannot read a newspaper. Similarly, while driving one can hear a radio but cannot read a newspaper. Regular listener may remember what he or she has heard. But, occasional listeners tend to forget what they have heard in Radio. The message that any advertisement wants to communicate may not be proper as there is no chance to hear it again immediately. There may be some other disturbances that distort communication.

2.6.2.2 TV Advertisements

According to Belch et al. (2007), Television is the ideal advertising medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.

In comparison to Television, a radio is less effective as it lacks visual impact. Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 1982). With rapid growth of information technology and electronic media,

Television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear (Ibid). According to (Abideen & Saleem, 2011) Television Advertisement is a best way to promote products and services in front of millions of consumers. Television advertisement influences the buying behavior of the consumers with effective and efficient manner. Television Advertisement can be defined as “any paid form of non-personal communication of ideas or products on the electronic media to end user” (Bogdanovic, 2013). According to various studies, it revealed that television advertisement has the biggest effects on audiences and persuade them to start purchasing processes and has strong influence on consumers’ perception (Jolodar & Ansari, 2011). The major aim of television advertising is to impact on consumer buying behavior; however, this impact could be changed frequently with people’s emotions and perception. With the varieties of channels and programmers, advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing. Apart from the above, TV advertisements are usually expensive to prepare as well as to broadcast.

2.6.2.3 Internet Advertisements

The Internet is used by online and offline companies to promote products or services. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo. Benefits of internet advertising are; relatively cost effective; advertising can target specific types of viewers by positioning an ad banner on related web sites. Messages can be timely because editing the content is often easy and instantaneous (Bergh et al., 1999).

Internet is the most recently advanced form of media. According to Stone (1982), Internet has also brought about a lot of changes in advertisings. Internet means that one is catering to a select group of audience rather than a mass audience. Internet is the latest method of communication and gathering information (Ibid). If a person has a computer and with an access to internet he/she can have information from all over the world within a fraction of second. Through internet one can go to the website of any manufacturer or service provider and gather information. Sometimes when one does not have website addresses he or she is helped by search engines or portals. The

merit of internet is that, information from all over the world is made available at the door steps and also users can see the advertisement at their own time and as per the requirement.

All the media of advertising discussed above are mostly used by consumers while they are at home or inside any room, except radio and newspapers or magazines to some extent. Moreover, in all these media, the consumer has also to spend some money to access the advertisement.

However, there are other media available, where the consumer has to spend nothing and he or she can see such advertisements while moving outside. Some of such advertising are hoardings, posters, vehicular displays, gift items and the like. Large hoardings are placed on iron frames or roof tops or walls and can be seen when one is moving on the road. These are normally boards on which advertisements are painted, printed or electronically designed so that they are visible during day or night.

2.7 Ethical Issues in Advertising

According to Matin Khan (2006), advertising must follow certain moral principles and should not degrade or adversely comment on the other products and brands. It should highlight the positive points of its own products and be of good standard. It should not be offensive and in bad taste. It should not predict the sex of an unborn child and keep away from the unwanted practices adopted by the advertisers.

Schultz (1990) stated that advertising should not be untruthful, deceptive and misguide consumers. For instance, some car manufacturer companies advertising about their products advertise that they will cover X amount of kms per liter when in practice distance covered is much less. These advertisements deceive customer; sometimes advertisers have made false claims or failed to award prizes promised in sweepstakes or contests. The problem of untruthful advertising and promotion exists at the local level and in specific areas such as mail order, telemarketing and other forms of direct marketing.

Furthermore, Schultz (1990) commented that ethics must be given due place in advertising. Ethics cover various aspects. These range from the truthfulness of validity of claims to the mode of presentation of the advertisement. The advertising of products like cigarettes, alcohol and other injurious materials has to be dealt carefully. The authorities as well as the advertisers and the agencies should make a set of rules and regulations. It should adhere to certain values and

give satisfaction to the consumers. Another issue is the advertising directed to children. Children exposed to adult advertisements or advertisements that are not specifically made for them are liable to be harmed by ads showing a lot of indecency and sex.

Hackley (1999) comments: advertising presents special difficulties for business ethicists. Advertisements are trivial entertainments, yet advertising culture has been held up as a metaphor for a general moral degradation in the post-modern epoch. Advertisements confuse us since they are a new and unfamiliar form of communicative discourse which we find difficult to place in an ethical category". Since advertising has traditionally been used to communicate with mass audiences, as far as ethics-related communications are concerned, it would be more logical to employ advertising as a supporting activity to (other) major tools.

Regarding ethical issues of advertising the view of Hileman et al. (1974) is worth mentioning. According to them, advertisements should respect the traditions and customs of the society. The media should also play an important role and should be able to reject advertisements which are misleading and incorrect. This should be the case with Newspaper, Magazines, Radio and TV Media. Consumers should also boycott the advertisements and products advertised which are not ethical this can be done through consumer groups and opinion leaders. The government can also play a vital role in curbing unethical advertisement by making appropriate rules and regulation.

2.8 Theoretical Perspectives

This section provides theoretical perspectives related to this study.

Theoretical Framework: Hierarchy of Effects Model

The Hierarchy of Effects Model was created in 1961 by Robert J Lavidge and Gary A Steiner. This marketing communication model, suggests there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product.

Awareness: The customer becomes aware of the product through advertising. This is a challenging step, there is no guarantee that the customer will be aware of the product brand after

they view the advert. Customers see many adverts each day but will only remember the brand of a tiny fraction of products.

Knowledge: The customer begins to gain knowledge about the product for example through the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available.

Liking: As the title states, this step is about ensuring that the customer likes your product. As an advertiser what features can you promote to encourage the customer to like your product?

Preference: Consumers may like more than one product brand and could end up buying any one of them. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands.

Conviction: This stage is about creating the customer's desire to purchase the product. Advertisers may encourage conviction by allowing consumers to test or sample the product. Examples of this are inviting consumers to take a car for a test drive or offering consumers a free sample of a food product. This reassures consumers that the purchase will be a safe one.

Purchase: Having proceeded through the above stages, the advertiser wants the customer to purchase their product. This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases.

Lavidge and Steiner suggested that the six steps can be split into three stages of consumer behavior: cognitive, affective and conative.

- Cognitive (thinking) so that the consumer becomes product aware and gathers product knowledge
- Affective (feeling) so that the consumer likes the product brand and has conviction in it
- Conative (behavior) so that the consumer buys the product brand

The job of the advertiser is to promote the three behaviors so that the consumer proceeds to conative behavior and purchases the product.

Hierarchy of Effects model consumers moving from one step to the other and reaches to the buying decision. In mind that as you move through the model, there may be a lot of consumers that see the product advert but not everyone will make a purchase. It takes a lot of work to take a consumer from awareness to the final stage of purchase, so advertiser need to ensure that they try their utmost to get customers from conviction to complete the final stage of purchase.

2.9 Empirical Studies

This section provides the empirical studies related to the study. The empirical evidence in this study is divided to world and Ethiopia related studies.

2.9.1 World Related Studies

Niazi *et al* (2011) studied on the effective advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between advertisement and consumer buying behavior. It also established the relationship between environmental response and consumer buying behaviors. According to the study, consumers are buying products which they see in advertisement more than emotionally. However, the research did not check consumer psychological behavior and social concerns the gap of this study intended to fill.

Arshud *et al* (2014) studied on the impact of effective advertising on consumer behavior. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer. The gap is that, it did not look about customer/consumer buying behavior in terms of how price can affect consumer behavior. Also the study was conducted in different setting. This was conducted in Tanzania which has different environment compared to Pakistan.

Ogbu I. (2013) conducted a study on the Impact of Television advertisements on Children: A Case Study of Makurdi Town. The research assesses the Impact of Television advertisements on Children in a Survey of 800 children drawn from Makurdi, the capital city of Benue State, Nigeria. The result among other things reveals that television advertisements exert substantial influence on the attitude and behavior of children viewers. It is further revealed that the effects reach well beyond moving products desire from one brand to another. Summarily, it is recommended that concerned authorities, as well as parents, teachers and churches/mosques should sit up to their responsibilities to protect the future of our children by checking the activities of the advertisers and the children's viewership of television and other audio visual media. This study is intended to determine the effects or the communicativeness of television advertising on children. It counts on the attitude, opinion and the general behavior of children. The research finds motivation in Survey research method and adopts it. Based on the survey research method used relevant findings were made. In his explanation, Akuezuilo (1993:9), said that survey research is one in which a group of people or items are studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. He gave examples of instruments like questionnaire, interview and observation as the most commonly used tools for data collection.

Muhammad *et al* (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can truly play virtual role in improving consumer buying behavior. However, the state of advertising which had more effect to consumer buying behavior was not stated, a gap this intended to fill.

2.9.2 Ethiopia Related Studies

Eyerusalem (2017) conducted a study on Audience Reception Analysis of Selected Beer Commercials in Ethiopian Broadcast Corporation 1 (EBC1). The main aim of the study is to examine how the audiences interpret the messages conveyed by the selected beer commercials. The researcher assumes that as beer commercials transmitted on a day-to-day basis, beer seems

to become an important part of people's lives. The objective of the study is to investigate the interpretation of the messages transmitted by selected television beer commercials aired on EBC1. The researcher expect from the study to create an awareness among companies that produce the commercials and other stakeholders on the reception of commercials among the audience, enable producer of the beer to shape their ways of message presentation and it will also serve as a reference. The researcher has employed Qualitative Research Method for the study. Qualitative content analysis, focus group discussions and one-on-one interviews were used as data gathering instruments. With regard to the sampling procedure, six commercials from three beer brands were selected using purposive sampling based on time intervals in which the commercials were broadcasted, purposive and snowball sampling techniques were utilized for the purpose of audience.

Berhanu and Shimeels (2015) conduct a study on the Impact of Advertisement on Brand Preference of Beer Products with Reference to Hawassa City. The general objective of the study is to explore the impact of advertisement on consumers' beer brand preference. The study was conducted aiming to assess the impact of advertisement on consumers' brand preference with reference to beer products in Hawassa city. In this study, positivistic approach was adopted because this approach would allow the researcher to search for truths of the observation by empirical evidence via the hypothetic-deductive method (Jankowicz, 2005 cited in Ling et al., 2010). In this research both quantitative and qualitative data were used. However, more emphasis was given to quantitative data. The researcher also made use of qualitative data in order to triangulate the data collected through the quantitative method. The study employed both primary and secondary data. The primary data were collected directly from the sample respondents such as the consumers of beer, sales personnel and managers in selected groceries, restaurants and hotels using structured questionnaire. Interview method was also used to substantiate the data obtained through questionnaire method. The secondary data were collected from such sources as books, journals, articles, research papers, and the internet.

Tadesse (2013) conducted a study on The Advertisement Practice and Audience Reaction towards it: The case of Oromia Television. The main aim of the study was to examine the advertisement practices of Oromia

Television and audience reaction with the theoretical foundation of encoding and decoding and situational ethical theory. The study of the research employed descriptive design involving both quantitative and qualitative approaches.

Data were qualitatively collected through in-depth interview and questionnaire with open and close ended questions. Besides, purposive sampling method was employed to select the respondents of the study. The data obtained from conducted interview were analyzed qualitatively. In the study, the data which were gathered through document review basically ethical guideline and sample of broadcast ads, were presented in the forms of descriptive and the responses of the audience were presented in the form of the tables and chart with frequency and percentage. Finally, this data were analyzed quantitatively.

Based on these indications the study concludes that there are problems of ethics in OTV advertisement which have been resulted from many factors. OTV advertisement practices have negative influence on purchasing decisions of the audiences. Finally, great attention should be given for improvement of the advertisement practices of OTV.

2.10 Conceptual Framework of the Study

Moskal and Leydens (2000) states that conceptual framework is a written or visual presentation that explains either graphically or in narrative form. Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation sometimes a conceptual framework sometimes is referred to as a theoretical framework.

Conceptual framework can act like a map that gives coherence to empirical inquiry. Because conceptual framework is potentially so close to empirical inquiry, it takes different forms depending upon the research question or problem.

In this study, a framework was developed to conceptualize the interrelation between dependent variable and independent variables. Assessment of the elements/variables of the conceptual framework assisted to understand the phenomenon because assessment of each element/variable was thought to provide an answer to specific research questions developed above. The

elements/variables considered in this conceptual framework were dependent and independent variables.

Figure 2.1: Conceptual Framework of the Study

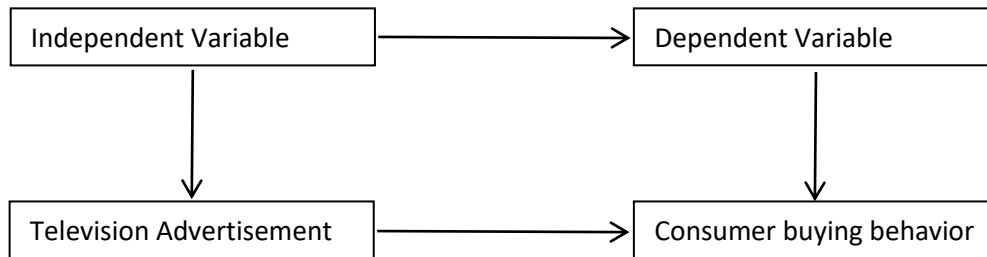


Figure 2.1 above consists of one independent variables and one dependent variable. The independent variable is Television Advertisement related to a dependent variable which is consumer behavior. It was considered that the independent variable, Television Advertisement will have positive influence on the consumer buying.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter clearly defines the research methods used to conduct the study. It explains the area of study, population of the study, research design, sampling technique, sample size, data collection methods and data analysis procedures.

It will generate statistical data on how TV advertisements impact consumers in Addis Ababa, following a mixed research design. This study focuses mainly on how TV advertisements impact the buying behavior of Addis Ababa consumers.

3.1 Area of the Study

The study focuses on Addis Ababa, Ethiopia. The reason for selecting Addis Ababa is the study area consists of heterogeneous mixture of people from all over Ethiopia. Secondly, it is due to the researchers' familiarity with the area. Thus, it was easier to obtain data and to get necessary assistance morally and materially.

3.2 Population of the Study

Best and Khan (1998) class the population as any group of individuals who have one or more characteristics in common that are of interest to the researcher. In this study, the target populations are TV Advertisement viewers in Addis Ababa city.

3.3 Research Design

To collect the necessary information for the study, both quantitative and qualitative data employed. Creswell (2009) claims that there is more insight to be gained from the combination of both qualitative and quantitative than either of the forms by themselves, as their combined use provides an expanded understanding of research problems. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation for this study.

According to Winter (1996) mixture of the qualitative and quantitative methods help to identify their strengths and weaknesses and how their divergent approaches can complement each other. A mixed research approach involves philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative methods in the

research design process. As a method, the mixed approach focuses on collecting, analyzing and mixing both qualitative and quantitative data in a single study.

Creswell (2007) states that the central premises of mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either approaches can do alone. In mixed design, it is not enough to analyze qualitative and quantitative data, the data needs to be mixed in some way so that together they form a more complete picture of the problem than they do when they are implemented alone.

Generally, closed ended questions were analyzed through quantitative and in-depth interviews, and document reviews were analyzed through qualitative ways.

3.3.1 Qualitative Approach

Qualitative research was implemented for its advantages as stated on Stone et al. (1999). It is more appropriate for examining words and ideas rather than counting numbers. Qualitative research method is one of the methods used to conduct this research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand people's motivations, attitudes and behavior. This method is used to understand and explain social phenomena in their natural setting. To apply qualitative research, the researcher used in-depth interviews to collect data.

3.3.1.1 In-depth Interview

The aim of qualitative in-depth interviews is to capture descriptive data about people's experiences and attitudes. It is characterized by open-ended, flexible, respondent-centered questions and designed to use the respondent's creativity and imagination deeper understanding of the various. According to Carolyn Boyce (2006:74) in depth interviews are useful when we want to get detailed information about a person's thoughts and behaviors or want to explore new issues in-depth. Carolyn states that the primary advantage of in depth interview is that they provide much more detailed information than what is available through other data collection methods. People may feel more comfortable having a conversation with the interviewer about their feeling as opposed to filling out a survey.

In-depth Interviews are a qualitative data collection method which has the opportunity to capture rich, descriptive data about peoples' behaviors, attitudes and perceptions, and unfolding complex processes.

In-depth Interviews are a qualitative research technique that involves conducting intensive individual interviews with a smaller number of respondents to explore their perspectives on a particular idea, program or situation.

The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods. Carolyn Boyce (2006) in-depth interviews are useful when we want to get detailed information about a person's thoughts and behaviors or want to explore new issues in depth.

In-depth interviews were implemented with 5 media and advertisements professionals and one individual businessman.

3.3.2 Quantitative Approach

Quantitative approach is the second method employed to conduct this study. Under this approach, a quantitative survey method and closed ended questions with the five Likert scale were implemented. Liker, (1932) developed the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes. It helps to gather information from a large number of people quickly. It also facilitates the study of human attributes. Moreover, according to Creswell, (1994) quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about certain issues. Under this method, the responses towards the Impact of Television advertisements on Addis Ababa consumer practices were analyzed.

Explanatory Sequential Design

Explanatory sequential design allows viewing the study as a two project collecting quantitative data first followed by connecting qualitative data second.

Conduct a survey and then follow up with a few individuals who answered the questions through interviews.

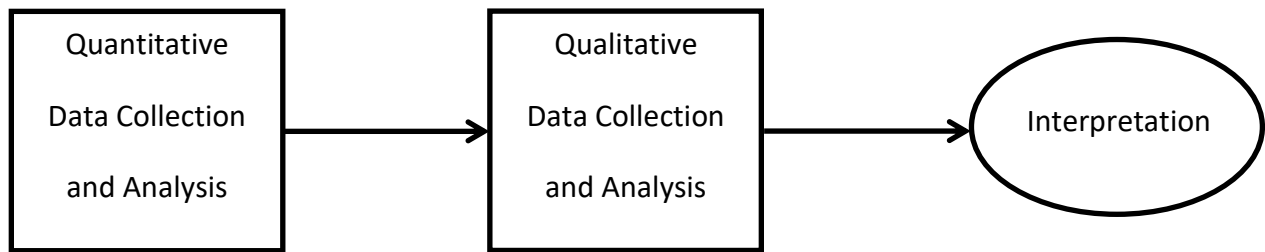


Figure 3.1 Explanatory sequential design

In this study, the researcher applied both qualitative and quantitative approaches, with the help of questionnaires, In-depth interviews, document reviews and observations. Primary data was obtained and through analysis and interpretation, suitable suggestions were recommended. Tables and charts were also used to present the results of the study.

3.4 Sampling Techniques

Huberman (1994) defines a sample unit as a single section selected to research and gather statistics of the whole population. The sampling unit for this study is TV Advertisement viewers of Addis Ababa. A sample size involving a number of respondents will be included in this study. According to Best and Khan (1998), a sample is a small portion of a population selected for observation and analysis. By observing the characteristics of the sample, one can make certain inferences about the characteristics of the population from which it is drawn.

To select the required respondents, the researcher used purposive sampling techniques. All of the respondents were over 16 years old. This characteristic was tactically chosen to make sure that all respondents are active consumers and decision makers.

3.5 Sample Sizes

The purposive sample sizes of the 309 viewers of Addis Ababa Television advertisement viewers from different background were selected. However, the number of respondents is scarce and ineffective at representing Addis Ababa Television Advertisement viewers. This is due to the constraints of time and money; therefore, the researcher limited the number of respondents to this amount.

The following table shows the population distribution by sub cities

Table 3.1: Population distribution by sub-cities.

No	Sub Cities	Population
1	Addis Ketema	289,344
2	Akaki Kaliti	205,385
3	Arada	239,638
4	Bole	350,102
5	Gulele	303,226
6	Kirkose	250,665
7	Kolfe Keranio	485,952
8	Lideta	228,547
9	Nefas Silk - Lafto	358,359
10	Yeka	392,781
	Total	3,103,999

Source: Central Statistical Agency / Statistical Abstract 2012 / 13

3.6 Data Collection Methods

This study collected data through primary and secondary sources.

3.6.1 Primary Data

Primary data is data which hasn't been collected before; they are collected directly from the source (Kothari, 2006). Primary data was collected from the Addis Ababa TV Advertisers using survey questionnaires. Sekaran (2001) suggests that questionnaires are an efficient data collection mechanism provided the researcher knows exactly what is required and how to measure the variables of interest. The researcher conducted 309 questionnaires with people who have had experience watching TV advertisements. The 309 questionnaires were purposively distributed (purposive sampling) to the target audience. The questionnaire has two parts. The first part is demographic information of the respondents and the second (closed ended) focuses on the questions that discuss the overall assessment of the impact of TV advertisements. In addition to survey questionnaire, the researcher has done in-depth interviews with five media and advertisement professionals and an individual businessman.

3.6.2 Secondary data

These are data extracted through reviewing various documents e.g. previous thesis, text books, journals, magazines and other published information that were available within advertisements.

3.7 Data Analysis Techniques

In this study, both qualitative and quantitative data gathering techniques were applied and analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that was collected by questionnaire was analyzed using the percentages and the result was presented in the form of table. The analysis of quantitative data was conducted with the help of SPSS (Statistical Package for Social Sciences). The information or data through qualitative instruments (open ended questions, document review and observation) were analyzed qualitatively. Finally, the two data results were triangulated to complement each other. This present and portray the real picture of the Addis Ababa TV Advertisement viewers, in terms of advertisement with respect to consumer behavior.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

This chapter presents the findings of the study. It also analyses and discusses the findings of the study as per set objectives stated in chapter one. It first shows the profile of the respondents then presents, analyzes and discusses the findings from the study, it gives information collected based on the objectives of the study such as relations between TV advertising and consumer behavior.

4.1 Demographic Profile of the Respondents

The demographic characteristics of the participants in the study are age, sex, marital status, educational level and income level of the respondents.

4.1.1 Age of the Respondents

Respondents were asked about their age. Table 4.1 below provides the findings of the study.

Table 4.1: Age of the Respondents

	Age	Frequency	Percent
Valid	16 – 25	110	35.6%
	26 – 35	135	43.7%
	36 – 45	50	16.2%
	46 – 55	8	2.6%
	>55	5	1.6%
	Total	308	99.7%
Missing	System	1	.3%
Total		309	100%

Source; Field Data (2018)

Table 4.1 above indicates that from 309 respondents 308 (99.7%) responded of their age category. 110 (35.6%) of the respondents were aged between 16-25, whereas 135 (43.7%) of the respondents were between 26-35, 50 (16.2%) were 36-45, 8 (2.6%) were between 46-55 and 5 (1.6%) were above 55. 1 respondent did not state his or her age category. Thus 79.3% of the respondents fall under the age category of 16-35. This shows that majority of the respondents were relatively young.

4.1.2 Respondents by Sex

Respondents were asked about their sex. Table 4.2 below provides the findings of the study.

Table 4.2: Sex of the Respondents

Sex		Frequency	Percent
Valid	Female	121	39.2%
	Male	168	54.4%
	Total	289	93.5%
Missing	System	20	6.5%
Total		309	100%

Source; Field Data (2018)

Table 4.2 above shows that from 309 respondents 289 (93.5%) stated their sex category. 121 (39.2%) respondents were females while 168 (54.4%) were males. 20 (6.5%) did not state their sex category. Thus, the majority of the respondents were male.

4.1.3 Marital Status of the Respondents

Respondents were asked about their marital status. Table 4.3 below provides the findings of the study.

Table 4.3: Marital Status of the Respondents

Marital status		Frequency	Percent
Valid	Single	185	59.9
	Married	113	36.6
	Divorced	1	.3
	Total	299	96.8
Missing	System	10	3.2
Total		309	100.0

Source; Field Data (2018)

Table 4.3 above demonstrates that from 309 respondents 299 (96.8%) stated their marital status category. 185 (59.9%) respondents were Single, 113 (36.6%) were married and 1 (.3%) of the respondents were divorced. 10 (3.2%) did not state their marital status category. Thus, the majority of the respondents were single.

4.1.4 Educational Level of the Respondents

Respondents were asked about their educational level. Table 4.4 below provides the findings of the study.

Table 4.4: Educational Level of the Respondents

Educational Level		Frequency	Percent
Valid	Elementary	5	1.6
	High school	55	17.8
	College	81	26.2
	University	160	51.8
	Total	301	97.4
Missing	System	8	2.6
Total		309	100.0

Source; Field Data (2018)

Table 4.4 above reveals that from 309 respondents 301 (97.4%) stated their educational level category. 5 (1.6%) respondents were at Elementary level, 55 (17.8%) were High School level, 81 (26.2%) were College level and 160 (51.8%) were University level. 8 (2.6%) would not state their Educational level category. Thus, the majority of the respondents (more than 50%) were University level.

4.1.5 Income Level of the Respondents

Respondents were asked about their income level (monthly income in birr). Table 4.5 below provides the findings of the study.

Table 4.5: Income Level of the Respondents

Income Level per Month in Birr	Frequency	Percent	
Valid	1,000 - 5,000	114	36.9
	5,001 – 10,000	64	20.7
	10,001 – 15,000	21	6.8
	15,001 – 20,000	16	5.2
	>20,000	39	12.6
	Total	254	82.2
Missing	System	55	17.8
Total	309	100.0	

Source; Field Data (2018)

Table 4.5 above shows that from 309 respondents 254 (82.2%) stated their income level category. 114 (36.9%) respondents were between the 1,000 – 5,000 birr category, 64 (20.7%) were between 5,001 – 10,000 birr category, 21 (6.8%) were between the 10,001 – 15,000 birr category, 16 (5.2%) were between the 15,001 – 20,000 birr category and 39 (12.6%) were above the 20,000 birr category. 55 (17.8%) would not state their income level category. Thus, the majority of the respondents were between the 1,000 – 5,000 birr category.

4.1.6 Sub City of the Respondents

Respondents were asked about their Sub City. Table 4.5 below provides the findings of the study.

Table 4.6: Sub City of the Respondents

	Sub City	Frequency	Percent
Valid	Addis Ketema	38	12.3%
	Akaki Kaliti	10	3.2%
	Arada	11	3.6%
	Bole	65	21.0%
	Gulele	17	5.5%
	Kirkos	38	12.3%
	Kolfe Keranio	27	8.7%
	Ledeta	31	10.0%
	Nefas silk	37	12.0%
	Yeka	35	11.3%
	Total	309	100%

Source; Field Data (2018)

Table 4.6 above shows that from 309 respondents 309 (100%) stated their sub city category. 38 (12.3%) respondents were in the Addis Ketema sub city category, 10 (3.2%) were from the Akaki Kaliti sub city category, 11 (3.6%) were from the Arada sub city category, 65 (21.0%) were from the Bole sub city category, 17 (5.5%) were from the Gulele sub city category, 38 (12.3%) were from the Kirkos sub city category, 27 (8.7%) were from the Kolfe Keranio sub city category, 31 (10.0%) were from the Ledeta sub city category, 37 (12.0%) were from the Nefas silk sub city category and 35 (11.3%) were from the Yeka sub city category. Thus, the majority of the respondents were from the Bole sub city category.

4.2 Findings, Analysis and Discussions

This section presents the findings of the study. It also analyses and discusses the findings of the study in line with the objective of the study stated in chapter one.

This analysis has three parts based on the research questions. And each part explains the findings on the quantitative and qualitative data related to the respective research question. For quantitative, closed ended questionnaires presented to 309 Addis Ababa consumers. For qualitative, in-depth interviews have been conducted with 5 people in the field of media and advertisements and one individual businessman in Addis Ababa.

4.2.1 Consumer views of TV advertisements

The first objective of the study is intended to identify the views of consumers and how they rely on TV advertisements. Findings, analysis and discussions are presented in the context of:

1. Do Addis Ababa consumers like watching TV advertisements?
2. Does watching TV adverts increase the desire of buying a product or service?
3. Are TV advertisements trusted by Addis Ababa Consumers?
4. Do TV advertisements undertaken by celebrities increase the buying behavior of Addis Ababa consumers?
5. Does the frequency of TV advertisements increase the buying behavior of Addis Ababa consumers?

4.2.1.1 Quantitative Research Findings on Consumer views of TV advertisements

Table 4.8: Like watching TV advertisements

		Frequenc y	Percent
Valid	Strongly Agree	40	12.9%
	Agree	173	56.0%
	Neutral	50	16.2%
	Disagree	31	10.0%
	Strongly Disagree	12	3.9%
	Total	306	99.0%
Missing	System	3	1.0%
Total		309	100%

Source: Field Data (2018)

Table 4.8 above shows that from 309 respondents 306 (99.0%) respond to the “Like watching TV advertisements” question. 40 (12.9%) of the respondents strongly agree that they like watching TV advertisements, 173 (56.0%) of the respondents agree that they like watching TV advertisements, 50 (16.2%) of the respondents are neutral, 31 (10.0%) of the respondents disagreed and 12 (3.9%) of the respondents strongly disagreed.

Therefore, the majority of respondents 213 (68.9%) have a positive perspective towards watching TV advertisements. They do like watching TV advertisements.

Table 4.9: Does Watching TV advertisements increases the desire of buying a product or service?

		Frequenc y	Percent
Valid	Strongly Agree	39	12.6%
	Agree	167	54.0%
	Neutral	47	15.2%
	Disagree	46	14.9%
	Strongly Disagree	9	2.9%
	Total	308	99.7%
Missin g	System	1	.3%
Total		309	100%

Source: Field Data (2018)

Table 4.9 above shows that from 309 respondents 308 (99.7%) respond to the “Watching TV advertisements increases the desire of buying a product or service” question. 39 (12.6%) of the respondents strongly agree that their desire to buy a product is increased by watching TV advertisements, 167 (54.0%) of the respondents agree, 47 (15.2%) of the respondents are neutral, 46 (14.9%) of the respondents disagreed and 9 (2.9%) of the respondents strongly disagreed. Therefore, the majority of respondents 206 (66.6%) positively thought that their desire to buy a product is increased by watching TV advertisements.

Table 4.10: Are TV advertisements trusted by consumers?

		Frequenc y	Percent
Valid	Strongly Agree	4	1.3%
	Agree	40	12.9%
	Neutral	81	26.2%
	Disagree	136	44.0%
	Strongly Disagree	42	13.6%
	Total	303	98.1%
Missin g	System	6	1.9%
Total		309	100%

Source: Field Data (2018)

Table 4.10 above shows that from 309 respondents 303 (98.1%) respond to the “Are TV advertisements trusted by consumers” question. 4 (1.3%) of the respondents strongly agree that they trust TV advertisements, 40 (12.9%) of the respondents agree, 81 (26.2%) of the respondents are neutral, 136 (44.0%) of the respondents disagreed and 42 (13.6%) of the respondents strongly disagreed.

Therefore, the majority of respondents: 178 (57.6%) had a negative viewpoint towards trusting TV advertisements even though most of them liked watching TV advertisements and their desire to buy a product is increased by watching TV advertisements.

Whether it’s advertising via old standbys like TV, newspapers and radio or newer media like mobile and online, earning consumers trust is the holy grail of a successful campaign, according to Nielsen’s latest Trust in Advertising report. The good news for advertisers is that consumers around the globe are more trusting now than they were several years ago. In fact, the study reveals that trust in online advertising is increasing, as is trust in ads on TV, radio and movie screens. When we see Addis Ababa’s consumers, it’s a different picture: most of the respondents did not trust TV advertisements. Based on Nielson’s study, it may mean that Addis Ababa’s consumers trust in TV Adverts may increase over time: this needs a specific study.

Table 4.11: Do TV advertisements undertaken by celebrities increase your buying behavior?

		Frequenc y	Percent
Valid	Strongly Agree	27	8.7%
	Agree	120	38.8%
	Neutral	57	18.4%
	Disagree	80	25.9%
	Strongly Disagree	22	7.1%
	Total	306	99.0%
Missin g	System	3	1.0%
Total		309	100%

Source; Field Data (2018)

Table 4.11 above shows that from 309 respondents 306 (99.0%) respond to the “Do TV advertisements undertaken by celebrities increase your buying behavior?” question. 27 (8.7%) of the respondents strongly agree that their buying behavior to products are increased by TV advertisements undertaken by celebrities, 120 (38.8%) of the respondents agree, 57 (18.4%) of the respondents are neutral, 80 (25.9%) of the respondents disagreed and 22 (7.1%) of the respondents strongly disagreed.

Therefore, the majority of respondents 147 (47.5%) positively agreed that their buying behavior to products is increased by TV advertisements undertaken by celebrities.

Table 4.12: Does the frequency of TV advertisements increase your buying behavior?

		Frequenc y	Percent
Valid	Strongly Agree	33	10.7%
	Agree	132	42.7%
	Neutral	48	15.5%
	Disagree	72	23.3%
	Strongly Disagree	20	6.5%
	Total	305	98.7%
Missin g	System	4	1.3%
Total		309	100%

Source; Field Data (2018)

Table 4.12 above shows that from 309 respondents 289 (93.5%) respond to the “Does the frequency of TV advertisements increase your buying behavior?” question. 33 (10.7%) of the respondents strongly agree that their buying behavior to the product is increased when they watched TV advertisements frequently, 132 (42.7%) of the respondents agree, 48 (15.5%) of the respondents are neutral, 72 (23.3%) of the respondents disagreed and 20 (6.5%) of the respondents strongly disagreed.

Therefore, the majority of respondents 165 (53.4%) positively agreed that their buying behavior to products is increased when they watched TV advertisements frequently.

4.2.1.2 Qualitative research Findings on Consumer views of TV advertisements

During the in-depth interview, CEO and founder of Synergy Habesha Films and Communications Dr. Moges Taffesse stated that his experience with Ayat Real State is a showcase for TV advertisements and how it can bring customers to the market.

“Ayat real state’s owner told me to produce TV advertisements. The owner is very smart; he knows what he’s doing. He asked me to do for the first 3 months the logo and narration, then for the next 3 months still pictures of the real state with previous work and narration, then for the next 3 months work with amateur actors, then finally for the last 3 months with professional actors. But even before the end of the first 3 months, I saw how TV advertisements can bring customers to the market, I saw how consumers lined up in Ayat’s office to fill the forms and pay advance payments.

When I met the owner after a while, the owner of Ayat Real State asked me, ‘are we exaggerating the TV Adverts because an unexpected number of customers are visiting our office daily?’ We never exaggerated, I remember in post-production we mentioned there is a wide playground. When he saw this, he gave us an order to take it out because there is no playground, instead they are building apartments. He taught us not to misinform the public. He doesn’t even need to produce propaganda. He prefers honest information. TV advertisements have power with providing honest information”.

Ayat real state TV adverts are a very good showcase that confirms Advertisers or companies can present factual information to the viewers or consumers and get a positive response. The frequency of TV advertisements also has a positive impact, making products or services stay at the forefront of consumers’ minds.

In my qualitative in-depth interview with Mr. Tewodros Tessema, (writer, producer and director for the last 25 years), he stated that TV advertisers should be responsible and the message shouldn’t be misleading the consumer. He stated as:

“Advertisements are an exaggerated reality. But I believe TV advertisements truthfulness is very essential. It shouldn’t be misleading. At the end of the day people will be harmed. There is a law ‘Golden Law’ in the United Nations. Don’t do things to others that you wouldn’t want them to do to you. The producer should take fully responsibility. It’s not

b/c you exaggerate it. Truth is always the winner. You can promote the product with a positive perspective without lying. There might be a slight difference between products, you don't expect a significant difference. There are TV advertisements which I trust and do not. I feel it when I see the production. The wisdom with which it enters into our brain is different. It's all about creativity. The way in which you deliver the idea and the format determines who wins".

One of my in-depth interviewees Mr. Arega H/Michael (Manager of his own Promotional and advertisements firm) explained the use of watching TV advertisements from different perspectives:

'First of all from the advertisers side it's about promoting and selling their products and services. It is all about winning the heart of their customers or potential users/buyers of their services or products. Secondly, when we look at it from a user's/buyer's side, they can easily obtain the information about the services/products. Besides, they may have adequate knowledge towards the services/products of something that is being advertised. Thirdly, we can understand from the above-mentioned points that TV advertising has its own advantages for both sides. That is from the Advertiser as well as the consumer. On the one hand, it will help the business sector to promote and sell the products or services and bring new customers, on the other hand, it will develop the confidence of existing customers and enhance their knowledge towards the products/services. Fourthly, the Advertisers should be responsible in terms of defining the reality as it is when they advertise. Usually they will focus on making the advertisement more artistic rather than being truthful. Then, the central core concept of the service/product might be distorted. Hence, they have to harmonize the true features of the service/product with the artistic qualities of the promotion. Finally, what I would like to say is that, we need to be careful when we advertise services/products. If there is a difference between what we say about the product and the quality of the product, we can easily face lack of credibility from the perspective of our customers.'

Mr. Arega figured out five points, he tries to explain from the perspective of Advertisers and consumers: how TV advertisements have their own advantages for both sides. He also mentioned how consumers get information and knowledge from TV advertisements. From Arega, one can

understand the importance of credibility of Advertisers and they should give more concern towards the trustworthiness of the message.

In my qualitative in-depth interview with Mr. Robel Mulugeta Demkash (Importer for the last 18 years), he stated his experience at his workplace Merkato (one of the biggest markets in Africa), and how TV advertisements can change the sales of a product dramatically

“I can tell you that when someone starts transmitting TV advertisements on a specific product; you’ll see the sales dramatically change. Most of the time, when consumer’s watch TV advertisements, their buying desire will increase. This is what I observed. For example: Nido, a few years ago their sales were down and when Haile Gebreselasse (The famous Ethiopian World record runner) started Advertising Nido, the sales increased considerably. The same instance occurred with Anchor milk: when the famous Artist Birtukan and her children started Advertising, the sales also increased substantially. Most consumers rely on TV advertisements. This is what I can tell you from my experience in Merkato (one of the biggest markets in Africa)”.

From Robel, we can understand how TV advertisements can help the advertisers maximize their sales. TV advertisements increase the desire of the consumer and using prominent people in TV advertisements also has an advantage with attracting more customers.

In my qualitative in-depth interview with Mr. Yednekachew Tsegaye (Production Manager at Elshaday Television), he said:

“When you live in this world, you will have different desires. When you see TV advertisements frequently, the desire to purchase products or services will increase. I can give you one example, when I was a child I used to watch Abuwoled biscuits TV advertisements frequently and the TV advertisements were very nice and interesting. Till now, when I see the biscuit it reminds me of those days and pushes me to buy and eat it. It creates a desire to purchase the product”.

Mr. Yednekachew explains the use of frequency of TV advertisements in his life experience. He remembers his childhood TV advertisement and when he sees products he knows, he still loves to buy the products.

In my qualitative in-depth interview with Ms. Luam Mehari, *Creative Team and Client Service Traffic Manager in Cactus Advertisements*, she said

“I’m in a position of 50 - 50% on the trustworthiness of TV advertisements. I can give you one example, there was one oil product and they wanted to us to produce TV adverts with content which we didn’t believe was factual, so we dropped the work. So, there are different cases, of course there are TV advertisements which are trustworthy. Once you display a product with incorrect information and the advert runs multiple times in a day, psychologically you’ll accept it as true. There is a saying, when you hear a false statement again and again; you’ll accept it as the truth. Most people don’t trust TV Adverts, but it doesn’t mean that they don’t like TV advertisements or buy a product based on the TV advertisements”.

Based on Ms. Luam’s experience, producers should give more attention to reality, not only the business target of making money: they need to check what’s really on the product before they produce the TV advertisements and deliver it to consumers.

4.2.1.3 Triangulation on consumer rely on TV advertisements

Most of Addis Ababa consumers rely on TV advertisements to buy a product or service. As you see above with the survey / quantitative findings, all questions are positively answered except one. Most of the Addis Ababa consumers like watching TV advertisements and the adverts increase their desire to buy the product and service. Prominent people and the frequency of TV advertisements also increase Addis Ababa consumers’ buying behavior. They took all the above questions positively, except they do not trust TV advertisements but they still like watching TV adverts which do increase their buying behavior. To strengthen this, when we came to qualitative in-depth interviews, all six professionals agreed that TV advertisements increase the buying behavior of consumers through their life experiences. In General, Addis Ababa consumers are reliant on TV advertisements to buy a product or get a service.

4.2.2 How do TV Adverts increase consumer buying habits?

The second objective of the study is to see the impact of TV advertisements: how they influence consumer buying habits. Findings, analysis and discussions are presented in the context of

1. Does watching TV advertisements push Addis Ababa consumers to buy products?
2. Does Watching TV advertisements increase the interest of the consumer to buy the product?
3. Does watching TV advertisements encourage Addis Ababa consumers to buy a new product and use it?
4. The impact of TV advertisements on the buying behavior of Addis Ababa consumers?

4.2.2.1 Quantitative Research Findings on TV advertisements increase consumer buying habits

Table 4.13: Does watching TV advertisements push you to buy products?

		Frequenc y	Percent
Valid	Strongly Agree	43	13.9
	Agree	187	60.5
	Neutral	32	10.4
	Disagree	39	12.6
	Strongly Disagree	6	1.9
	Total	307	99.4
Missin g	System	2	.6
Total		309	100.0

Source: Field Data (2018)

Table 4.13 above shows that from 309 respondents 307 (99.4%) respond to the “Does watching TV advertisements push you to buy products?” question. 43 (13.9%) of the respondents strongly agree that watching TV advertisements pushes them to buy the product, 187 (60.5%) of the respondents agree, 32 (10.4%) of the respondents are neutral, 39 (12.6%) of the respondents disagreed and 6 (1.9%) of the respondents strongly disagreed.

Therefore, the majority of respondents 230 (74.4%) positively agreed that watching TV advertisements push them to buy products.

Table 4.14: Do TV advertisements increase the interest of the consumer to buy the product?

		Frequenc y	Percent
Valid	Strongly Agree	46	14.9%
	Agree	176	57.0%
	Neutral	43	13.9%
	Disagree	35	11.3%
	Strongly Disagree	6	1.9%
	Total	306	99.0%
Missin g	System	3	1.0%
Total		309	100%

Source: Field Data (2018)

Table 4.14 above shows that from 309 respondents 306 (99.0%) respond to the “Do TV advertisements increase the interest of the consumer to buy the product?” question. 46 (14.9%) of the respondents strongly agree that watching TV advertisements increase their interest to buy the product, 176 (57.0%) of the respondents agree, 43 (13.9%) of the respondents were neutral, 35 (11.3%) of the respondents disagreed and 6 (1.9%) of the respondents strongly disagreed. Therefore, the majority of respondents 222 (73.9%) positively agreed that watching TV advertisements increase their interest to buy a product.

Table 4.15: Do TV advertisements encourage the consumer to buy a new product and try it?

		Frequenc y	Percent
Valid	Strongly Agree	52	16.8%
	Agree	173	56.0%
	Neutral	40	12.9%
	Disagree	39	12.6%
	Strongly Disagree	5	1.6%
	Total	309	100%

Source: Field Data (2018)

Table 4.15 above shows that from 309 respondents 309 (100%) respond to the “Do TV advertisements encourage the consumer to buy a new product and try it?” question. 52 (16.8%) of the respondents strongly agree that watching TV advertisements encourage them to buy a new product and try it, 173 (56.0%) of the respondents agree, 40 (12.9%) of the respondents are neutral, 39 (12.6%) of the respondents disagreed and 5 (1.6%) of the respondents strongly disagreed.

Therefore, the majority of respondents 225 (72.8%) positively agreed that watching TV advertisements encourages them to buy a new product and try it.

Table 4.16: Do TV advertisements impact buying behavior?

		Frequenc y	Percent
Valid	Strongly Agree	33	10.7
	Agree	177	57.3
	Neutral	39	12.6
	Disagree	51	16.5
	Strongly Disagree	4	1.3
	Total	304	98.4
Missing	System	5	1.6
Total		309	100.0

Source: Field Data (2018)

Table 4.16 above shows that from 309 respondents 304 (98.4%) respond “Do TV advertisements impact buying behavior?” question. 33 (10.7%) of the respondents strongly agree that TV advertisements impact on the buying behavior, 177 (57.3%) of the respondents agree, 39 (12.6%) of the respondents are neutral, 51 (16.5%) of the respondents disagreed and 4 (1.3%) of the respondents strongly disagreed.

Therefore, the majority of respondents 210 (68.0%) positively agreed that TV advertisements impact on their buying behavior.

4.2.2.2 Qualitative Research Findings on How TV advertisements increase consumer buying habits

During the in-depth interview, a CEO and founder of Synergy Habesha Films and Communications Dr. Moges Taffesse stated how TV advertisements push, increase and encourage his interest to buy a product and he clearly explains the impact of TV advertisements:

“On Coca-Cola advertisements, people are telling us they do not work on the brains conscious level, rather they do on the subconscious. For example, if we analyse Coca Cola in our brain, it has sugar, and different ingredients that can harm our health. But when we come to Coca Cola advertisements, they tell us a different story that can create a desire to buy the product. For example, months back I saw a Coca-Cola TV Advert labeling our local names on the bottle. This is how the TV advertisement pushed me to buy the Coca Cola product. I saw my wife name ‘Sara’ printed on the Coca Cola product /glass; then I didn’t hesitate to buy it. When my wife came back from the countryside, I presented it to her. When she saw her name on Coca-Cola bottle after a long flight, she was so surprised and very happy; that was really one of the best gifts for her. You see, that’s how they work on the subconscious and emotions. They manipulate our emotions through that product. They have mastered these types of TV adverts. It’s a science for them. They know how to manipulate.

Of course, TV advertisements have an impact in one way or another. That’s why I try to avoid watching TV advertisements. If we watched all of the ads we might think we need all of the services and want to buy all of the products. If we don’t buy them, we might be depressed as well. We can’t buy all of them. I want to control myself by watching selected TV advertisements”.

In my qualitative in-depth interview with Mr. Tewodros Tessema, (writer, producer and director for the last 25 years), he explains how TV adverts encourage him to try a new product by giving an example and how the impact of TV advertisements develop in our mind

“The first one is biscuits TV adverts, I know I’m too old for biscuits but we watched the TV advertisements with my children and they encourage us to buy the product and try it, we really enjoyed it. Another one is Malta Guinness, after I watched the TV adverts, I decided to buy and try it: now I am a loyal consumer of the product. And whether you like it or not, the desire for the product will subconsciously develop in your mind.

Sometimes when we see an actor from a familiar advert, for example Pepsi, in a movie, immediately our mind associates with the product. Subconsciously, it develops the desire for the product. Imagine, because of the TV advertisements, I started drinking Malta Guinness. You reminded me now, I will drink it today. You see, TV Adverts drive you to buy the product”.

One of my in-depth interviewees Mr. Arega H/Michael (Manager of his own promotional and advertisements firm) gives his thoughts on how TV advertisements increase his interest to buy products

“TV advertisements show you how to use the product confidently. For example, when they show you how the product is sugar free, clean and high quality, you accept it positively considering your health. Your confidence will increase. Some TV advertisements give you an incentive, for example ‘if you buy this you will get this,’ and this will increase your interest towards the product. Sometimes, you drink bottle water but you don’t know how they produce it. Some bottle water advertisements try to show you from the beginning to the end output, this makes you comfortable to drink it and increases your interest to buy the product.

TV advertisements makes your brain ready to use the product. It will bring good intentions and interests. Even you will start recommending to other people the products or services you’re advertised”.

In my qualitative in-depth interview with Mr. Robel Mulugeta Demkash (Importer for the last 18 years), he stated his experience in his working place Merkato (one of the biggest market in Africa), on the impact of TV advertisements as:

“Television adverts have a huge impact. For example, one consumer has children and he watched TV advertisements about good milk, and he understands the usefulness of the milk for his children’s health. At this time, he’ll see / understand the TV Ads which impact how much he wants to buy and try the product for his children. The same applies to all of us: when we see something important, it will impact our plans and cause us to buy it especially if we need the product. You always need the best products for yourself. For example, if you are building a house, and when you see ceramic TV advertisements,

at least you'll plan to go and check if it's possible to buy the product. So, when you see something related to your interest it creates a desire to get it".

Mr. Yednekachew Tsegaye, Production Manager of Elshaday Television, explain how TV advertisements give awareness and knowledge to the consumers as:

"We Humans believe what we see. There are TV advertisements which explain the usefulness of the product and try to explain in detail what their products consist of e.g. 'our product is made of this and this'. TV advertisements provide a lot of awareness and knowledge.

It's not questionable, especially if you need the product, you'll be motivated to buy it, when you see the TV advertisements you'll at least try it, then buy it. I believe TV Advertisement creates a huge impact on consumers' minds".

In my qualitative in-depth interview with Ms. Luam Mehari, *Creative Team and Client Service Traffic Manager in Cactus advertisements, she had the same experience as Tewodros Tessema and said*

"I can give you my experience with Radler beer. I saw Radler beer TV advertisements and they helped me understand it has a lemon flavor, is zesty and contains a low amount of alcohol. I decide to test it, then I tried it and liked it. The cast on the TV Adverts also encouraged me to test Radler beer. Know that I'm a loyal customer of Radler beer.

4.2.2.3 Triangulation on TV advertisement increase consumer buying habits

Based on the survey / quantitative findings, most of the Addis Ababa consumers agree on how TV advertisements increase interest, encourage viewers to buy new products and they do agree on the impact of TV advertisements on their buying behavior. All questions related to "TV advertisements increase consumer buying habits" are positively accepted by most of the Addis Ababa consumers. The same is true when we see the findings of the qualitative in-depth interviews. The six respondents explain the impact of TV advertisements by giving their life experience how they buy a product after watching TV advertisements. So, in general, I can see the positive impact of TV advertisements on Addis Ababa consumers.

4.2.3 TV Advertisements communicate effectively and create awareness

The third objective of the study is to see how TV advertisements communicate effectively and create awareness in the mind of Addis Ababa consumers. Findings, analysis and discussions are presented in the context of

1. Does watching TV advertisements give awareness to the product?
2. Does Watching TV advertisements give knowledge to the product?
3. Do TV advertisements build perceptions and cause consumers to buy a product?
4. Do consumers have a reason to buy a product after watching TV advertisements?

4.2.3.1 Quantitative Research Findings on how TV advertisements communicate effectively and create awareness.

Table 4.17: Does watching TV advertisements give awareness to the product?

		Frequenc y	Percent
Valid	Strongly Agree	22	7.1%
	Agree	161	52.1%
	Neutral	44	14.2%
	Disagree	59	19.1%
	Strongly Disagree	18	5.8%
	Total	304	98.4%
Missing	System	5	1.6%
Total		309	100%

Source: Field Data (2018)

Table 4.17 above shows that from 309 respondents 304 (98.4%) respond “TV advertisements gives awareness to the product” question. 22(7.1%) of the respondents strongly agree that TV advertisements gives awareness to the product, 161(52.1%) of the respondents agree, 44(14.2%) of the respondents are in the neutral side, 59(19.1%) of the respondents were disagree and 18(5.8%) of the respondents were strongly disagree.

Therefore, the majority of respondents 183(59.2%) were in a positive side that TV advertisements gives awareness to the product.

Table 4.18: TV advertisements gives knowledge to the product

		Frequenc y	Percent
Valid	Strongly Agree	34	11.0%
	Agree	149	48.2%
	Neutral	36	11.7%
	Disagree	80	25.9%
	Strongly Disagree	9	2.9%
	Total	308	99.7%
Missing	System	1	.3%
Total		309	100%

Source: Field Data (2018)

Table 4.18 above shows that from 309 respondents 308 (99.7%) respond “TV advertisements gives knowledge to the product” question. 34(11.0%) of the respondents strongly agree that TV advertisements gives knowledge to the product, 149(48.2%) of the respondents agree, 36(11.7%) of the respondents are in the neutral side, 80(25.9%) of the respondents were disagree and 9(2.9%) of the respondents were strongly disagree.

Therefore, the majority of respondents 183(59.2%) were in a positive side that TV advertisements gives knowledge to the product.

Table 4.19: Buy a product based on watching TV advertisements

		Frequenc y	Percent
Valid	Strongly Agree	26	8.4
	Agree	167	54.0
	Neutral	43	13.9
	Disagree	58	18.8
	Strongly Disagree	13	4.2
	Total	307	99.4
Missing	System	2	.6
Total		309	100.0

Source: Field Data (2018)

Table 4.19 above shows that from 309 respondents 307 (99.4%) respond “Buy a product based on watching TV advertisements” question. 26(8.4%) of the respondents strongly agree that they

buy a product base on TV advertisements, 167(54.0%) of the respondents agree, 43(13.9%) of the respondents are in the neutral side, 58(18.8%) of the respondents were disagree and 13(4.2%) of the respondents were strongly disagree.

Therefore, the majority of respondents 193(62.4%) were in a positive side that they buy a product based on watching TV advertisements.

Table 4.20: Buying behavior reason after watching TV advertisements

		Frequenc y	Percent
Valid	Quality of the production	41	13.3%
	Price of the product	22	7.11%
	Entertaining	28	9.06%
	Usefulness of the product	190	61.48%
	Total	281	90.95%
Missing	System	28	9.06%
Total		309	100%

Source: Field Data (2018)

Table 4.20 above shows that from 309 respondents 281 (90.95%) respond “Buying behavior reason after watching TV advertisements” question. 41(13.3%) choose quality of the TV Advertisement production is the most important factor to buy a product, 22(7.11%) of the respondents choose price of the product were the most important factor to buy a product, 28(9.06%) choose entertaining Advertisements are the most important factor to buy a product, 190(61.48%) of the respondents choose usefulness of the product is the main important factor to buy a product.

Therefore, for Addis Ababa TV advertisement viewers major factor is usefulness of the product, they do buy a product because they really need and use it not because of the advertisement quality or being entertaining or cheap price.

4.2.3.2 Qualitative Research Findings on TV advertisements communicate effectively and create awareness

During the in depth interview, a CEO and founder of Synergy Habesha Films and Communications Dr. Moges Taffesse stated how he has got awareness and knowledge about the product or service as

“These days there are attractive and quality TV advertisements on alcohol especially on beer. It’s clear that they spend a lot of money for the production. When I see it in social work, Alcohol is controlling the country. I always ask myself what if we use the big money to produce social issues TV advertisements instead of spending the money to produce alcohol / beer TV advertisements, it will help us to teach the general public at large”.

Dr. Mogess added his experience about how TV advertisements gives him awareness as

“I like hotels and resorts to entertain myself and my family whenever I manage time. TV advertisements help me to find good places to go with my family. Normally I don’t remember nice places to hangout, for this TV advertisements really help and remind me. I can give you one example, I watched Lisak Resort TV advertisements, which was very interesting and I planned to visit the resort with my family after watching the TV advertisements and we went there and get refreshed with family. It was very nice”.

In my qualitative in-depth interview with Mr. Tewodros Tessema, (writer, producer and director for the last 25 years), he explains positively the use of Watching TV advertisements from the knowledge side as

“We are human beings and the TV advertisements gives us knowledge about the product or service. We can understand like what’s going on, what’s on the market and products in what level. It’s informative. For me advertisement is more informative element. That information must be genuine. I believe true TV advertisements are informative. Producers should have to understand and well informed about the product or service before they start shooting. ”.

One of my in-depth interviewee Mr. Arega H/Michael (Manager of his own Promotional and advertisements firm) explains how the current TV advertisements are:

“These days, we watch very nice TV advertisements, like Habesha beer. Comparing few years back TV advertisements; these are outstanding TV advertisements because it has national message, which include social, history and culture. Their plan is to introduce beer product but it shows history, culture and social affairs. These ideas lead you to love and impressed by the TV advertisements. Their target is selling bear but they compile it together with history, culture and social and presented in a creative way. This kind of TV advertisements makes you to buy the product based on the TV advertisements”.

In my qualitative in-depth interview with Mr. Robel Mulugeta Demkash (Importer for the last 18 years), he stated his experience as:

“I remember how I buy my previous TV, when I see TV advertisements, especially when I have got specific information or idea to the product, I want to go immediately and check the product. One time I saw TV advertisements about latest TV which has better features. I went to the shop and discuss with the sales man and buy the TV”.

This shows that Mr. Robel buy a product based on the TV Advertisement. The same happen on Mobile apparatus TV advertisements, when he sees TV advertisements about mobiles, it initiates him to check and buy the product.

Mr. Yednekachew Tsegaye, Production Manager of Elshaday Television, explain how he gets knowledge from TV advertisements a

“When you watched TV advertisements you will find and see many products at a time at the same window. And TV advertisements let you to understand the use of the product, where to find and detail information about the product.

I’ve got knowledge and awareness from Health related TV advertisements. Health TV advertisements gives information how we have to care and protect ourselves from different disease and they explain in details about current issues and what we need to do. TV advertisements helps in different ways”.

In my qualitative in-depth interview with Ms. Luam Mehari, *Creative Team and Client Service Traffic Manager in Cactus advertisements*, she shares her experience as

“TV advertisements give awareness and knowledge. For example, the TV Advertisement shows how Life Boy Soap kills germs, how it cleans your hands and its useful for our health. Because of this I do use Life boy soap all the time.

To give you another example, let’s say I’ll go to the stationery and ask the sales woman to give me a pen after I watched a TV advertisement, definitely she will show me different pens as an option to choose, at this point I’ll recall the TV advertisements I saw and then I’ll pick the pen by remembering the TV advertisements”.

4.2.3.3 Triangulation on how TV Advertisement communicate effectively and create awareness

Based on the survey / quantitative findings, most of the Addis Ababa consumers believe that TV advertisements build perception and create awareness in their mind. All questions related to “TV advertisement communicate effectively and create awareness” are positively accepted by most of Addis Ababa consumers. Usefulness of the product is the most important aspect for most of the Addis Ababa consumers than quality of the TV advertisements production comes next. When I value the qualitative in-depth interviews all the six respondents agree and explain how TV advertisements communicate effectively and create awareness by giving their experiences and thoughts.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the study by highlighting my research conducted on the given topic, layout the conclusions drawn from the outcomes of the research, and presenting the recommendations from the findings of the conclusion of the study.

5.1 Summary

Human beings are always in the need, want and desire process. I believe the first step to process these things is to have the right information at the right time. TV is one of the medium which can help to access different useful information with visual and audio output. Special paid information together with visual and audio disseminated through TV advertisements.

In this concluding chapter my findings on the three research questions are summarized

1. To what extent do Addis Ababa consumers rely on TV advertisements to buy a product or service?
2. How do TV advertisements increase Addis Ababa consumer buying habits?
3. How TV advertisements communicate effectively and create awareness?

Based on the objectives of the study, ‘investigate the impact of TV Advertisement on consumer in Addis Ababa, Ethiopia’. The analysis of this paper consists of primary and secondary data. Primary data consists of two elements: observation and audience reaction, the audience reaction is based on two methods. The first one is quantitative, closed ended questionnaire was distributed to 309 respondents selected purposively from all sub cities of Addis Ababa and the second one is in-depth interview with five media and Advertisement professionals and an individual business man. Secondary data consists of document review and observation. Mixed methods were applied and triangulation of results/findings were undertaken to obtain the objective results.

The quantitative data analysis was done by the application of SPSS (Statistical Package for Social Sciences). And, the quantitative output combined with qualitative responses becomes more relevant answers for the research questions.

The study applied Hierarchy of Effects Model by Robert J Lavidge and Gary A Steiner, This marketing communication model, suggests there are six steps from viewing a product

advertisement to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product.

Awareness: The consumer becomes aware of the product through advertisements.

Knowledge: The consumer begins to gain knowledge about the product.

Liking: The consumer likes your product based on TV advertisements.

Preference: Consumers may like more than one product brand and could end up buying any one of them from the TV advertisements.

Conviction: This stage is about creating the consumer's desire to purchase the product.

Purchase: The advertiser wants the customer to purchase their product.

In the study an attempt has been made to examine the validity of these 6 steps by raising different question to the Addis Ababa consumers and most of them agree in one way or another to the steps and answer positively.

5.2 Conclusion

TV advertising is a big marketing weapon to attract Addis Ababa consumer and has significant impact on their buying behavior. From the findings of the study it may be concluded as most of Addis Ababa consumers like watching TV advertisements and increase their desire to buy a product or service. This shows that TV advertisements in Addis Ababa will continue as a business for producers, information provider for advertiser / business sector and information receiver for consumer and has a positive impact on Addis Ababa consumers. If TV Advertisement continues, TV programs will also continue. According to Nickels et al (1999) advertising not only helps to maintain superior stand in the industry and profit maximization, it provides information about a products or services and also gives consumers free television.

In Addition to the liking and desire, Addis Ababa consumer buying behavior will be more increased when prominent people participate on the TV advertisements. And when Addis Ababa consumers see TV advertisements spot frequently, it also increases their buying behavior. In General Addis Ababa consumers are rely on TV advertisements to buy a product or get a service.

Moreover, Addis Ababa consumers agree on the impact of TV advertisements on their buying behavior showing how TV advertisements increase their interest, encourages buying new

product. This shows that on top of the impact, Addis Ababa consumers will try new products when they see it on a TV. This means a lot for new business sector, when they produce new product and introduce the consumers using TV advertisements, Addis Ababa consumer do buy and try new product.

Most of the Addis Ababa consumers also believe that TV advertisements builds perception and create awareness in their mind. And they do get knowledge from TV advertisements. Usefulness of the product is the most important aspect for most of the Addis Ababa consumers than quality of the TV advertisements or entertaining or pricewise.

In general, Addis Ababa consumers want to buy products or services they have already seen on TV. Sometimes you just believe what you see but trustworthiness of TV advertisements was an issue for most of Addis Ababa consumers. Most of them they do have positive impression about the power of TV advertisements how it can influence and make them to decide to buy a product or service but they don't trust TV advertisements. This is the controversial part of the study.

According to Nielsen's latest trust in Advertising report, consumers around the globe are more trusting advertisements now than they were several years ago.

Credibility is very essential. TV advertisements shouldn't be misleading. At the end of the day people will be harmed and find out. The producer and TV stations should take fully responsibility. It's not because we exaggerate it. Truth is always the winner. You can promote the product with positive perspective without lie. They need to work more on the creativity.

5.3 Recommendations

From the findings of the study, the following five recommendations are provided.

1. The study recommends that TV advertisements should continue to be used in advertisement because most of Addis Ababa consumers like watching TV advertisements and has impact on their buying behavior.
2. Advertisers should give more attention to be competitive; the time is not only to produce a quality product or service and present to the consumer but also produce a quality TV Advertisement production.
3. Producers should have to answer what's TV advertisements, how do they produce, how many level message does it has, how's the creativity, how's the cultural

- sensitivity, how audience segment, how many theme does it have? In general we need to learn and be professional before we become TV advertisements makers. TV advertisements should be accomplished by professionals.
4. Television has power to influence more than other media. TV advertisements can be remembered easily and fast because people see and hear the TV advertisements. The study recommends that Advertisers or business sectors should use TV advertisements to keep the existing and bring new customers.
 5. TV Stations should have to give attention to the incoming of new media, online advertisements which is fast, easy and cheap to run. For the time being our country internet connection is too slow and wouldn't affect that much. But when the internet become faster, many online Advertisers will join the industry with cheap price and it affects the TV advertisements business. For this TV Advertisers and producers should be reliable and trustworthy to keep and create loyal consumers.

5.4 Future Scope of the Study

- It's important to study the growing impact of internet advertisement in Ethiopia vis-à-vis TV Advertisement.
- How the challenge from the Advertisement on the web can be dealt by the producers for TV Channels

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Appendix A

Survey Questions for Quantitative Research

For the Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication, Addis Ababa University.

Thank you for your time to answer the below questions.

Part One: Personal Profile

Please tick your answer

Age: 16 – 25 26 – 35 36 – 45 46 – 55 Above 55

Gender: Female Male

Marital Status: Single Married

Education Level: Elementary High School College University

Income Level / Month / ETB: 1,000 – 5,000 5,001 – 10,000 10,001 – 15,000
 15,001 – 20,000 Above 20,000

Part Two: Questions relevant to variables namely TV Advertisement and Consumer buying behavior measured by 5 point Likert Scale.

Please tick your answer.

Q1: You like TV Advertisements

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q2: TV Advertisement gives awareness of the product / service

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q3: TV Advertisement gives knowledge or information of the product / service

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q4: You purchased a product based on TV Advertisements

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q5: TV Advertisement increase your desire to buy a product

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q6: You rely on TV Advertisement to buy a product

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q7: TV Advertisement under taken by celebrities increase your buying behavior to the product

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q8: TV Advertisement impact on your buying behaviors

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q9: You recall the advertisement when you intend to buy the product

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q10: TV Advertisement is a source of pleasure and entertainment

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q11: TV Advertisement stimulate or encourage you to buy the product

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q12: TV Advertisement create trustworthiness in your mind and perception

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q13: TV Advertisement trust has indirect impact on your buying intention

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q14: The frequency of TV Advertisement appears, positively associated with buying decision

Strongly Agree Agree Neutral Disagree Strongly Disagree

Part Three: Questions relevant to variables namely TV advertisement and Consumer buying behavior.

Please write your rating number.

Q18. How do you rate your purchase decision reason after you watched TV advertisements?

Rate 1 - 4

_____ Quality of the advertisements

_____ Entertaining advertisements

_____ Attractive price

_____ The usefulness of the product or service

Appendix B

Questions for In-Depth Interview / Qualitative Research

1. How do you explain the purpose of Watching TV advertisements?
2. What Kind of TV advertisements you would like to watch? Any Reason
3. How do you see the Trustworthiness of TV advertisements?
4. What's your reason to buy a product after you watched TV advertisements?
5. How do you explain TV advertisements related to impact?
6. In General what do you say about TV advertisements?
7. Do you have any experience having knowledge and awareness from TV advertisements?
8. How do you see when prominent people participate in TV advertisements?
9. Does the frequency of TV Advertisement positively associated with buying decision?