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The Effect of Advertising on Consumer Buying Behavior: The case of Nifas Silk Paints Factory

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**The Effect of Advertising on Consumer Buying Behavior:
The case of Nifas Silk Paints Factory**

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**The Effect of Advertising on Consumer Buying Behavior:
The case of Nifas Silk Paints Factory**

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Statement of Certification

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Declaration

I, Asnake Meshesha , declare that this research paper entitled “The Effect of Advertising on Consumers Buying Behavior (The case of Nifas Silk Paints Factory)” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study has been appropriately acknowledged.

Asnake Meshesha

Date _____

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ABBREVIATIONS AND ACRONYMS

AD:	Advertisement
IAD:	Impressive Advertisement
SUA:	Simple to Understand Advertisement
AGA:	Attention Grabbing Advertisement
MAD:	Memorable Advertisement
CAD:	Creative Advertisement
HAD:	Honest Advertisement
CBB:	Consumer Buying Behavior
NPA:	Newspaper Advertisement
RAD:	Radio Advertisement
TVA:	Television Advertisement
NSPF:	Nifas Silk Paints Factory
SPSS:	Statistical Package for Social Sciences
FCB:	Foote, Cone and Belding

ABSTRACT

This study was undertaken to investigate the effect of advertisement on consumers buying behavior in case of Nifas Silk Paints Factory. The literature provided discusses the concept of advertisement and consumers buying behavior. The researcher used Descriptive and explanatory research approach which describes and explains quantitatively the effect of advertisement on consumers buying behavior. Information was gathered from a sample of 384 consumers. Advertisement was identified as the independent variable and consumers buying behavior as the dependent variable. Impressive, understandable, attention grabbing, memorable, creative and honest advertisements were considered as sub-variables of advertisement. Data obtained from the respondents was then analyzed. Two-tailed correlation analysis showed that there is a strong and positive relationship between impressive, understandable, attention grabbing, memorable, creative & honest advertisement and consumers buying behavior. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behavior. Multiple regressions were also applied. The results were according to the expectation after theory examination, but attention grabbing advertisement has insignificant contribution on consumers buying behavior. On the other hand simple to understand advertisement contributes the largest effect towards influencing consumers buying behavior. Based on the result of this research it is recommended that effective advertisement campaign which includes the aforementioned predictors should be practiced to attract more consumers and to gain competitive advantage against rivals. This research therefore adds a new dimension to the body of literature that will help researchers' efforts to understand the effect of advertisement on consumers buying behavior.

Key Words: Advertising, Consumer, Consumer Behavior, Awareness, Effective advertisement.

CHAPTER ONE: INTRODUCTION

This is an introductory chapter. It lays the foundation of the study. It highlights the relevance of advertisement based on its effect on consumers buying behavior by taking in to consideration NSPFs' advertisement campaign and practices. It provides background of the study, statement of the research problem, research objectives, research questions, significance of the study, scope and limitation of the study, definition of terms and the organization of the study.

1.1 Background of the study

Today's world is more turbulent, chaotic and challenging than ever before (Kanter, 1995). It is not enough for a business to have good and quality products or services sold at appealing prices. To generate sales and profits, the benefits of products have to be communicated to consumers via different channels. In marketing, this is commonly known as promotion. A business' total marketing communication program is called the promotional mix and consists of a combination of advertising, personal selling, sales promotion, public relation and direct marketing (Kotler, 2012).The organization has to deliver the message about the product to its consumers through well-organized marketing strategy. Of all the marketing tools, advertisement is an effective way to influence the mind of viewers and gives viewers' exposure towards a particular product or service (Katke, 2007).

Advertising is a component of promotional mix, which is used to create awareness about products and services for influencing purchase decisions. Marketers use these types of tools for communication Purposes. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment.

According to Arens (2005), advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services.

The American Marketing Association has defined consumer behavior as, "the dynamic interaction of affect and cognition, behavior and the environment by which human beings

conduct the exchange aspects of their lives.” Peter (1995) expressed consumer behavior as, “.....the actions and decision processes of people who purchase goods and services for personal consumption. According to Morris (1998), 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, 2005). According to Folkes (1984), the term consumer is used for both personal consumers and organizational consumers and represents two different kinds of consuming entities.

In these classifications, the goods are bought for final use by those referred to as “end users” or “ultimate consumers.” The other category of consumer is the organizational consumer, which includes profit-focused or not for profit organizations (NGOs). Government agencies and institutions (such as local or state government, schools, hospitals and etc.) buy products, equipment and services needed for running these organizations. Manufacturing firms buy raw materials to produce and sell their own goods. They buy advertising services to communicate with their customers (Webster, 1992).

Advertisement has become one of the most crucial commercial activities in the modern globalized and digitalized environment. Companies allocate large part of their budget to execute and run advertisements to communicate information about their services and products. Companies hope that consumers will purchase their products as a result of advertisements, which deliver messages about a certain brand and products. McDaniel (1998) stated that the best prophet for purchase is advertising. Technologies advance rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms. Among those forms, advertising media is widely used. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply. In a complete study of marketing and promotional activities, advertising usually plays the most important role (Arens, 1996).

Advertisement can be done through different media. The most widely used are print medium (newspapers, magazines and brochures), outdoor medium (billboards and events) and broadcast medium (television, radio and internet) (Bearden, 1999).

The main aim of advertising is to impact on buying behavior. However, this impact about brand is changed and strengthened frequently by peoples' memories. Memories about the brand consist of those associations that are related to brand name in the consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk and Sharp, 2004).

The advertising has a foremost and vital effect on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown (Biel, 1990); therefore it will get more exposure, because of the positive first impression. This awarded attention creates an opportunity to facilitate consumer involvement, increasing the ability to motivate and affect behavior (Gary, 1999). Furthermore, the increased repetition of viewing the ad, due to impression, enhances the salience of the advert in memory (Ehrenberg, 1974).

The country has been in building boom for some time now tall buildings, including Real Estate is rising in many places especially in the capital city, Addis Ababa. 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 reason demand for 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 competitive environment. One of these firms is NSPF. NSPF manufactures and markets paints. The company's products include paints, varnishes, and lacquer.

Paints industry is mainly categorized as decorative/ architectural paints and industrial paints sectors. Decorative paints are used mainly for painting interior and exterior of houses, office buildings, and factories. Industrial paints include automotive paints, marine paints, protective paints and special purpose coatings. On the ground of rapidly increasing demand for the decorative paints in consequence of increase in building, shelter and other governmental and

private constructions, the decorative paints industry is competitively growing today. On account of this preferable situation, the Nifas Silk Paint Factory focuses to offer user friendly and environmental friendly decorative paints.

The current study focuses on the characteristics of advertisement being practiced in NSPF that has an effect on consumers buying behavior. At the end of the research, the results will suggest the best mix of advertisement package, the basic and details of consumers buying behavior, the ability on how the managerial employees of the organization attract and influence their consumers. Furthermore, this study will assess the effect of advertising on consumers buying behavior in case of NSPF.

1.2 Statement of the Problem

In today's competitive and volatile environment all marketers including paint manufacturing companies communicate with their target markets through advertising (Mittal & Pachauri, 2013). According to Mittal and Pachauri (2013), the way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. Since the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behavior of their products or services.

Advertising must be consistent enough so that it will be accepted and bring an effect on consumers' buying behavior when judged against information previously processed and held in long – term storage (Schultz & Tannenbaum, 1988).

According to Geisler (1987), the consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. This is so because, positive emotional appeals provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the effect and beliefs associated with this category in memory are transferred to the object itself (Stone, 1982).

According to Beccera and Gupta (1999), advertising is also part of the total cost of a firm, although it is different compare to production cost and selling cost. Nonetheless, advertising cost is taken as part of the selling and distribution expenses, which implies that it increases the cost of

production of the firm in modern business. In addition, if advertising escalates production cost why and how are firms still engaging in this practice? These issues will be analyzed and investigated in this research.

Advertising is costly; often its effects are uncertain, and sometimes it takes a while before it makes any impact on consumers' buying behavior. It is for these reasons that many companies think it appropriate, occasionally to reduce expenditures on advertising or to entirely eliminate it. On the other hand, some companies sometimes consider it unnecessary to advertise when their brands are already enjoying great success without advertisement. Such behavior implicitly fails to consider the fact that advertising is not just a current expense or mere exercise but an investment.

As companies are spending large amount of investment on the advertisement because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of ingredients should be there and how do these advertisements will help to change the consumer buying behavior.

Several related studies have been conducted on this area but most of studies concentrated on advertisements in general. Farashah (2011) researched on the impact of advertisement in manufacturing company, Kumar (2003) researched on the role of advertising in consumer decision making, while Raju (2002) researched on the impact of advertisement on consumer behavior. Moreover, the above studies focused on different organizations but none got to deal with the effect of advertisement on consumers buying behavior in case of Nifas Silk Paints factory. The paint Industry and market is an essential market because we all identify with it. All buildings we find shelter in have paint without and within them hence it is necessary to shed light on this market.

Hence, the proposed study is attempted to address the knowledge gap by describing advertising characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest) which have an effect on consumers buying behavior in case of Nifas Silk Paints Factory (NSPF).

1.3. Research Questions

1.3.1. The main Research Question

Does Advertising affect consumer buying decision?

1.3.2. Sub-Research Questions

1. Which advertisement media has more influence on consumers buying behavior?
2. Do advertising characteristics have direct relationship with consumers buying behavior?
3. How do advertising characteristics affect consumers buying behavior?

1.4. Aim and Objectives of the study

1.4.1. Aim of the study

This research employed statistical techniques such as Descriptive Statistics, Correlation and Multiple Regression to investigate the effect of advertising on consumer purchase behavior in case of NSPF. The research would perform surveys in order to obtain needed information to attain the objectives of the study. Furthermore, this study would assess relevant literature review on the same topic.

1.4.2. Objectives of the study

Essentially, this research aspires to study the topic through reviewing related articles and also by getting the perceptions of knowledgeable individuals regarding the topic through surveys. These individuals are the consumers/customers of products and services offered by NSPF.

The major objective of this study is to observe and determine the effect of advertising on consumer buying behavior. Moreover, this study focuses on the following specific objectives.

1. To find out which advertisement media has more influence on consumers buying behavior.
2. To ascertain the direct relationship between advertising characteristics and consumers buying behavior: and
3. To investigate how advertising characteristics affect consumers buying behavior.

1.5. Significance of the study

This research attempted to identify its significance to: The Company, Academics and the Researcher.

This study would describe the effect of advertisement variables that influence the buying decision of NSPF consumers. Understanding of variables such as whether the advertisement is Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative, Honest by the target customers would help further understanding, how these variables affect the decision making of consumers. It would help NSPF marketing department to better reposition its advertising strategy, to capture the target market and to boost sales over times. The study is expected to improve the advertising and promotional strategies of the investigated organization by providing practical information about core advertisement issues. The findings of this study will contribute and complement the already existing knowledge and literature on the relationship between advertisement and consumers buying behavior.

To academics therefore, this work would provide a basis for further research works. To further achieve this, relevant and authentic references will be cited.

The researcher is an advertising practitioner; hence, embarking on this work will increase his knowledge of effective media planning. Above all, this study will be requirements in partial fulfillment of Master of Arts Degree in marketing management, AAU School of Commerce.

1.6. Scope of the study

Advertising effectiveness has been researched by numerous methods in the past, mainly focusing on recognition, recall, opinion, brand-awareness, associations and ratings e.g. Lucas and Britt (1963). However, this study considers the following advertising characteristics as a measure of effect on consumers buying behavior: namely advertisement being Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest.

As it is mentioned earlier there are different types of media for delivering advertisement messages, however, the current study focuses mainly on TV, Newspaper and Radio

advertisements. Currently, the users of NSPFs product distributed throughout the country, but this study only targets those buyers with in Addis Ababa.

The methodology of this study used descriptive and explanatory research approach of one particular area. These designs were selected because it would have an advantage of producing good amount of responses from a wide range of people. This approach would provide a meaningful and accurate picture of events and seek to explain people's perception and behavior on the basis of the data to be collected.

1.7. Limitations of the study

The study used convenient and purposive sampling. In convenient sampling technique the sample selection process continuous until the required sample size would be reached. It involves selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003).

The commitment of respondents to carefully read and give their genuine responses to the questionnaires will seriously limit the outcome of the research. Availability of relevant reading materials in the course of conducting the research is also another limitation of this study.

The researcher would overcome the above stated limitations through his strong commitment by devoting time and efforts. The researcher prepared the questionnaire which is simple to read and understand by using simple words to all respondents.

1.8. Definition of Terms

Advertising

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

Consumer

According to Schiffman (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.

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, 2008).

Awareness

According to Ashcroft and Hoey (2001) awareness is the cognitive stage to attract customers and is the first step of communication process.

Effective advertisement

Effective advertisement is 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 (1984).

1.9. Organization of the study

This study attempted to analyze the advertisement practice being carried out at NSPF that has an effect on consumers buying behavior. Accordingly, it is organized in five chapters. The first chapter introduces the background of the study, definition of terms, statements of the problem, basic research questions, objectives, significance, delimitation, limitations and organization of chapters. The second chapter addresses the detail review of theoretical and empirical literatures on concept of advertisement and its effect on consumers buying behavior. It also explains the theories and concepts available on advertising styles & consumer behavior. The third chapter presents the methodology used in the study. The fourth chapter comprises the detail analysis and discussion of the data to be collected for the study. The fifth chapter includes summary of findings, conclusions, recommendations and implications for future research.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

Introduction

In order to answer the research questions several steps were taken. One of these steps is reviewing relevant concepts and theories about advertisement and consumers buying behavior. Hence, this chapter reviews literatures on this topic. This will be organized under three major themes, theoretical framework on the topic, empirical evidence on the topic and observed research gap. At the end of this chapter the conceptual framework and hypotheses for the study will be presented.

2.1. Theoretical Framework

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed Applied Psychological theory to the field of advertising. Scott asserted that “Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible” (Benjamin & Baker, p. 119-120). He demonstrated this through his advertising technique of a direct command to the consumer. The former chair at Johns Hopkins University, John B. Watson was a highly recognized psychologist in the 1920s. After leaving the field of academia he turned his attention towards advertising where he implemented the concepts of behaviorism into advertising. This focused on appealing to the basic emotions of the consumer: love, hate, and fear. This type of advertising proved to be extremely effective as it suited the changing social context which led to heavy influence of future advertising strategy and cemented the place of psychology in advertising.

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, 2001).

2.2. Models of Advertisement

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study.

2.2.1. AIDA Model

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behaviour and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market are thus stimulating demand of existing and new products in the market. They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

According to Colley (1984) one of the earliest models was AIDA: (Attention, Interest, Desire and Action). This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model will be designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley said that this model describes a learning process by which consumers' progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the steps have been completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. The steps of hierarchy of AIDA Model are as follow:

Awareness

It is the first step of hierarchy of AIDA model, where people get awareness about products. At this stage, advertisers introduce their products, services and information about the usage of products. Initially, advertisers create awareness about products in their target market and its benefits to use (Baca et al., 2005). According to Ashcroft and Hoey (2001) awareness is the cognitive stage to attract customers and is the first step of communication process.

Interest

Advertisement of a product or service is run with the aim to create interest among target viewers because creating interest is the priority of advertisers (Rowley, 1998; Broeckelmann, 2010). Continues buying of a particular product shows consumers' interest (Ghirvu, 2013). Pharmaceutical companies, for example, often invest to create products interest in target market with aggressive sales force which attempts to motivate customers for further query (Baca, 2005).

Desire

It is the third step of hierarchy of AIDA model that deals with the aspiration of target customers to buy a product or service. From advertising view point, desire is said to be the intense level of wanting a product. Creating desire is the precedence of advertisers, where they explain the features and benefits of their products that how much value you have here (Richardson, 2013). At this level, advertisers try to give greater exposure of a product to the customers (Rowley, 1998).

Action

At the fourth level of hierarchy of AIDA model action on the part of a customer is taken i.e. actually purchasing a product or service. At this stage, customers are ready to pay for the products to fulfill their intense desire for a particular product or services. A number of incentives offered may persuade a customer to take action (purchase). For example discounted prices often entice customers to take action i.e. buy something (Rawal, 2013). As mentioned by Ashcroft and Hoey (2001) action is the behavior stage involving actual purchasing. According to Hoyer and Macinnis (2009) effective advertising creates positive feelings that lead to actual purchase of advertised products.



Figure 1: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984).
 Defining Advertising Goals for Measured Advertising Results, New York:
 Association for National Advertisers

2.2.2. Foote, Cone and Belding (FCB) Model

A paper by Richard Vaughn (1980) researched the other advertising model, FCB, an acronym for Foote, Cone and Belding. This model is a strategy matrix, suggesting that advertising works differently depending on the product involved. Vaughn’s work allows advertisers to select the communication method based on the type of product or service they are advertising, and the attitudes that consumers are likely to have towards the product. He suggests: “Not all advertising functions in the same way, sometimes communication of key information and salient emotion will be needed to get a sale. At other times, consumers will need one, but not both; and often, a purchase may occur with little or no information and emotion. The purpose of strategy planning is to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it.

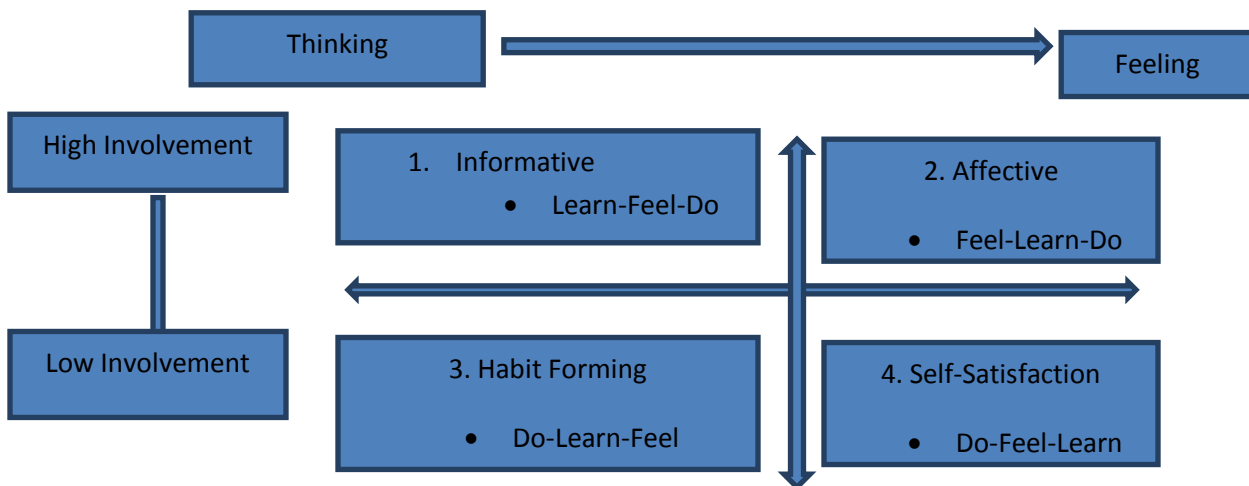


Figure 2: Advertisement Model (FCB) Source: Richard Vaughn (1980). How Advertising Works: A Planning Model. Journal of Advertising Research, 20 (5), 27 – 33

The matrix divides advertising strategy into two attributes based on thinking versus feeling and low involvement versus high involvement. Vaughn points out “this suggests there are purchase decisions where thinking is most involved and others where feeling dominated; there are situations that require more involvement and those that require less.” The FCB model is powerful because it accommodates different versions of the learn-feel-do succession and proposes different advertising strategies for each of the four quadrants. Now let us take the quadrants separately and summarize them as follows:

Quadrant 1- High Involvement/ Thinking Informative

This quadrant implies that a large amount of information is necessary because of the importance of the product. Many major purchases qualify, (cars, homes and electronic equipments), and these are likely to include almost any product which needs to convey what it is, its function, price and availability. The basic strategy model is to adopt the Learn-Feel- Do sequence where information is designed to build attitudinal acceptance and subsequent purchase. Vaughn (1980) says, “Consumers may be thought of as thinkers. Creatively, specific information and demonstration are possibilities. Long copy format and reflective, involving media may be necessary to get through with key points of consumer interest.” Accordingly, NSPF consumers fall in this quadrant, since purchasing paint products requires the possession of detailed information and product awareness.

Quadrant 2- High involvement / Feeling (Affective)

This product decision has high involvement but requires less specific information; therefore an attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers’ self-esteem. Perfume, expensive watches and sports cars are product examples that might fall into this quadrant. The advertising strategy requires emotional involvement on the part of the consumers so that they become connected with the product being advertised and subsequently become “feelers”. Therefore, the proposed model is Feel-Learn-Do. Vaughn (1980) submits “Creatively, execution impact is a possible goal, while media considerations suggest dramatic print exposure or “image” broadcast specials.”

Quadrant 3- Low involvement / Thinking (Doer)

Products in this category (including many common household items such as razors, insect repellent and household cleaners) involve little thought and a tendency to form buying habits for convenience. The hierarchy model is a Do-Learn-Feel pattern suggesting that simply inducing trial (through coupons or samples) can often generate subsequent purchases more efficiently than “undifferentiating copy points”, leading in turn to increased brand loyalty. According to Vaughn (1980), the most effective creative strategy is to stimulate a reminder for the product.

Quadrant 4-Low involvement / Feeling (Self - Satisfaction)

This product decision is emotional but requires little involvement, and is reserved for those products that satisfy personal taste (for example, cigarettes, candy, beer or snack food). This is a Do-Feel-Learn model where imagery and quick satisfaction are involved, and the consumer is considered a reactor whose interest will be hard to hold. Vaughn (1980) argues that the creative objective is to get attention with some sort of consistency and suitable methods may include billboards, point-of-sale or newspaper advertising.

2.3. Concept of Consumers Buying Behavior

According to Zaltman (2003), marketing researchers involved in studying the buying behavior of consumers soon appreciated the fact that though there were many similarities, consumers were not all alike. There were those who used products currently in style while many consumers did not like using “me too” types of products and showed a preference for highly differentiated products that they felt met their special needs and reflected their personalities and lifestyles. These findings led to the development of the market segmentation concept, which required dividing the total heterogeneous but potential market into relatively smaller homogenous groups or segments for which they could design a particular marketing mix. They also used positioning techniques and developed promotional programs to vary the image of their products, so that they were perceived as a better way to satisfying the specific needs of certain segments of consumers (Bearden, 1999).

2.4. Models of Consumer Behavior

There are also various consumers' models which help us in the understanding of consumer behavior. According to Berkman (1986), there are two types of consumers' model.

- ✓ Traditional Models: Economic, Learning, Psychological and Sociological.
- ✓ Contemporary Models: Howarth Sheth, Engel-Blackwell-Kollat and Nicosia. Since the modes are very broad, few of them will be reviewed in this study based on their relevance to the study.

2.5. Advertisement Media

Morden (1991) holds that the medias for advertisement can be classified into the following four categories: namely print; electronic or broadcast; outdoor and others media advertising. Based on their relevance to the study, few of them will be reviewed in this research.

2.5.1. Print Media Advertising

The print media consists of Newspapers, Magazines, Journals, Handbills and etc. No newspaper or, journal, today, can survive without advertisement revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

2.5.2. Electronic or Broadcast Media Advertising

Electronic or Broadcast Media consists of Radio, Television, Motion Pictures, Video and Internet. The radio is audio in nature, attracting only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements; sponsored programs and etc. are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken via movies, video and internet.

2.6. The Influence of Ad. Media on Consumers Buying Behavior

Muhammad (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 really play virtual role in improving consumer buying behavior.

Niazi (2011) studied on the effective of 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.

2.6.1. Influence of Television AD on Consumers Buying Behavior

Katke (2007) conducted a case study to find the impact of television advertising on child health and family spending. A result shows that advertisements change the direct habit and lead to violent behavior of children. It creates a stress on the parents and hits the family budget. The study has revealed the positive co-relationship between time spent with television but the adverse effect on children and family.

Bishnoil and Sharma (2009) in their study aimed to find the background of the consumer and TV advertising influences the buying behavior. Teenagers from both the genders from on urban and rural were used for study. Taking gender, age, education, annual income as determinants, ANOVA, percentage analysis, means counts were analyzed to conclude that rural teenagers prefer advertisements than their urban people. The urban teenagers watch the advertisements of the products they believe are useful and good. Advertisements influence on male purchase behavior than female consumers.

Yousaf and Shehzad (2013) studied the effect and influence of TV commercials over illiterate and literate people of Pakistan. Findings shows that illiterate spend more than 2hrs per day of TV commercials and literate watch less than 2hrs per day. With regard to content watching 70% of literates prefer content in TV commercials and 68% of illiterates likes content. It is found that illiterates are behaviorally influenced whereas literates are psychologically influenced. Not all the literates believe in the message conveyed in the advertisements are true so they don't try all products listed in TV. But illiterates believe in the content and try to buy those products.

Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 1982). With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact. 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. Arshad (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.

2.6.2. Influence of Newspaper AD on Consumers Buying Behavior.

Bansal and Gupta (2014) studied on the impact of newspaper advertisement on consumer behavior. The study selected a sample 1017 advertisements from different English newspapers which appeared recently in 6 weeks. The study found that many advertising in newspapers were informational and they were perfect in convincing consumer to buy store products.

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 English or Kiswahili. These are the sources of news, opinions and current events (Mc Quails, 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.

2.6.3. Influence of Radio AD on Consumers Buying Behavior

The creative strategies used in radio commercials are different and advertising firms adjust their communication strategies in response to the specific needs of different consumers. The Central Place theory advocates that products with higher price and lower buying frequency influence positively the perception of consumer on the promotional communication of stores delivered through the radio programs and outdoor advertising (Hubbard, 1978; Yadav, 1994). The perception of radio as an intimate medium of communication during the non-availability of visual media profoundly affects the way people consider listening to radio programs including commercials, perform information analysis, and make applied decisions. The localized commercials on radio keep consumers also aware about the market movements (Sauls and Greer, 2007). Radio advertisements influence listeners on all days of the week and at the time of work. The positioning of advertisements on radio is precise and well-targeted to consumer segments which drive higher response among listeners (Verhoef, 2000). Advertisements on radio target audiences along age, gender and ethnic lines and mobilize excitement and gender sensitivity as persuasive techniques to promote products and services during working hours with the view that access to commercial information is a “new cool-tier” of the entertainment industry (Van Guijel, 2008).

Consumer products companies use radio for campaigns more than television, as precision and effectiveness of message is possible by more meticulously targeted radio advertisements than broadcast over the visual media (Overby and Barth, 2006). In developing countries the radio advertisements enhance the pleasure of entertainment as well as serve as source of current

market information. It is observed that short-term effect of radio advertisement towards store-level promotions and store choice is significant, though choice is mainly driven by loyalty.

2.7. AD Characteristics and Consumers Buying Behavior

In this sub section the researcher will review the relationship between advertisement and consumers buying behavior. As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behavior. The advertising has a foremost and vital effect on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown (Biel, 1990); therefore it will get more exposure, because of the positive first impression.

2.7.1. Relationship between Impressive AD and Consumers Buying Behavior

According to Prabakaran (2012), buying begins in the mind. If you don't impress the buyer's mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising bring attitudinal changes in the minds of the consumer. His or her emotions are torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

Clave (2014) associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet. Therefore, this study will provide robust

evidence of the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

Therefore, the following alternative (a) hypotheses pertain to this study:

Ha1: There is a positive and statistically significant relationship between impressive advertisement and consumers buying behavior.

2.7.2. Relationship between Understandable AD and Consumers Buying Behavior

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. Adeolu (2005) recommend firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should comprise briefly. For this study the researcher followed and analyzed different kinds of advertisement on Medias. For example, the advertisement of Coca - Cola was very creative as well as simple to understand. I hope the readers of this paper could agree with this.

Wang (2002) brought some implications to various stakeholders in Malaysia. The implications can be divided into two categories: theoretical and managerial implications. In terms of theoretical implication, the research re-affirms the notion that the determinants of consumers' attitude towards advertising can be applied in a highly regulated media environment. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favorable consumers' attitude towards advertising. As part of the efforts to create favorable consumers' attitude, some strategies proposed which includes: First of all checking the sources of advertisement are credible, trustworthy and believable; Second keeping the advertising message informative, customer oriented, simple to understand and up to date; Third integrating the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages and lastly emphasizing the concept of 'made in Malaysia' to evoke the feeling of partnership in

helping the nation grow economically building positive image. In my opinion the last strategy should be scale up in our country especially to those import and export business firms. Since our attitude to “Made in Ethiopia” is very poor.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha2: There is a positive and statistically significant relationship between understandable advertisement and consumers buying behavior.

2.7.3. Relationship between A. Grabbing AD and Consumers Buying Behavior

According to Gary (1999) “humans are visual animals.” He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words.

Prabakaran (2012) sated that people like advertisement of the products and believe that the quality of the product is as good as expected from the advertisement. This study suggests that the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behavior. TV advertisement has enhanced their involvement in purchase and experiment with different or new products.

According Adeolu (2005), many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer’s attention and capture their interest. At this stage the company’s advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourage switching to the company’s brand by changing the perception of the consumers of rival brands the product.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha3: There is a positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior.

2.7.4. Relationship between Memorable AD and Consumers Buying Behavior

Dholakia (2001) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. If the viewer does not remember the ad after viewing it, the company sponsoring the ad is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers. Brassington and Pettitt (2001) recommend to firms about how ad should be memorable: “you want customers to remember your ads so they remember your business. Strive to create extraordinary pieces for your marketing so you stand out from other, similar companies”.

Memory phenomena have long occupied a central place in thinking about the process and effects of advertising. The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of memory (Ray, 1973).

According to R. Kahn (2011), when the sales volume of any product increases, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product. Metha (2000) also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha4: There is a positive and statistically significant relationship between memorable advertisement and consumers buying behavior.

2.7.5. Relationship between Creative AD and Consumers Buying Behavior

According to Poona Sharma (2012), there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve. An effective ad will inform the consumer about the product or service you have to offer, but that advertisement also need to be creative so that it can capture attention. Capturing the attention of the consumer is essential for an effective ad, and the more creative you can make that ad the more effective it can be.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha5: There is a positive and statistically significant relationship between creative advertisement and consumers buying behavior.

2.7.6. Relationship between Honest AD and Consumers Buying Behavior

According to Schulz (1990), trust is a state of certainty, “a middle state between knowing and not-knowing”. M. Bansal and S. Gupta (2014) on their Global Journal of Finance and Management focused on the impact of informational content within the newspaper on consumer behavior. The impact of newspaper advertisement assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content. The impact of logical informational content and its probability of being liked by a consumer were greatest especially for electronics and durable goods. The amount of information present was found to be independent of the size of the advertisement. Thus, it can be understood that commercials of different products employ different advertisement strategy to motivate their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

Therefore, the following alternative (a) hypotheses will pertain to this study:

Ha6: There is a positive and statistically significant relationship between honest advertisement and consumers buying behavior.

2.8. Research Gap

After observing such relevant studies, it can be concluded that many researchers examined and studied different aspects of advertising and its effect on consumer's buying behavior. However, there are some considerable contradiction among the previous works and theories of science. Many researchers have studied their work in their own contextual scenarios. This study emphasizes on the consumer's behavior of growing cities like Addis Ababa by considering NSPF.

Most of the previous works agree advertisement is a must and should be a continuous activity. It boost market share in addition to the profit maximization. Some of the scholars indicate the effect of advertisement on its implications to managerial activities and they tried also to propose strategies that create favorable consumers attitude.

Now based on the above literature review, the following research gap is observed. Based on the category of consumers, there are two types of consumers, namely individual and organizational consumers. But most of the studies consider only individual consumers. As it is mentioned earlier there are different types of media for delivering advertisement messages, however, they failed to mention the main features of advertisement that have more effect on consumers buying behavior.

Moreover, the other drawback is being conducted with few independent variables. Unlike these studies, the current study will use the previous studies as a bench mark. Since the studies will not free of flaws, the researcher of this study attempts to include facts and theories which eliminate the above mentioned flaws.

2.9. Conceptual Frame Work

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 is referred to as a theoretical framework.

It is a type of intermediate theory that attempts to connect to all aspects of inquiry such as problem definition, objectives, literature review, methodology, data collection and analysis. 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 is developed to conceptualize the interrelation between a dependent variable and six independent variables. Assessment of the elements/variables of the conceptual framework will assist to understand the phenomenon because assessment of each element/variable will provide an answer to specific research questions developed above. The elements/variables considered in this conceptual framework are dependent and independent variables.

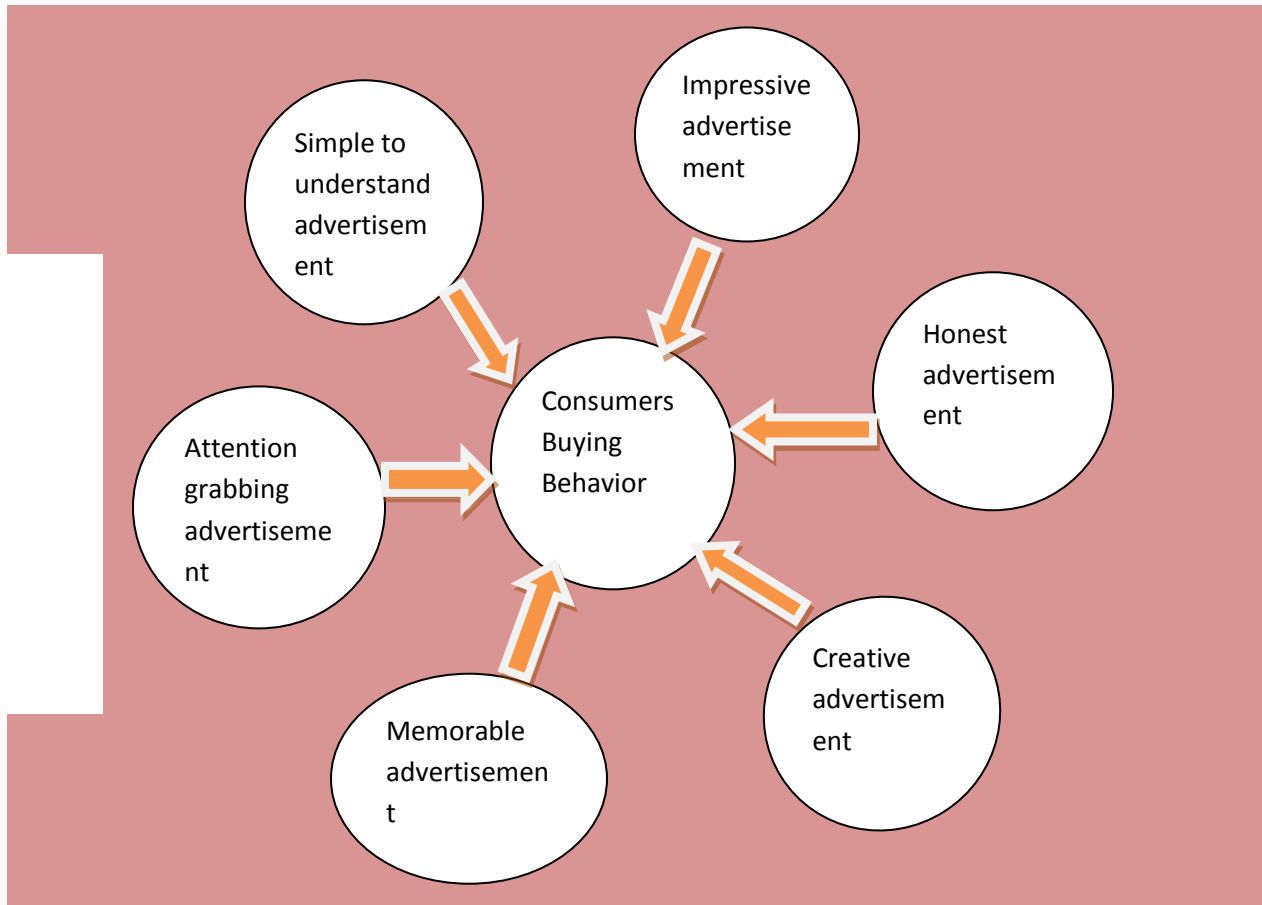


Figure 3: Conceptual Framework specifying Research Variables.

Source: Khan (2014).

CHAPTER THREE: RESEARCH METHODOLOGY

Introduction

This chapter deals with the methodology of the study where the research approach, the research type, sample and sampling techniques, source of data collection, data collection instruments, reliability & validity of the study and the method of data analysis are discussed.

3.1. Research Approach

The research can be classified in to two research approaches. These are qualitative research and quantitative research.

Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. It seeks to describe various aspects about behavior and other factors in the social sciences and humanities. In this kinds of research data are often in the form of descriptions, not numbers. It typically involves in-depth interviews, group discussions, and observations without formal measurement.

Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. It usually starts with a theory or a general statement proposing a general relationship between variables. Quantitative researchers favor methods such as surveys and experiments, and will attempt to test hypotheses or statements with a view to infer from the particular to the general.

Therefore the researcher chose quantitative research to describe the effect of advertising on consumers buying behavior by collecting quantitative data from consumers of the NSPs. In addition the effect of the independent variables (AD characteristics) on the dependent variable consumers buying behavior is quantitatively measured by this study.

3.2. Research Design

Research design forms the blue-print or maps that details how the researcher collect data that is relevant to address the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem. It includes the outline of what the research did, from writing the hypothesis and its operational application to final analysis of data (Creswell & Clark, 2007).

The research can be classified in to three as descriptive, explanatory and exploratory. Descriptive research sets out to describe & to interpret what is. It aims to describe the state of affairs as it exists. It is concerned with conditions or relationships that exist, practices that prevail, beliefs, points of view or attitudes that are held, processes or that are developing. The major purpose of descriptive research is describing the state of affairs as it exists at present.

Explanatory research is conducted when we encounter an issue that is already known and have a description of it, we might begin to wonder why things are the way they are. The desire to know “why”, to explain, is the purpose of explanatory research. The researcher goes beyond merely describing the characteristics, to analyze and explain why and how something is happening. Thus explanatory research aims to understand phenomena by discovering and measuring casual relations among them.

Exploratory research is conducted when there are few or no earlier studies to which references can be made for information. It provides insights into and comprehension of an issue or situation for more rigorous investigation later. Exploratory research is a type of research conducted because a problem has not been clearly defined. Its purpose is to gain background information and better understand and clarify a problem.

This researcher collects data on the effect of advertisement on consumers buying behavior. So the researcher used descriptive research for his purpose. In addition the researcher will analyze the casual relations between the dependent variable (consumers buying behavior) and the independent variables AD characteristics using correlation and regression, which makes the research explanatory. Therefore this study is both descriptive and explanatory.

3.3. Data types and Data sources

The main source for this study will be primary data source. Primary data will be sourced through customer survey. As the researcher intends to investigate the effect of advertisement on consumers buying behavior, the primary data will be collected from primary sources via questionnaires.

3.4. Population of the study

Population refers to the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran, 2005). A study population can be defined as the entire collection of cases or units about which the researcher wishes to draw conclusions. One of the major steps in formulating a research design is to define the population according to the objectives of the study. The population of interest for this research is all consumers of Nifas Silk Paint Factory's products in Addis Ababa. The number of population is infinite. Therefore, the study will use non-probability sampling approach particularly purposive and convenient sampling techniques because non –probability sampling approach enables the researcher to get some idea of the population and characteristics of the problem using well informed member in a short time.

3.5. Sampling procedure

Sampling design applied for the research is two level sampling. Initially Purposive sampling is used to select sales outlets of Nifas Silk Paint Factory based on the size of the sales outlets and their level of business activities. The reason behind such sampling design is to get higher number of consumers in a single place within short period of time, since the type of consumers across all sales outlets are assumed to be homogenous (no segmentation geographically or at sales outlet level).

Accordingly: Merkato, CMC, Saris, Mexico, Summit, Gojam Berenda, Akaki, Jemo, sales outlets are selected using purposive sampling. Then convenience sampling is used to select sample respondents from selected sales outlets by way of approaching consumers by visiting the sales outlets with the help of salesperson.

3.5.1. Sample Size

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design. Jankowicz (1995) defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and also within the limited time frame.

In light of this, the sampling technique used to select samples from the given population was convenient sampling. In this technique the sample selection process is continued until the required sample size has been reached. It involves selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003).

Since the population of the study is infinite, the following formula is used to determine the appropriate sample size.

$$n = \frac{z^2 * p * q}{e^2}$$

Source: (Kothari, 2004)

Where n= sample size

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

P= sample proportion

q=1-p

e=acceptable error so in this case we set

e= 0.05, z=1.96

p= 0.5 q= 0.5 and we get

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

$$n = \frac{0.9604}{0.0025} = 384.16$$

$$n = 384$$

3.5.2. Sampling Technique

The sampling design that will be employed for this study is a non-probability sampling. A non-probability sampling provides with an information-rich case study in which it enables to explore the research question and gain theoretical insight (Saunders, Lewis & Thornhil 2009). The sampling technique used to select samples from the given population was purposive & convenient sampling.

3.6. Data Collection Instrument

In order to gather firsthand data, questionnaire was prepared and administered based on the review of related literature important to the subject of the study. Based on which this study prepared questionnaires as a tool to collect data. Thus, questionnaires are designed to focus on the effect of advertisement on consumers buying behavior.

The questionnaire comprises a 5 point Likert scale of 1 - 5 where, 1 shows high level of disagreement and 5 shows high level of agreement. The respondents will be instructed during the administration of the questions by the researcher to mark the most suitable answer. Respondents are also required to answer intelligently and expeditiously as possible.

3.7. Data Collection Procedure

The study employs questionnaires as a tool for data collection. The questionnaires were delivered to the consumers of the Nifas Silk Paints.

The questionnaires are composed of four sections. The first section contains questionnaire items used to collect personal profile of respondents, the second section contains questionnaire items used to collect the data related to general knowledge of respondents and the third and fourth section on five point Likert scale to assess the effect of advertisement on consumers buying behavior.

3.8. Data Analysis

The purpose of analysis is to build up a sort of empirical model where relationships are carefully brought out so that some meaningful inferences can be drawn Zikmund (2003). It will be necessary to employ statistical techniques such as Descriptive statistics, Correlation and Multiple Regression to analyze the data due to the quantitative nature of the study.

Data will be inserted in to SPSS version 20. The inserted data will be cleaned for errors and inconsistencies and finally analyzed. Data obtained from the study were presented in text, tables and figures.

3.8.1. Descriptive Statistics

To provide descriptive information for the consumer profile and characteristics, frequencies will be used. According to Andy Field (2006), frequencies refer to the number of times various subcategories of ascertain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can be easily obtained.

3.8.2. Correlation

In a research project that includes several variables, it is important to know how one variable is related to another. This will help to see the nature, direction and significance of the bivariate relationships of the variables used in the study (Field, 2006). Moreover he stated that a person correlation matrix will provide this information that is it will indicate the direction, strength and significance of the bivariate relationships of all the variables in the study. Thus correlation analysis will be employed to attain the relationships, to test the hypotheses and consequently to answer research question.

3.8.3. Multiple Linear Regressions

According to Sekaran (2000), the square of multiple R, R-square or R^2 as it is commonly known, is the amount of variance explained in the dependent variable by the predictors. Such analysis, where more than one predictor is jointly regressed against the criterion variable, is known as multiple regression analysis. When the R-square value, the F statistic, and its significant level are

known, we can interpret the results. Multiple regression analysis was also used to examine the predictive power of each of the independent variables for the overall consumers buying behaviors (dependent variable).

The overall model of this study was the multiple linear regressions model which is presented below.

$$Y = \alpha + \beta_1 IAD + \beta_2 SUD + \beta_3 AGA + \beta_4 MAD + \beta_5 CAD + \beta_6 HAD + e$$

Where

Y = the dependent variable to be predicted

α = Y axis intercept (the constant)

β = slope of the independent variables (IAD, SUD, AGA, MAD, CAD, HAD)

IAD, SUD, AGA, MAD, CAD, HAD = independent variables used to predict the dependent variable

e = the error number

Where,

CB is Consumers Buying Behavior

AGAD is Attention Grabbing Advertisement

CAD is Creative Advertisement

HAD is Honest Advertisement

IAD is Impressive Advertisement

MAD is Memorable Advertisement and

SUD is Simple to Understand Advertisement

3.9. Ethical Consideration

The data gathered will be used solely to understand the effect of advertising on consumers buying behavior. Furthermore, the researcher is solely responsible for conducting the whole research process and shall abide all the policies regarding the organization as well as the university. The will not be transferrable for any means in person or organization. The research is being done according to the guidelines, rules and regulations of the university. The four stages of ethics in doing research are followed by the way of a good design, modes of data collection, analysis of data and for proper dissemination. Prior objectives and motive of the research will be intimated. There shall be no misinterpretation or misuse of the data collected from the organization.

CHAPTER FOUR: RESULTS AND DISCUSSION

Introduction

This chapter is all about the results of the study. The results of the study are presented and discussed in detail. The first part of the chapter will discuss about the distributed and returned questionnaires. The second part is about the responses received and the analysis made along with the interpretations of the results.

4.1. Response Rate

Even though the sample size of the study is 384 questionnaires were distributed but only 350 questionnaires were returned. Out of 350 questionnaires 8 questionnaires were rejected. Seven out of the 8 questionnaires were rejected due to missing data and the rest one questionnaire was returned unfilled. Therefore, 342 questionnaires served as data for analysis to present the findings and draw a conclusion.

4.2. Characteristics of the respondents

Since the general characteristics of the respondents are vital to get insights to the overall study we shall start by seeing the demographic nature of the respondents.

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23	38	11.1	11.1	11.1
	24	77	22.5	22.5	33.6
	25	48	14.0	14.0	47.7
	27	41	12.0	12.0	59.6
	28	2	.6	.6	60.2
	29	122	35.7	35.7	95.9
	45	14	4.1	4.1	100.0
	Total	342	100.0	100.0	

Table 1: Age of the respondents

The respondents in the study are in different age categories. Those in the youth age category accounts for 95.9%. Those respondents with age of 45 comprise the remaining 4.1%.

Sex		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Male	251	73.4	73.4	73.4
	Female	91	26.6	26.6	100.0
	Total	342	100.0	100.0	

Table 2: Sex of the respondents

As it can be seen from the table above the majority of the respondents are males (73.4%). The remaining 26.6% of the respondents accounts female.

Educational level		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Twelve and below	14	4.1	4.1	4.1
	Diploma	106	31.0	31.0	35.1
	Bachelor	194	56.7	56.7	91.8
	Masters	28	8.2	8.2	100.0
	Total	342	100.0	100.0	

Table 3: Educational level of the respondents

From the table above one can see that the greatest portion of the respondents (56.7%) have Bachelor Degree, 8.2% of them have Master Degree. 31% of the respondents have diploma. 4.1% of the respondents have Twelve and below. From table 4.2.3 we understand that most of the respondents are highly educated i.e. 95.9% of them have diploma and above.

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3200	2	.6	.6	.6
	5000	84	24.6	24.6	25.1
	5139	15	4.4	4.4	29.5
	5775	100	29.2	29.2	58.8
	6381	67	19.6	19.6	78.4
	7000	31	9.1	9.1	87.4
	8184	14	4.1	4.1	91.5
	8675	29	8.5	8.5	100.0
	Total	342	100.0	100.0	

Table 4: Income of the respondents

From the above table we can conclude that 99.5% of the respondents earn monthly income of Birr 5000 and above. The remaining 0.5% earns income of below Birr 5000.

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	273	79.8	79.8	79.8
	Married	69	20.2	20.2	100.0
	Total	342	100.0	100.0	

Table 5: marital status of the respondents

As it can be seen from the table above the majority of the respondents are single (79.8). The remaining 20.2% of the respondents account married.

4.3. Result and Discussion

4.3.1. Result of the Descriptive Statistics

As it is mentioned earlier in chapter three, descriptive statistics enables to obtain frequencies. The researcher addressed research question one by employing this statistical technique. Hence, the following graphical representation summarized the results and addressed the first research questions.

4.3.1.1. Media of Advertisement, which influence Consumers Buying Behavior

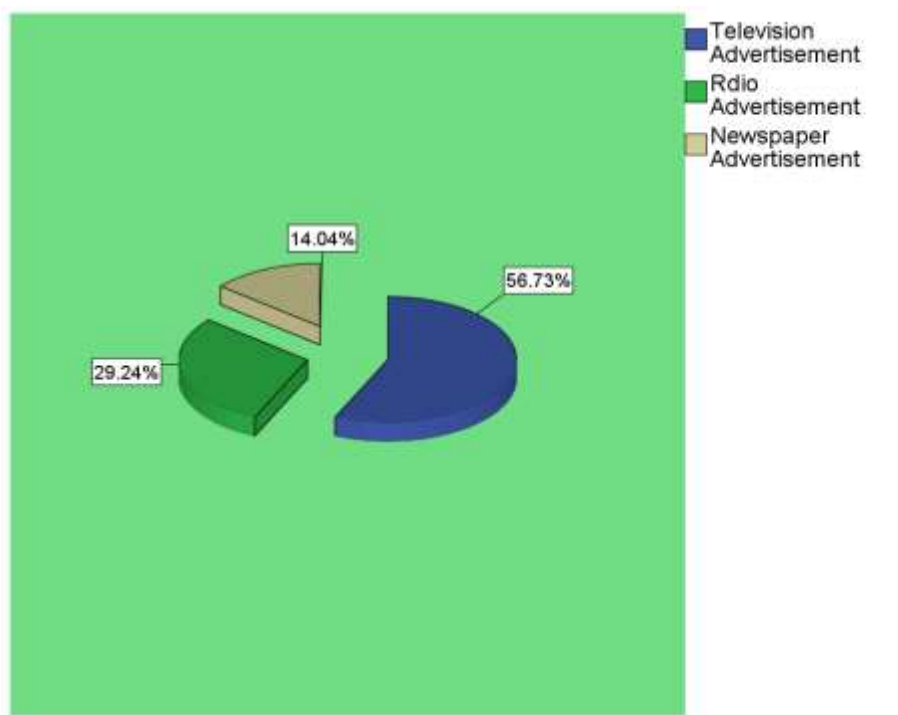


Figure 4: Media of Advertisement, which influence NSP's Consumers Buying Behavior

Source: Calculated From the Researcher Survey Data

From Figure 4, it is clear that 56.73% of the respondents got NSP products information from Television advertisement. The remaining, 29.24% & 14.04% of the respondents got information from radio & newspaper advertisement respectively.

4.3.1.2. Trend of Consumers purchasing after Advertisement

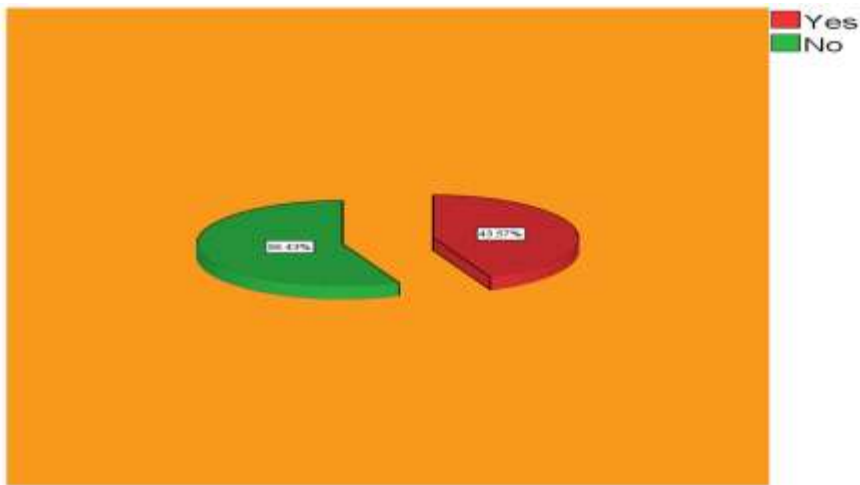


Figure 5: Trend of Consumers purchasing after Advertisement

Source: Calculated From the Researcher Survey Data

From Figure 4, it is clear that 56.43% of the respondents' didn't try to buy products after coming across any NSPF advertisement. However, the remaining 43.57% of the respondents did try to buy products after coming across advertisement.

4.3.1.3. Trend of recommending NSP Products by Consumers

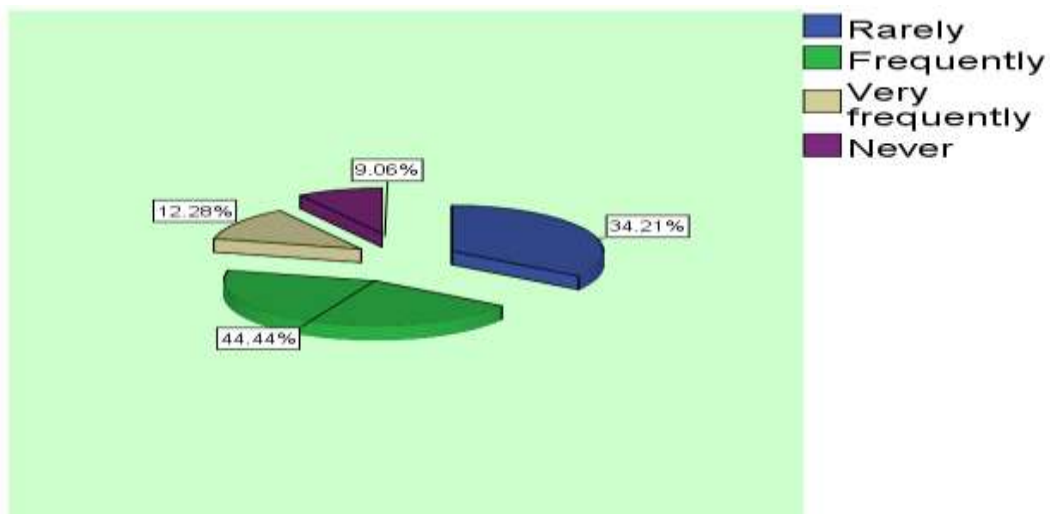


Figure 6: Trend of recommending NSP Products by Consumers

Source: Calculated From the Researcher Survey Data

From Figure 6, it is clear that 44.44% of the respondents did recommend NSPF after purchasing and consuming the products. The remaining, 12.28% and 9.06% and 34.21% of the respondents did recommend NSPF very frequently, never and rarely.

4.3.2. Reliability of the data

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	30

Table 6: Reliability of variables

The instrument for this study contains 30 items that are in a Likert scale type. The overall reliability of the instruments is measured. A cronbach's alpha of 0.951 is obtained which is well above what is considered acceptable by scholars which is 70% (D.L.R Van der Waladt, T.M. Rebello and W.J. Brown, 2009). The cronbach's alpha for all the items are also above 70% (see appendix).

4.3.3. Results of the Correlation Analysis

According to MacEachron (1982), a correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. A coefficient of +/- 1.0 indicates that a perfect relationship exists b/n the two variables. Coefficient of 0.0 means no relationship exists between the variables.

4.3.4. Correlation Matrix

Correlation matrix demonstrates how each AD characteristics such as impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement was correlated with consumers buying behavior. The result would be demonstrated as follows.

Table 7 Correlation matrix of consumers buying behavior and AD characteristics

		Correlations						
		Consumer buying behavior	Impressive	Simple to understand	Attention grabbing	Memorable	Creative	Honest
Consumer buying behavior	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	342						
Impressive	Pearson Correlation	.622**	1					
	Sig. (2-tailed)	.000						
	N	342	342					
Simple to understand	Pearson Correlation	.612**	.533**	1				
	Sig. (2-tailed)	.000	.000					
	N	342	342	342				
Attention grabbing	Pearson Correlation	.616**	.609**	.561**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	342	342	342	342			
Memorable	Pearson Correlation	.633**	.514**	.415**	.513**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	342	342	342	342	342		
Creative	Pearson Correlation	.619**	.555**	.525**	.602**	.544**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	342	342	342	342	342	342	
Honest	Pearson Correlation	.647**	.431**	.380**	.642**	.595**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	342	342	342	342	342	342	342

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

From the above Table, we can understand that all of the variables had positive correlation with consumers buying behavior as well as had positively correlated with each other.

4.3.5. Hypothesis testing

The following hypotheses are tested;

Ho1: There is no positive and statistically significant relationship between impressive advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between impressive advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between impressive advertisement and consumers buying behavior ($r = 0.622$ and $p < 0.01$). The researcher rejects the null hypothesis (H01) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between impressive advertisement and consumers buying behavior.

Ho1: There is no positive and statistically significant relationship between Simple to understand advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between simple to understand advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between simple to understand advertisement and consumers buying behavior ($r = 0.612$ and $p < 0.01$). The researcher rejects the null hypothesis (H02) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between simple to understand advertisement and consumers buying behavior.

Ho1: There is no positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior ($r = 0.616$ and $p < 0.01$). The researcher rejects the null hypothesis (H03) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between attention grabbing advertisement and consumers buying behavior.

Ho1: There is no positive and statistically significant relationship between memorable advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between memorable advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between memorable advertisement and consumers buying behavior ($r = 0.633$ and $p < 0.01$). The researcher rejects the null hypothesis (H04) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between memorable advertisement and consumers buying behavior.

Ho1: There is no positive and statistically significant relationship between creative advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between creative advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between creative advertisement and consumers buying behavior ($r = 0.619$ and $p < 0.01$). The researcher rejects the null hypothesis (H05) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between creative advertisement and consumers buying behavior.

Ho1: There is no positive and statistically significant relationship between honest advertisement and consumers buying behavior.

Ha1: There is a positive and statistically significant relationship between honest advertisement and consumers buying behavior.

From Table 7, it is clear that there is a positive and statistically significant relationship between honest advertisement and consumers buying behavior ($r = 0.646$ and $p < 0.01$). The researcher rejects the null hypothesis (H06) and concludes that there is sufficient evidence, that there is positive and statistically significant relationship between honest advertisement and consumers buying behavior.

4.3.6 Preliminary test results

4.3.6.1. Normality

Multiple regressions require that the independent variables in the analysis be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1).

Table 8: Descriptive Statistics of Normality

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Impressive Advertisement	342	-.763	.132	.029	.263
Ad being simple to understand	342	-.504	.132	.263	.263
AD being attention grabbing	342	-.334	.132	.251	.263
AD being memorable	342	-.132	.132	.212	.263
AD being creative	342	-.174	.132	.507	.263
AD being honest	342	-.539	.132	.169	.263
Valid N (listwise)	342				

Source: Calculated From the Researcher Survey Data

Table 8 displays the normality of the variables using Skewness and Kurtosis. All the variables are between the range -1 and +1. Hence all the variables fulfilled the assumption of normality.

4.3.6.2. Linearity

Multiple regressions assume a linear relationship between the independent and dependent variables. The points should be symmetrically distributed around a diagonal line, with a roughly constant variance. Hence using visual inspection of the scatter plot, it can be suggested about the linearity.

4.3.6.3. Homoscedasticity

Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

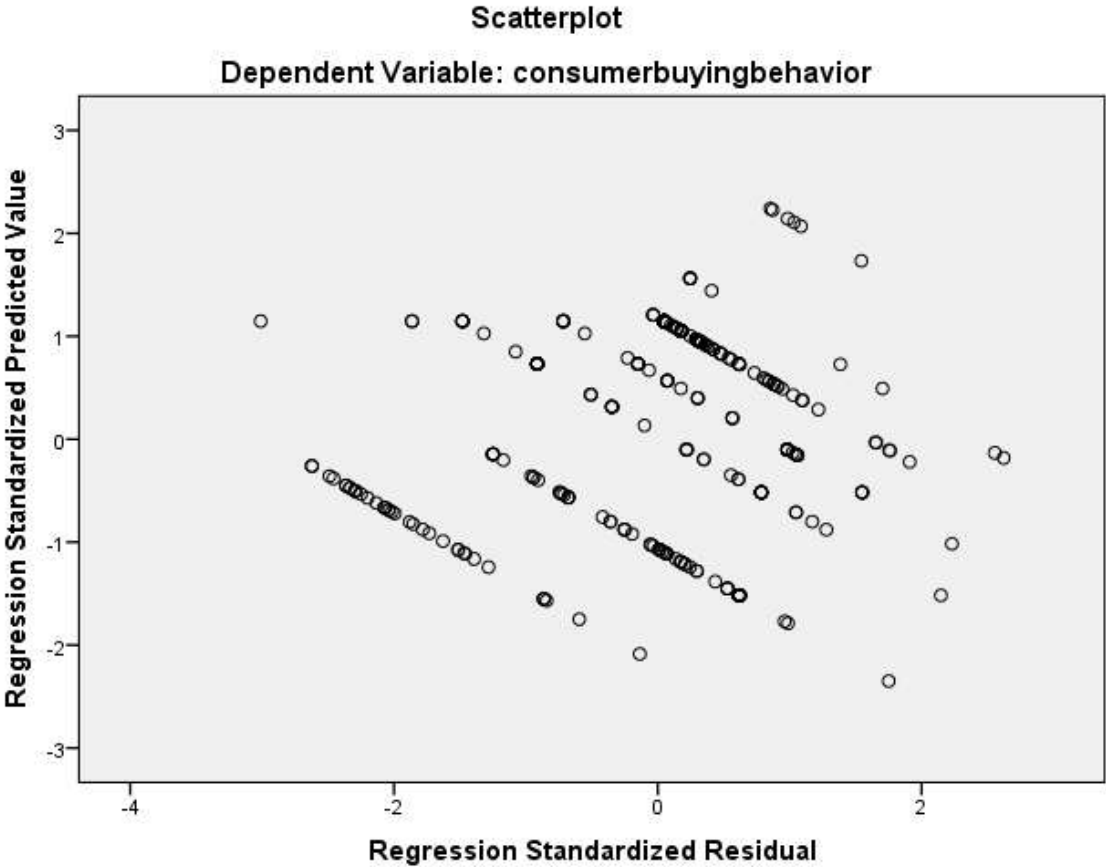


Figure 7: Scatter Plot for Linearity and Homoscedasticity

Source: Calculated From the Researcher Survey Data

4.3.6.4. Independent of Residuals

Durbin-Watson statistic is used to test for independent of residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is from 1.50 to 2.50

4.3.6.5. Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. There are basically two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity.

Table 9: Multicollinearity Test by Computing Tolerance Values and Variance Inflation Factor (VIF)

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.176	.146		1.206	.0003		
Impressive	.250	.049	.232	5.105	.000	.501	1.997
Simple to understand	.285	.041	.292	6.882	.000	.573	1.746
Attention grabbing	.015	.053	.014	5.882	.080	.410	2.441
Memorable	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292
Honest	.222	.056	.146	5.781	.000	.289	2.466

a. Dependent Variable: consumer buying behavior

Source: Calculated From the Researcher Survey Data

Table 9 displays the Multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variables. In this case all the tolerance values are greater than 0.10 and VIF is less than 2.5. Hence, the researcher assumed Multicollinearity was not a problem.

4.3.6.6. Overall Model Fit of the Regression Model

Table 10: (ANOVA) Overall Model Fit of the Regression Model

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.267	6	20.045	105.414	.000 ^b
	Residual	63.700	335	.190		
	Total	183.968	341			
a. Dependent Variable: consumer buying behavior						
b. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative						

Source: Calculated From the Researcher Survey Data

The ANOVA tells us whether the model, overall, results in a significantly good degree of prediction of the outcome variable (Field, 2005). Since the significance result on the ANOVA table is 0.000 which is $p < 0.05$, the regression analysis proved the presence of a good degree of prediction.

4.3.6.7. Model Summary

Table 11: Result of Multiple Regressions (Model Summary)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808a	.654	.647	.43617	1.992
a. Predictors: (Constant), Understandable, Impressive, Memorable, Creative, Honest and Attention Grabbing Advertisement					
b. Dependent Variable: Consumers Buying Behavior					

Table 11 indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.808) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary, above shows the Adjusted R Square is 0.647 which means about 64.7% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables i.e. impressive, understandable, attention grabbing, memorable, creative and honest advertisement.

4.3.6.8. Beta Coefficient

Table 4.13 shows regression coefficient (β) of impressive, understandable, attention grabbing, memorable, creative and honest advertisement.” β ” (beta) coefficient help to see the direction and strength of the relationship between independent and dependent variables. Accordingly, since the sign of the “ β ” coefficient for the independent variables is positive, there is a positive relationship between the independent variables (impressive, understandable, attention grabbing, memorable, creative and honest advertisement) and dependent variable (consumers buying behavior).

Table 12: Regression Coefficient of Independent Variables

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.176	.146		1.206	.0003		
Impressive	.250	.049	.232	5.105	.000	.501	1.997
Simple to understand	.285	.041	.292	6.882	.000	.573	1.746
Attention grabbing	.015	.053	.014	.288	.080	.410	2.441
Memorable	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292
Honest	.222	.056	.146	5.781	.000	.289	2.466

a. Dependent Variable: consumer buying behavior

Source: Calculated From the Researcher Survey Data

The above table 12 shows which among the independent variables influence most the buying behavior of consumers. Looking at the Beta under Standardized Coefficients, the effect of simple to understand advertisement on consumers buying behavior (0.292) is greater than the other independent variables. Moreover, among the independent variables attention grabbing advertisement was not statically significant to influence the dependent variable, since Sig. (0.080 > 0.05). According to Andy Field (2005), when a statistic is significant, it simply means that you are very sure that the statistic is reliable. It doesn't mean the finding is important or that it has any decision-making utility. On the other hand, when a statistic is insignificant, it only means the probability is high that the difference or relationship happened by chance and p is greater than the critical alpha level. In other words, an attention grabbing advertisement is not significant contributing predictor.

By referring to this analysis, the regression equation for the consumers buying behavior of the investigated company can be algebraically formulated as:

$$CB = 0.176 + 0.232 * IAD + 0.292 * SUD + 0.014 * AGAD + 0.210 * MAD + 0.057 * CAD + 0.146 * HAD$$

Source: Generated From the Regression Result

Where, 0.176 is constant which, cross the consumer buying behavior axis

The above regression equation indicates that when impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement increase each of them by 1, consumers buying behavior also likely increases by 0.232, 0.292, 0.014, 0.210, 0.057 and 0.146 respectively.

4.3.7. Result of the Regression Analysis

Since the purpose of this research was to investigate the effect of advertisement on consumers buying behavior evidenced by consumers of NSP, it was very important to evaluate the degree of advertisement effect on consumers buying behavior. To evaluate the effect of advertisement, this research looked at 6 predictive variables that include advertisement being impressive, advertisement being simple to understand, advertisement being attention grabbing, advertisement

being memorable, advertisement being creative and advertisement being honest. The outcome variable for this study was consumers buying behavior.

According to Andy Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. Moreover he stated that, to have valid multiple regressions analysis, the important assumptions are; normality of the distribution, linearity, homoscedasticity, independent of residuals and multicollinearity, which should be satisfied.

Table 13: Result of Multiple Regressions

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808a	.654	.647	.43617	1.992
a. Predictors: (Constant), Understandable, Impressive, Memorable, Creative, Honest and Attention Grabbing Advertisement					
b. Dependent Variable: Consumers Buying Behavior					

Source: Calculated From the Researcher Survey Data

Table 13 indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.808) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary, above shows the Adjusted R Square is 0.647 which means about 64.7% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables i.e. impressive, understandable, attention grabbing, memorable, creative and honest advertisement.

4.3.8. Discussion

According to the respondents, most of NSPF consumers recommend after purchase of paint products. Due to this scenario, the existing consumers of NSPF recommend other new customers to purchase the products. Television advertisement was the most preferred advertisement channel by the most of the respondents; this was because manufacturing related companies (including paint manufacturers) advertised their products and tenders on Television. Thus, this reality created additional room for product comparison and to participate on the tenders.

The results of correlation analysis suggested that the relationship of the six independent variables with consumers buying behavior were strong and positive. There was a positive and strong relationship between impressive, understandable, attention grabbing, memorable, creative & honest advertisement and consumers buying behavior. This suggested that effective advertisement characteristics which involve impressiveness, simplicity, eye catching, easy to recall, creative and trusted is positively related to consumers buying decision. As per the hypotheses tests, among the predictors impressive ($r = 0.622$, $p < 0.01$) memorable ($r = 0.633$, $p < 0.01$) and creative ($r = 0.619$, $p < 0.01$) simple to understand ($r = 0.612$, $p < 0.01$) honest ($r = 0.647$, $p < 0.01$) attention grabbing ($r = 0.616$, $p < 0.01$) advertisement have a strong relationship with consumers buying behavior.

Other researchers have also found similar results and hence the researcher compared the above results by providing empirical evidences to each relationship.

H. M. Arshad (2014) found a strong relationship between (sensory) impressive advertisement and consumers buying behavior ($r = 0.690$ and $p < 0.05$). In a study undertaken by V. Prabakaran (2012), under the title “Impact of Advertisement on Consumers Behavior” it was found positive relationship between impressive advertisement (calculated value $46 >$ table value 36.4) and consumers buying behavior. Z. U. Abideen and S. Saleem (2009) conduct a study under the title “Effective Advertising and its influence on Consumers Buying Behavior” and they found strong association between impressive advertisement and consumers buying behavior ($p < 0.05$ but the “ r ” value was not stated).

Halkias (2013) analyzed the relationship between ability to recall (memorable) the advertisement and consumers purchasing behavior using ANOVA and reported significant relationship ($F = 24.13$ and $p < 0.001$). Moreover they indicated developing effective advertising communication has been traditionally regarded as an important function to increase consumers' purchasing motivation. Huang (2011) reported strong relationship with ($r = 0.520$ and $p < 0.01$). Anand (2000) analyzed effective recalling (memorize) of advertisement has significant effect on sparking buying intentions ($F = 22.26$ and $p < 0.001$)

Empirical literature on relationship between creative advertisement and consumer buying behavior is very limited and practitioners should emphasis on this issue. However, V. Prabakaran (2012) found positive relationship between advertisement being creative (calculated value $66 >$ table value 36.4) and consumers buying behavior.

Huang (2011) reported strong relationship with ($r = 0.715$ and $p < 0.01$). V. Prabakaran (2012) found positive relationship between advertisement being honest (calculated value $44 >$ table value 36.4) and consumers buying behavior. K. P. Saemundsson (2012) reported moderate relationship ($r = 0.513$ and $p < 0.001$).

Also Long – Yi Lin (2011) reported attention grabbing advertising has a significantly positive correlation with consumers buying intentions ($p = 0.029 < 0.05$). Moreover, he also reported another perspective of relationship, he found advertising spokespersons have a positive effect on advertising attitudes ($p = 0.037 < 0.05$). Huang (2011) reported moderate relationship with ($r = 0.567$ and $p < 0.01$). V. Prabakaran (2012) reported similar result with synonym variable. That was advertisement being eye catching (calculated value $47 >$ table value 36.4) have positive relationship with consumers buying behavior. H. M. Arshad (2014) also found a strong relationship between (arousal) attention grabbing advertisement and consumers buying behavior ($r = 0.689$ and $p < 0.05$).

D. Prasanna Kumar and K. Venkateswara Raju (2013) found a significant relationship between ability of the AD in conveying the intended message (i.e. simple to understand) and its ability to change the opinion and prejudice of the respondent about a product or service. V. Prabakaran (2012) reported advertisement being understandable (calculated value $50 >$ table value 36.4) have positive relationship with consumers buying behavior.

As per the correlation analysis, it has been discussed that the results of this study were similar with the previous literatures. Thus, due to the positive relationship between the six predictor variables and consumers buying behavior, any advertisement campaign of NSPF shall consider these relationships. Having now discussed the results of the research and commented on the relation with respect to empirical evidence, it is necessary to discuss the result of multiple regression analysis to get further insight.

As it was mentioned earlier, multiple regression analysis was carried out to explain which predictor variable most affects the dependent variable and to formulate the research model. Among the six independent variables, simple to understand advertisement affects consumers buying behavior more than the other independent variables, due to $\beta = 0.292$. The least and insignificant contributor variable was attention grabbing with $\beta = 0.014$. And on the model summary of the regression result, it was stated that ($R = 0.808$) is the correlation of the independent variables with the dependent variable after all the inter correlations were taken into account. Adjusted R Square was 0.647 which means about 64.7% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables. The following table is a representation of the degree of influence towards consumers buying behavior.

Table 14: Summary Result of the Regression Analysis

Independent Variables	Standardized Coefficient β (Beta)	Statistical Significance	Rank of Influence
Impressive Advertisement	.232	.000<0.001	2 nd
Understandable Advertisement	.292	.000<0.01	1 st
Attention grabbing Advertisement	.014	.080>0.05 (insignificant)	6 th
Memorable Advertisement	.210	.000<0.01	3 rd
Creative Advertisement	.057	.000<0.01	5 th
Honest Advertisement	.146	.000<0.01	4 th

Source: Calculated From the Researcher Survey Data

CHAPTER FIVE

SUMMARY, CONCLUSIONS, RECOMMENDATIONS & IMPLICATIONS FOR FUTURE RESEARCH

This chapter presents Summary of the findings, conclusions and recommendations by addressing research questions: “Which advertisement media has more influence on consumer buying behavior?”; “Do advertising characteristics have direct relationship with consumers buying behavior?” How do advertising characteristics affect consumers buying behavior?

5.1. Summary of the Findings

From the analysis and discussion, the researcher presented the following major findings.

- ❖ Based on the descriptive analysis of the study, the company has potential consumers since most of them (99.5%) the respondents income is Birr 5000 and above per month. However, majority of the respondents (56.43%) didn't try to buy products after coming across any NSPFs advertisement. Furthermore, among the respondents (56.73%) were influenced by television advertisement of NSPF.
- ❖ The correlation matrix indicates that the selected AD characteristics: “impressive, simple to understand, attention grabbing, memorable, creative and honest” were positively and strongly correlated with consumers buying behavior with 95% confidence interval & <0.01 p-value 2tailed, by scoring a Pearson Correlation Coefficient “R-value” of 0.622**, 0.612**, 0.616**, 0.633**, 0.619** & 0.647**.
- ❖ The highest strong coefficient of correlation in this research between selected AD characteristics and consumers buying behavior is 0.647. In this case relatively honest advertisement had a highest strong relationship with consumers buying behavior ($r = 0.647$, $n = 342$, $p < 0.01$) than the other five independent variables.
- ❖ The last major finding of the regression analysis result is, all selected independent variables (impressive, simple to understand, attention grabbing, memorable, creative and honest) contribute to statistically significant level at ($p\text{-value} < 0.001$) except attention grabbing advertisement ($0.080 > 0.05$) which is insignificant.

- ❖ The score of the coefficient correlation determination (R^2) is 0.647 which indicate, 64.7% of the variability of overall consumers buying behavior was explained by the six independent variables.

5.2. Conclusions

The purpose of this study was to investigate the effect of advertising on consumers buying behavior. To achieve the purpose of the study three basic research questions were proposed to investigate the effect of advertising on consumers buying behavior and to answer the stated basic questions.

From the findings of the study it can be concluded that:

- ❖ The entire research objective for this study was attained; the general objective of this study was to examine the effect of advertising on consumers buying behavior: The case of Nifas Silk Paints Factory. All selected AD characteristics except attention grabbing have significant effect on consumers buying behavior.
- ❖ Correlation analysis was conducted to analyze the relationships between variables; the correlation matrix revealed that all coefficients of correlations independent variables were positively and strongly correlated with the dependent variable.
- ❖ Based on the correlation analysis all alternative hypotheses generated for this study is accepted and the entire null hypothesis rejected.
- ❖ The quantitative result shows that most of consumers are influenced by television advertisements. This indicates that Television advertisement was the first choice by most of the respondents.
- ❖ From the regression result, it can be concluded that simple to understand AD had contributed the largest effect on consumers buying behavior. This finding was also compared with empirical evidences to get additional insight. The evidence presents except attention grabbing AD, the other five predictors contributed significant effect on consumers buying behavior.

5.3. Recommendations

Based on the finding and conclusion of the study the following recommendations are forwarded.

- ❖ Television has more power to influence than other media. Adverts which are displayed on television can be remembered easily and fast because people see and hear the advert. The study recommends that advertisers should use television adverts well and the message should be supported well by visual so as to gain new customers, create brand loyalty and persuade well.
- ❖ To consider and give due attention to all the six predictors of advertisement when taking action to influence more consumers but more attention should be given to simple to understand and impressive advertisements. As the multiple regression result of this study indicated, effect of those factors motivating consumers' buying behavior is more than the remaining four advertisement features. Thus by campaigning simple to understand and impressive advertisements, NSPF can attract more consumers in addition to the existing consumers.
- ❖ As per the results of the study, most of the consumers got attracted by television advertisement. Radio and newspaper advertisements of NSPF didn't get enough attention by consumers. This may be a result of lack of enough information and ineffectiveness of the advertisements messages through these Medias regarding the products. Advertisement effectiveness is the joint responsibility of the advertiser and the advertising agency. Regular and consistent up-to-date training on the product information should be given to the advertising agencies, which work with NSPF, so that they will have the current knowledge and skills to handle the adverts and to make the adverts more attention grabbing, impressive, honest, memorable and creative.
- ❖ Compromise must be discarded for advert to be successful, hence, the need to employ the services of core professionals for the purpose of proper planning and execution of the advert rather than use quacks in order to cut cost.
- ❖ Advertising should be seen as an investment into the future of products and not to be evaluated by its immediate returns.

5.4. Implication for future research

- ❑ The consumers buying behavior of coefficient of determination R^2 is 0.647, which implies that there is quite significant explanatory power and also 64.7% variation on dependent variable is caused by independent variables and the remaining 35.3% is because of other unknown variables. Therefore depending on this statement still there is a room for other studies to conduct. Therefore other variables which could affect consumers buying behavior of NSPF is a potential area for further study.

- ❑ Finally, other researchers have to do more studies on these advertisement features which increase AD effectiveness in order to see how these features look like in different organizations in the country and to understand more on the contribution of these factors towards motivating consumers buying behavior. As far as the samples are concerned, possible enlargement of the sample of the study in other branches would be highly desirable. In this regard, similar studies at other companies that used advertisements widely would seem appropriate. Based on the regression analysis, attention grabbing advertisement was not statistically significant predictor on affecting consumers buying behavior, thus other researchers could work on this statistical phenomenon with different research techniques and approaches.

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A survey Questionnaire to be filled by consumers of Nifas Silk Paints

Dear Respondent,

My name is Asnake Meshesha. I am a student in the post graduate program of the Addis Ababa University. I am conducting a research on the topic: The Effect of Advertisement on Consumers Buying Behavior in case of Nifas Silk Paint Factory, to fulfill the partial requirements for the Master of Arts degree in Marketing Management. This questionnaire is, therefore, designed to collect firsthand information/data on the topic under caption. Since the information acquired is for academic purposes the anonymity of the respondent is guaranteed. Hence, it is not necessary to write your name on the questionnaire. This is, therefore, to kindly request you to take a few minutes to fill out the questionnaire as genuinely and completely as possible.

Instructions:

Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views.

I remain grateful to you for your kind cooperation.

AsnakeMeshesha (asnakemeshesha87@gmail.com)

Addis Ababa

May, 2018

APPENDIX I: QUESTIONNAIRE

Part I: Respondents Profile

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

1. Age (Years) _____

2. Gender

1. Male 2. Female

3. Educational Qualification

1. Twelve and below 2. Diploma

3. Bachelor Masters

PhD and above

4. Income _____

5. Marital status

1. Single 2. Married 3. Divorced

Part II: General Knowledge of Consumers

1. By which mode of advertisement are you getting attached?

1. Television Advertisement

2. Radio Advertisement

3. Newspaper Advertisement

2. Have you try to buy products recently after coming across any advertisement?

1. Yes 2. No

3. How often you recommend Nifas Silk Paints Factory after watching its advertisement?

1. Rarely 2. Frequently
 3. Very Frequently 4. Never

Part III: Advertisement Impact Assessment

Please circle one number representing your rating for a particular factor by using the following scale:

Strongly Disagree (1), Disagree (2), neither Disagree nor Agree, (3), Agree (4) and Strongly Agree (5).

No.	Statements	1	2	3	4	5
IAD1	The advertisement message is impressive as a result it helps me to decide to buy the product.					
IAD2	An impressive ad motivates the consumer for purchasing products.					
IAD3	New impressive advertisement of a product is a signal of new offers.					
IAD4	I believe there is always real information behind impressive advertisement.					
SUA1	The advertisement message is simple to understand as a result it helps me to decide to buy the product.					
SUA2	The advertisement message is easy to understand.					
SUA3	The facts in the ad convince me to different features of the products.					
SUA4	Since the ad is very clear, I can understand what the ad is all about.					
AGA1	The advertisement message is attention grabbing as a result it influences me to decide to buy the product.					
AGA2	This ad is better than other ads that have the same message.					
AGA3	I believe the ad has a high degree of visual magnetism.					
AGA4	Every time I look this ad it makes me comfort.					
MAD1	The advertisement message is memorable as a result it influences me to decide to buy the product.					

MAD2	The ad always reminds me how to have better life style.						
MAD3	Since the ads are so strong, they do sticks in my brain for long time.						
MAD4	Mostly I discuss the ad message with my friends after viewing it.						
CAD1	The advertisement message is creative as a result it influences me to decide to buy the product.						
CAD2	Creative advertisement is the only tool in increasing consumers buying appetite.						
CAD3	Great advertisement is the creative expression of understanding the market needs.						
CAD4	The ads of NSPF have new features.						
HAD1	The advertisement message is honest as a result it influences me to decide to buy the product.						
HAD2	The ad creates relevant picture of the product that it is in reality.						
HAD3	Reliable ad does give room for market comparison.						
HAD4	Since ads are always realistic, I can consider them as honest information source.						

Section IV: Consumer Buying Behavior Assessment

CBB1	I am happy being the consumer of Nifas Silk Paints Factory						
CBB2	I believe in advertisement because it helps to get facts.						
CBB3	The ads of Nifas silk Paints Factory played a key role on the buying of quality paint products.						
CBB4	Regular ads of Nifas silk Paints Factory enables it in winning the market competition.						
CBB5	New ad of a service is a signal of new offers.						
CBB6	There is positive relationship between advertising and consumers buying behavior.						

APPENDIX II: RELIABILITY TESTS RESULTS

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	30

APPENDIX III: CORRELATION RESULT

Correlations								
		Consumer buying behavior	Impressiv e	Simple to understan	Attention grabbing	memorabl e	creative	Honest
Consumer buying behavior	Pearson Correlation	1	.622**	.612**	.616**	.633**	.619**	.647**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Impressive	Pearson Correlation	.622**	1	.533**	.609**	.514**	.555**	.431**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Simple to understand	Pearson Correlation	.612**	.533**	1	.561**	.415**	.525**	.380**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Attention grabbing	Pearson Correlation	.616**	.609**	.561**	1	.513**	.602**	.642**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	342	342	342	342	342	342	342
Memorable	Pearson Correlation	.633**	.514**	.415**	.513**	1	.544**	.595**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	342	342	342	342	342	342	342
Creative	Pearson Correlation	.619**	.555**	.525**	.602**	.544**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	342	342	342	342	342	342	342
Honest	Pearson Correlation	.647**	.431**	.380**	.642**	.595**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	342	342	342	342	342	342	342

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

APPENDIX IV: REGRESSION RESULT

Model Summary^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.808 ^a	.654	.647	.43617	.654	105.414	6	335	.000	1.992

a. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative

b. Dependent Variable: consumer buying behavior

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.267	6	20.045	105.414	.000 ^b
	Residual	63.700	335	.190		
	Total	183.968	341			

a. Dependent Variable: consumer buying behavior

b. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.176	.146		1.206	.0003		
Impressiv e	.250	.049	.232	5.105	.000	.501	1.997
Simple to understan d	.285	.041	.292	6.882	.000	.573	1.746
Attention grabbing	.015	.053	.014	5.882	.080	.410	2.441
Memorab le	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292
Honest	.222	.056	.146	5.781	.000	.289	2.466

a. Dependent Variable: consumer buying behavior

