



**THE EFFECT OF TV ADVERTISEMENT ON CONSUMER-PRODUCT
CHOICE: THE CASE OF ADVERTISEMENTS BROADCASTED THROUGH
EBS TV**

By

Nebyu Negatu

**A Thesis Proposal Submitted to Addis Ababa University College of Business
and Economics School of Commerce**

**In Partial Fulfillment of the Requirements for the Degree of Master in
Marketing Management**

Advisor: Mulugeta Gebremedhin (Dr)

Addis Ababa, Ethiopia

July 2021

Addis Ababa University School of Commerce

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By: Nebyu Negatu

Approved by Board of Examiners

Mulugeta Gebremedhin (Dr)
Advisor

Signature

Dean, Graduates Studies

Signature

External Examiner

Signature

Internal Examiner

Signature

DECLARATION

I, Nebyu Negatu, declare that the thesis entitled “The Effect of TV Advertisement on Consumer Product Choice: The Case of Advertisements Broadcasted through EBS TV” is my original work and all the material used in this study has not been submitted any Degree in any other Institution.

Approved by

Mulugeta Gebremedhin (Dr)

Advisor Name

Signature

Date

Acknowledgments

“Every beginning has an end” and with the grace of God, I have reached the final stage of my three years journey to complete my thesis paper with the help of all my graduate instructors most importantly my advisor Dr. Mulugeta Gebremedhin, who have pushed me to go farther and reach my potential and for that, I am grateful for all the help and support you gave me.

I would like also to acknowledge all my respondents who provided the necessary data that is the foundation for this study. The research study would not be possible without your enormous contribution.

Special thanks go to my family and friends for the encouragement and support you gave me while I was pursuing my study.

Abstract

The research paper studied the effect of TV Advertising on Consumer product choice in the case of advertisements broadcasted through EBS TV. Advertisement is a major marketing tool that is designed to influence the decision-making process of consumers by affecting their mindset. Even though the advertised product will influence consumers not all mediums have the same degree of influence, from all television is the most effective media platform that combines visual and sound effects and widely accessible by consumers. To influence the decision process of consumers advertisers, use different elements in the advertisement that are broadcasted on EBS and understanding the effects this element has on consumers' product choice decision is the main target of this paper. The variables that are used to investigate the effect TV advertisement have on product choice are a positive association, attention-grabbing, trustworthiness, and brand recall. For the study, descriptive research designs are used by collecting data using quantitative research method where the questionnaire is used to collect data from a sample size of 384 respondents who watch EBS TV in Addis Ababa. The collected data are analyzed using correlation and standard multiple regressions by applying the Pearson correlation method to develop the relationship and the significance that exists between dependent and independent variables. The finding shows that there is a positive relationship between TV advertisements and customer's product choices, from the regression results attention-grabbing advertisements have a high effect on customer's product choices and the Trustworthiness of advertisements is found to be not statically significant to affect the dependent variable. From the finding, as a recommendation to positively affect consumers' product choice, TV advertisements that are broadcasted through EBS must be visually appealing to grab the attention of consumers by associating positive messages and should have a recall effect on consumers.

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ABBREVIATION AND ACRONYMS

EBS: Ethiopian Broadcasting Service

TV: Television

Ads: Advertisements

SPSS: Statistical Package for Social Science

TOMA: Top-of-mind awareness

MEANPC= Product choice

MEANAG=Attention Grabbing

MEANPA=Product Association

MEANTW=Trustworthiness

MEANBR=Brand Recall

STD= Standard Deviation

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Humans, by nature we are curious about the thing that happen around us and we always want to keep our self-updated for the best or for the worst thing that going to happen. Such natures have led to the introduction of different information-gathering media; we obtain the information we need through different media outlets. One of those media is electronic media, electronic media are a media outlet that can provide any information to the general public using media like newspapers, radio, and television, and most current and popular on social media. From all media, Television (TV) is the most popular media that is being used by the media channels to get information and transmit their messages through audio and visual elements.

Advertisement is a marketing technique that is used to attract the attention of consumers and influence their decisions to get money from them, Chuck Blore. Every company uses a different kind of marketing strategy to communicate with consumers and from all of this, advertisement is the most widely used marketing tool due to its reachability and the impact it had on consumers' mindset. When companies plan to advertise their existing or new products or service their choice of interest is mostly fall on television advertisement taking into account the impact it had in respect to accessibility, reachability; The impact it had on consumers can be reflected in all demographic factors like lifestyle, income, socio-economic and cultural grounds.

Any consumer who has the intention of buying any product has to pass all the three phases of the hierarchy model steps to reach to final decision and these phases are mandatory to analyze the effectiveness of decision making. The stages which all consumers pass to reach a final decision by collecting, processing the information, and reach to a conclusion based on the gathered intelligence is a vital input for marketers. The information that is gathered will help to position companies' products in consumers' minds and influence their final purchasing decisions. Therefore; it's the marketer responsibility to follow the consumers purchasing patter to understand what their need is and act one step ahead to gain a competitive advantage by understanding customers' purchase intention. Such marketing strategies are effective using different promotional approaches and TV

advertisement is the most influential one to have the required impact on consumers. We can see that there is a triangular relation between Marketing, Advertised and consumers' purchasing choices.

As (Kenneth and Donald 2010) said a good advertisement directs and motivates customers to take action up to the final stage of purchase decision making. For companies to increase the sale volume of a specific product and maximize their profit then they must focus on delivering the desired product in high quality so that they can gain trust and influence consumers' product choice decisions. Therefore; advertisements on television are a suitable method for releasing product information to a large number of customers and gaining customers' purchase intention (Halim and Hamed, 2005) and as much as it is important for marketing, advertisement is also the backbone for TV Media. We have discussed that in current time the importance of TV advertisement is undeniable and this can be evidence in TV broadcasting companies, where their sole existence depended on the advertisement they televised in between programs and generate their financial revenue by delivering high-quality advertisements to viewers through their different entertainment programs. If a media channel invests a large sum amount of money in advertisement, then understanding the elements of advertisement that influence consumers' product choice cannot be ignored.

Hence the conducted research studied the effect TV advertisement has on consumer's product choices by investigating the elements of TV advertisement. The finding will give TV media in general on how to approach consumers so that the intended message in the advertisement would have the intended impact on consumer's choice. Taking into account the longevity and the program diversity the study is conducted specifically on the advertisements televised on EBS TV to get an effective and efficient conclusion on consumer's product choice toward TV advertisements.

1.1.1 Definition of Key Terms

News media are those elements of the mass media that focus on delivering news to the general public or a target public.

Advertiser: The manufacturer, Service Company, retailer, or supplier who advertises their product or service.

Advertising: is a marketing concept which aims to influence the buying behavior of customers.

1.2 Statement of the problem

Even though there are previous studies that focus on the effects of TV advertisement, most of this study focus on the effect advertisement has on consumer behavior. Most of the studies focus mainly on the how and leave the question of what. These studies analyze and conclude on how advertisements affect consumer behavior and leave the question of what element of the advertisement affect consumers' choice and which elements or component of TV advertisement has a big influence on consumer-product choice.

Moreover, there are no many studies in Ethiopia that focus on the effect of TV advertisement. Currently, there are 9 public Media and around 20 private TV stations in Ethiopia. Such increase in the media sector has a positive value for advertisers to look for options and select the media which they seem fit for their product promotion. Even though there is a high increase in the media sector and a high increase in a TV advertisement, there is a gap in studies conducted on TV advertisement and those previous studies have not covered the criteria each TV channel used to accept advertisement and transmit to consumers.

This study will try to fill the knowledge gaps that exist between the TV ad and consumer product choice by examining the element of advertisement that affect consumers' product choice and if so which element of TV advertisement has the most effect on them. By analyzing the finding the study will indicate if TV Media is using the right advertisement strategy to affect consumer's product choices, this investigation will be conducted on viewers in Addis Ababa by specifically focusing on advertisements broadcasted by EBS TV.

1.3. Research Questions

1.3.1. Main Research Question

1. To what extent does a positive association with the advertisement affect customers' product choices?
2. To what extent does the attention-grabbing power of the advertisement affect customers' product choices?
3. To what extent does the trustworthiness of the advertisement affect customers' product choices?

4. Does advertising recall affect customers' product choices?

1.4 Hypothesis of the study

Based on the above research questions and objectives the following four hypotheses are formulated.

H1: Positive association with the advertisement has a positive and significant effect on customers' product choices.

H2: The attention-grabbing power of the advertisement has a positive and significant effect on customers' product choices.

H3: The trustworthiness of the advertisement has a positive and significant effect on customers' product choices.

H4: Advertising recall has a positive and significant effect on customers' product choices.

1.5 Objectives of the study

The main objective of the study is besides the effect advertisement has on consumer behavior through intensive investigation and analysis the study will try to understand the effect of TV advertisement on consumer's product choice and which element of the advertisement does highly influence consumers' product choice and decision making. In addition, it will focus on the below specific objectives: -

1. To examine the effect of positive association with the advertisement on customers' product choice.
2. To analyze the effect of the attention-grabbing power of the advertisement on customers' product choices.
3. To determine the effect of the trustworthiness of the advertisement on customers' product choices.
4. To examine the effect of advertising recall on customers' product choices.

1.6 Significance of the study

This study will investigate the effectiveness of TV advertisement on the influence of consumer's product choice and will try to identify which element of TV advertising has a high influence on consumer choice. Such finding will have a high significance in this case for EBS TV to assess if their current advertisement is effective and if they are affecting consumer-product choice.

Moreover, the study will provide a base for future studies and can be used as a reference for studies done on the effect of TV advertisement on consumer's product choice in the future.

1.7 Scope of the Study

The study will focus on advertisements broadcasted on TV media in Ethiopia, particularly on the effect of TV advertisement on consumer's product choices broadcasted by privately-owned TV media channel EBS TV on consumers around Addis Ababa. The study will be conducted on around 384 Addis Ababa viewers or Consumers of the TV channel and advertisers on the TV channel.

1.8 Limitations of the Study

Several limitations are expected when doing this study. The first one will be the difficulty of investigating this vast topic in depth which covers so many variables and factors within the budgeted time and allocated resources. Secondly, the research will be restricted to the currently ongoing COVID-19 pandemic crises which will lead to limit movement and do the research freely around the Addis Ababa region. Thirdly, only a specific number of viewers in Addis Ababa will be used for the research, and the data from these groups cannot represent all of the city's TV advertisements and finally, lack of literature concerning the study conducted in our country on the area of effect of TV advertisement on consumers product choice decisions will be another limitation of this study.

The study is only limited to TV ads and will not include other ads media and it will not focus on the other private and public TV channels.

1.9 Organization of the Study

The research paper is organized into five chapters. The first chapter gives a brief introduction about the variables that are going to be studied and give a highlight what the research is all about and the areas that are covered. It is sectioned into the background of the study, definition of terms,

statement of the problem, research objectives, research questions, significance of the study, scope, and limitations of the study as well as how the data is organized.

Chapter two is about the literature reviews related to the study. This chapter is a vital part of the study where exiting studies from published articles, books, and journals are used as a source of knowledge to identify any theoretical gaps that may exist within the research.

Chapter three discusses the methodology of the study. It covers the description of the study area, research approach, research design, and population of the study, sampling design, data collection Procedures, ethical consideration, and data analysis.

Chapter four covers data analysis and interpretation of the findings. In this chapter of the study collected data from collected survey questioners will be analyzed to understand the relation and significance of the variables and where hypotheses are tested using regression analysis to understand which independent variables affect the dependent variable.

Chapter five covers the summary, conclusion, and recommendations from the research findings for feature studies references. Based on the research finding in chapter four conclusions were developed and recommendations are given for feature studies on related topics.

CHAPTER TWO

LITERATURE REVIEW

Introduction

Finding out those elements of TV advertisement that affect consumer's product choice decision is the main objective of this study. The study will try to answer the research questions by reviewing previous related studies. This section of the study covered previous theoretical frameworks, empirical evidence, and conceptual frameworks from several scholars' journals, books, and research papers to identify the research gaps that exist related to the research study.

Kotler and Armstrong (2010), advertising is affecting consumers' attitudes by influencing their thoughts to a specific target, and marketers can use this to their advantage advertisement to their advantage to influence consumers' product choices and position their brand in the mind of the consumer.

2.1 Theoretical Framework

It is important to measure the effectiveness of an advertisement to understand the significance it has on consumers' minds; the influence advertisement has on consumers can be measured using a hierarchical effect model. This model classifies advertisement major goals into cognitive, affective, and behavioral stages which have a relation with advertisement functionalities (Lavidge and Steiner, 1961). This classic sequence, as pointed out by Barry (2002), is easy, intuitive, and logical and helps understand how attitude is formed and how the final decision is made. All these stages do directly relate to the three functions of advertising: inform, create attitudes or feelings toward the advertised object and provoke a behavior or action in individuals.

1. **Awareness:** This is the cognitive stage of advertisement and the first step where advertisers communicate with consumers by placing their products or service to the intended target so that consumers would notice it and understand what the purpose of the product is all about (Baca et al., 2005).
2. **Knowledge:** When consumers are aware of a product through advertisement then the customer will start to gain knowledge about the product features, price, benefit, etc.

3. **Interest:** The advertiser's ultimate goal is for the targeted consumer to start liking or showing more interest in the product after a few uses (Rowley, 1998; Broeckelmann, 2010) and will continue to buy the product (Ghirvu, 2013).
4. **Desire:** At this stage of the hierarchy the consumer would show more preference to a specific product from other similar product types. This is where advertisers will want the consumer to prefer their products over rival products and they do that by offering brand benefits and unique selling points to differentiate from competitor brands.
5. **Purchase:** The ultimate goal of the advertiser is that consumers will end up purchase their product. For the consumer to make the purchasing decision the product need to be simple and easy and remove any ambiguity and confusion from the consumer mindset.

2.1.1 Marketing

Marketing is all about the relationship that exists between marketers, consumers, and producers intending to add value by creating and delivering the required product or service using different media platforms. Hence, marketing is all about creating values and build relationships between the involved parties to increase their market share and add value to a company. McDaniel (2011:555), argue that Marketing is an activity, a set of institutions, and a set of procedures for generating, conveying, delivering, and exchanging value-added services for consumers, clients, partners, and society as a whole.

2.1.2 Consumer Behavior

Kotler and Armstrong (2010:322) define consumer behavior as an area of study that focuses on consumer activities, including consumer analysis of why and how consumers' use products, in addition to why and how they buy the product, and this decision-making process is highly influenced and determined by social, cultural, religious and demographic factors like as a culture, personality, life-stage, income, attitudes, feelings, knowledge, ethnicity, family, values, available resources, opinions, experiences and groups members (Spiers et al 2014).

2.1.3 Process of Consumers Buying Decision

Before making any decision to purchase any product a consumer will first identify its need, then looks for information that relates to its need, and using the information the consumer will evaluate

its option and finally make its decision to acquire the product that will satisfy its need. The process that each consumer pass to make the final decision would help marketers and advertiser to have an insight about consumers thinking process Proctor et al. (1982 and by understanding how consumers think, look for information, process and apply the obtained information and apply it to make purchase markers can formulate a strategy that will have the required influence on consumers decision making (Folkes 1984).

Purchasing is a process that involves evaluating available options to acquire products or services, after checking the product quality and finally making the decision to buy the product. Solomon, M.R. (2002), said that there are five classical stages of the decision-making model, which is based on the idea that considers consumers as an information-processing machine. The five stages of the consumer decision-making process are:

Problem Recognition: This is the initial stage of the consumer decision-making process. As Proctor et al. (1982) indicated such phenomena happen when consumers realize that there is a certain gap between their actual state and the ideal or desired state.

Information Search: After consumes identify the problem that exists the next step is to search for information related to the identified problem from external and internal environments. The information search process can be classified into two types.

Firstly, Pre-purchase search is a kind of information search process that starts after the consumer realizes the need or understand the existence of the problem and consumers will look for the information related to their problem and use it to satisfy their need or solve their problem,

Secondly, a Post-Purchase search is a process by which consumers browse information for their satisfaction and to keep themselves self-up to date with new products releases or updated features Hubert et al. (1985).

Alternative Evaluation: In this stage of the decision-making process, consumers will have a lot of available options to choose from and consumers have to evaluate the available options that they have retained from the previous information search. According to Hoyer et al. (2008), since there are so many brands in the market to choose from, consumers will go for the product which they

have memories about the brands. The brands that are included in consumers mind sets will have more chances to be selected by them.

Product Choice: After identifying the problem, looking for information, and evaluating their options consumers have to decide which one to choose from available alternative. Choosing a product can be either a simple and quick or a complex one. Consumer product choices can be influenced by various sources of information during the decision-making process, Hollensen (2010).

Post Purchase Behavior and Disposal: Even after the decision to buy is over, consumers often continue to review and evaluate their decision because they want more confidence in their choice and assurance that the final decision, they made have helped them to solve their problem or meet their needs Jan – Benedict et al. (1999) and Aaker et al. (1978).

The buying process brings all the puzzles together to help consumers better understand the products or services selected for purchase, verify the product's quality, suitability and importance. The seller makes the purchase and verifies that the activities related to the purchase have been performed appropriately.

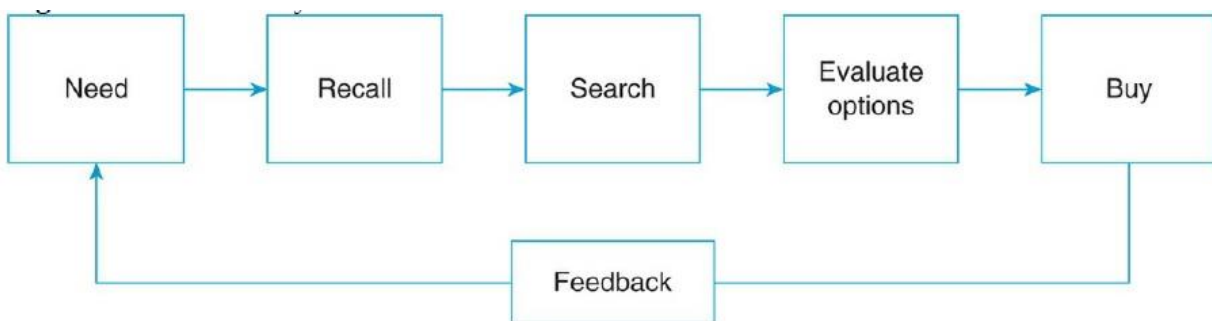


Figure 1: Consumer Decision Model

2.1.4 Advertisement

Advertising is the communication of non-personal information about a product, service, or idea through various media outlets to influence consumer's decision, and is often persuasive and paid by identified sponsors (Bovee, 1992) and in most cases, the sponsor of the advertisement is identified except for political advertising (J. Dominick, 1990). The major difference between advertisement and publicity is the former is paid advertisement and the latter is unpaid sponsorship.

Advertising has a huge impact on the society and market of every country around the world. (Flaherty et al (2004). Advertising plays a significant role for all parties involved; it helps as a marketing tool for companies when selling their products or services, it's the main source of financial revenue for privately-owned television networks. The impact advertisement has can be seen in television advertisements where advertising companies charge a large amount of money for the product, they advertise on television starting from a few seconds to several minutes. Advertising is informational, it is a source of information where people can learn about new products and services or get an update on existing products and finally; advertising can act as a marketing platform where new entry competitors can introduce their product to the market and compete with existing companies and such competitions can influence prices to change. In general, the importance and involvement of advertisement are evident in different types of advertisement.

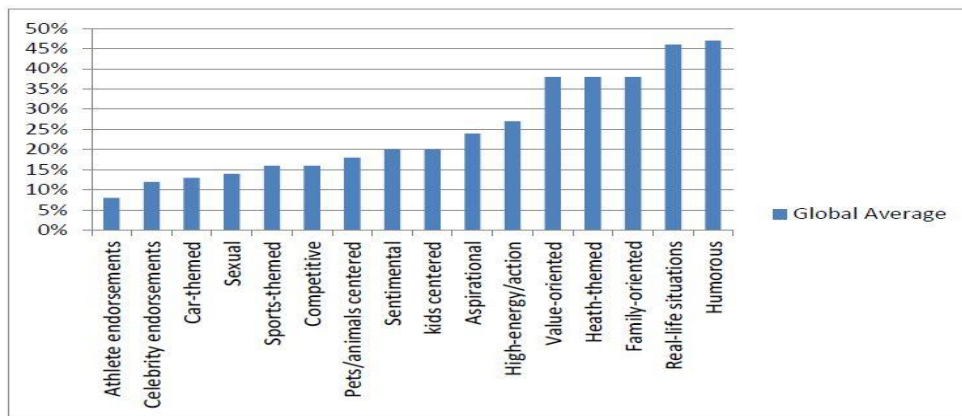


Figure 2: Consumers Preferred Types of Advertising

2.1.4.1 History of Advertisement

History indicates that advertising began in ancient empires Miranda (1990). Like ancient Egyptians used to sell slaves and give rewards using papyrus as a promotion mechanism. Babylonia's used dirt splits to engrave salesmen, clerks, and shoemaker's titles. Greeks used announcers in cargo ports about the arriving goods. Whereas Romans, use different advertisement techniques what is known as an album, were descriptions about theaters, gladiators fight promotion displayed.

The growth of advertisement has highly become visible during colonialism, where international trades started to grow with the discovery of different roots around the world. It was until the 17th century the growth of advertisement started to make an impact with the introduction of different

media like newspapers, brochures, and newspapers like Weekly News and radios stations. During this period the impact of advertising was only visible in the economic sectors only and left a big gap on social factors. The growth of advertisement has significantly increased after the 17th with the introduction of international trade.

Media serve as a bridge between the companies that present the service or product for sale and the customers who want to buy it. Those media that serve as a platform for advertising include the radio, television, newspapers, magazines, internet, etc. Even the simple and creative advertising message will fail if it is delivered to the wrong people. Advertisers use trained and experienced media planners to assist them to select locations and schedule their advertising activities and ensure that everything is going smoothly. From the various mass media that are available to deliver the message, it is important to evaluate each available option to select the effective one Bennie (1990).

So, companies advertise their product with the intention that after consumers are exposed to the product, they will analyze the product features and evaluate their options then finally will purchase their product. To influence consumers' choice advertisers, put a lot of their time into studying consumers buying behavior.

2.1.4.2 Objectives of Advertising

Advertising objectives must be as per the organization business missions and must meet marketing and sales objectives too, (Arens, 1996): The three main objectives that advertisement address is:

1. Informative Advertising: Informative advertising is most effective for launching a new, updated or re-launched product section to the market to create first-time affect demand by informative directly or indirectly the consumer and marketplace about the product, how it functions, by providing pricing and by giving information of the product benefit so that consumers will have a positive awareness toward the product as well as the company. It is important to promote a product that complements the company and the product. There should be enough information to motivate the consumer to take some sort of an action (Kotler and Armstrong 2010).

2. Persuasive Advertising: Such an advertisement approach is most effective for products or services that exist within the market. The persuasive advertisement uses a strategy that is going to influence consumers who are using other existing brands to shift their interest in their product and

enforce customer loyalty. Such strategies will only work if the consumer feels like he/she had experienced a high-quality product as compared to the previous one after the purchase and use of the product, otherwise, the purchaser will return to the previous brand.

Persuasive advertising is most effective in a competitive marketing environment where similar products exist in the market, and all the competitors' main target is to increase their market presence. The one who comes on top will have an upper hand and differentiate itself from the rest of the competition. Comparative approaches are commonplace, in any direction (Kotler and Armstrong 2010).

3. Reminder Advertising: Companies who have a product in the market for some time will feel that they have to remind the consumers that their product is still important and is still effective. A reminder advertisement will be repetitively displayed by highlighting the name of the product, testimonials of past customers, public response, and sales with hopes that past customers will be retained and new ones will be observed. Organizations use reminder advertisements intending to keep the consumers interested in the product and remind the quality of the product (Kotler and Armstrong 2010).

2.1.4.3 Purpose of advertising

The intention behind the advertisement is more than influencing consumers and increasing companies' market share but it also is a platform where consumers will have the chance to look for options, has the information to compare products price, benefit and have the option to get high quality. The majority of people mistakenly believe that promotion is similar to advertising and vice versa. The advertising relationship between producers and consumers is solely to accomplish mutually beneficial goals (Adekoya, 2011). These are:

- **To introduce a new product:** Consumers can't know about a new product unless they see, read or hear about it in advertisement media. So, for marketers or producers to reach out and promote their product or service they must use advertisement as a platform to reach out to consumers.
- **Persuade Customers to buy:** The main purpose for using an advertisement is not only to remind customs about a product but the intended advertisement must have the influence factor to influence consumers to try and use the product.

- **Creation of demand:** Advertising creates opportunity by informing potential customers of the existence of a product in the market.
- **To change consumer belief:** by using advertisement, it is possible to influence consumers' mindset about a product or service.
- **To create loyalty:** Consumer demand for a product can be maintained by arousing their interest in a specific product regularly.
- **Develop large market:** By using advertisement new firms can introduce their product to the market and create competition with the existing companies will increase the market environment by creating demand.
- **To promote the image of the firm:** When companies use an advertisement, they are not only promoting their product but they are also reflecting the company image in the consumer's mind.

2.1.4.4 Methods of Advertisement

A. Print advertisements

It is also referred to as press advertisement and it is the most commonly used advertisement method in the market by companies. Using printing advertisement products can be displayed in newspapers, magazines, or in any paper products. The benefit of print advertisement is it cost-effective, the product will be reachable every day since newspapers are published throughout the week which will remind reminders about the product, will give companies to display their product in different languages and will be referred by million readers with other news contains that have no relation with the product. These are the sources of news, opinions, and current events (McQuails, 2005). Nowadays the influence and prefer the ability of print media is getting smaller with the increasing introduction of digital media.

According to Stone (1982), the advantages of newspapers stem from having wide circulation and a single advertisement in the newspaper can quickly reach a large number of people.

The disadvantage of newspapers is that

- The information is only available for a short period.

- The contents of the newspaper can be biased and may not be trustworthy by reads.
- The availability and accessibility of newspapers are very limited. Newspapers do not get printed each day which makes it unreliable for information and it will only be accessed by those who can read.

In current time the availability of newspapers is very limited to some areas and people have moved to the electronic media as a source of information, Due to these newspapers only contain specific information on their prints like vacancies, bid requests, and political issues, etc. This makes newspapers be accessed by a specific group of consumers.

B. Electronic Advertisements

Electronic media are those media that mainly use electronic devices or the internet to store and transmit information through electronic devices. Media like television, computers, smart phones, radio, the Internet, and any other medium are used to transmit the intended message to consumers. Electronic media is often used interchangeably with print media (Belch et al. 2007). The increase in electronic technology and the high growth of infrastructures have made electronic advertisement most widely used and accessible by the user in the current period. Now a day the introduction of e-commerce marketing has increased the usage of electronic advertisement where a consumer can surf into a website and choose the product he or she likes and order using the web interface. Such easy accessibility has minimized the hustle of going into shops for consumers.

The main disadvantage of electronic advertisements is consumers can be overwhelmed by pop-up advertisement products they don't require or requested and sometimes some of the advertisement links or pop-up ads are harmful to message and can lead to personal information accessed by unauthorized parties.

C. Radio advertisements

This is the most cost-effective type of advertisement as compared to the other one. The intended message is transmitted to the target consumers through frequency and is delivered using sound only. Radio ads are effective depending on the imagination of the consumer. According to Belch and Belch (2003), when compared to other methods of advertising, radio advertising offers several advantages, including wide reachability, ease to produce, effective in broad cast the intended

message. The key advantage of radio advertisement is its low price for, reliability and efficiency. The cost of producing radio advertising is relatively low. They simply need to have commercial content to be read by the radio announcer or a copy of a prerecorded message that the station can air.

One of the main reasons radio is so popular is for consumers it is the easiest source of information for illiterate people since it only requires hearing the promotion and for marketers, they can easily edit their message at a low cost and in a short amount of time before it is aired live. Radio adverts are usually produced and aired on very short notice (Belch and Belch, 2003).

The other importance of radio is it's cheaper to purchase than radio and can be accessed in rural areas where the availability of other media is very low. In general, radio is accessible any time and any were, when at sleep or while walking, during driving a car or during work hour. The drawback of radio advertised is that since it is only verbal it is difficult to see the product feature and it is difficult to access radio channels where network signal and network infrastructures are low.

D. Internet Advertisements

Advertised that are accessed using an internet connection are called internet ads. When users are browsing the internet, they will see pop-up advertisements. The benefits of internet advertising are; it can be easily accessible since most consumers have smartphones and computers with internet access, cost-effective; it is the easiest and the fast way to blog advertisements. The main drawbacks are that it is difficult to know the credibility of the ad and know the origin of the advertisement contain (Bergh et al., 1999).

Internet is the most popular and widely used electronic media for accessing information with no limitations. According to Stone (1982), the introduction of the internet has made a big impact on how advertised is displayed and gave an option for consumers to buy a product without going to market places. What is required by the customer is to go to the company website and choice the product they want to have and click to order. Not only can those customers also purchase a product from other

The advertisement types we so above are most of them are done with the interest and want of the consumer, but there is another form of advertisement are exposed to advertisements without their

wish or need. Such advertisements include signboards, posters, vehicle displays, and other similar items where they are placed on frames or on building walls. The main advantage of such advertisements is they don't need the consumer to spend money to view the advertisements.

E. TV Advertisements

According to Belch et al. (2007), In current time the out of all the electronic media's television is the most influential media for the advertisement since it integrates images, sound, motion, and color altogether to transmit a message, such capability gives advertisers many options to choose from and transfer their message effectively and not only that but with the everyday innovations to make images more appealing and share the importance of advertisement is even more important for marketers and TV media.

As (Abideen & Saleem, 2011) highlighted that with millions of people around the world have access to television it makes it the right option for advertiser to transmit their product information across the world. Unlike other Medias the range of programs television channels contain makes it an effective platform for advertisement and commercial companies to please their product on the platform. The availability of different program genes like sport, news, talk shows, music and movie programs, documentaries, children's programs, and so on give companies more options to reach different groups of customers. The other advantage of using TV advertisements is that viewers can see commercials in different languages. Not only that those people who leave in rural areas who are not illiterate can understand advertisements by looking at the contents and hearing about the product. As a disadvantage TV advertisement is usually expensive to prepare as well as to broadcast and since it is containing visually appealing advertisement TV stations and promoting agencies need to carefully design so that it does backfire and create controversies with the society.

2.1.4.5 Advertisement in Ethiopia

A. History of the Media in Ethiopia

The need for media in Ethiopia arises from the need to educate people about the outside world and keep up to date with all the things that go around internally and externally. The other factor that leads to the introduction of mass media to the country is for education and knowledge building within the society.

The first leader who introduced media is Menelik II with the introduction of newspapers. The first media press that was introduced to the country was a religious book that was written in Gees in Tigray region around the beginning of the 16th but a formal newspaper was introduced by missionaries in the late 19s in Amharic and French languages. It was until 1925 the first government-owned press media call “Brhan selam” was introduced followed by Addis Zemen. But the one who pushed the boundary for more modern technology is Haile Selassie I, who introduced the first radio station in 1935 which started broadcasting by transmitting the emperor’s message for the first time on the radio.

It was until 1962 TV started to be televised in the country by airing the African Union summit meeting but it was until 1964 a formally produced programs started to be broadcasted in the nation. From that, the Ethiopian Broadcasting Service started introduced Ethiopian Television and nation Radio to the country. Now there are more than 20 private and governmental-owned television and radio companies in the country. The most recent and popular media outlet “internet” was introduced in 1997 by the state-owned telecom company “Ethio telecom “which started with a simple dill connection in a specific Addis Ababa area, Now the company has wide coverage around the country with different services like 4G,3G, broad band and satellite dishes, etc.

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

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

B. Ethiopia Proclamation of Advertisement

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

This proclamation is now changed by the parliament with the decision to install liberal media law in the country by removing the previous rigid law that diminished the free press and freedom of speech within the press world and any individuals. Even though the regulation was approved for change, the implementation of press laws is not in effect. The new draft press regulation was prepared by aligning it with international human rights laws and the countries freedom of speech regulation law. The major changes in the media regulation are:

- The regulatory body will act independently
- Media's standard self-regulation procedures and rules.
- Obligation and right of each media
- A legal procedure for the violation of any media standard contains

One of the major highlights of the new proclamation law is there is a balance between free press-freedom of speech and responsibility of the press body.

C. Advertisement Practice in Ethiopia

In the previous advertisement, proclamation law media owners use to be governed by the FDRE article 55(1) law stated under Proclamation no.759/2012.but currently, the advertisement law is changed starting from 2018 which was introduced by the current Prime Minister Dr. Abiy Ahmed.

Even though the new regulation was introduced it is still not under effect, and the passed proclamation law with a total of 26 sub-articles is the governing laws between the mass media and different types of advertisement regulations and standards. This article and sub-articles show how the advertisers, media owners, media types, type of advertisements, application of the law are proclaimed.

2.1.4.6 Element of Advertisement Affecting Consumers Product Choice

A. Purchase Intention

According to [M. Fishbein and I. Ajzen's (1975) theory of reasoned action, defined intentions are decisions to act in a particular way. Intention can be influenced by both the internal and extrinsic aspects of one's personality. A. Ghosh (1990) did try to summarize some related studies on consumer decision-making processes and purchase patterns. Surprisingly, the findings revealed that

when consumers choose a product to buy, their ultimate decision is usually based on their goals. Therefore, most marketers state that consumers' purchasing intentions are an effective method of predicting purchase goods. Likely, purchasing intention is defined as an individual's cognitive decision to attempt to acquire goods. N. Spears and S. N. Singh (2004).

Purchase intention has played a very essential role because the companies want to maximize the number of sales of their product for the purpose to enlarge their profit. Therefore, purchase intention may have the ability to predict customers' retention. Differently, purchase intention comes in consumers' thoughts when they have a desire to purchase products in the future and continue to purchase the same product. C. Fandos and C. Flavian (2006).

Not many customers will decide to buy a product right away most consumers will make a final decision to buy a specific product after evaluating their option and checking to make sure it has all the attributes they need and after assessing they will make the final decision to have the product which they think will meet their needs and after using the product if they found it was as per their expectation, they will make another purchase. The final decision that each customer makes is highly dependent on the personal character of each person. K. L. Keller (2001). Purchase intention is an indicator of purchasing power of the consumer, buying experience, and choice of interest.

B. Customers' Positive Moods

The mood can be described as a distinct feeling process that occurs instantly in a specific time and circumstances. J. O. Jeon (1990). According to Gardner M. P. Gardner (1985) Mood is a process of psychological response that a person expresses his motion in different forms. We can identify if a person is having a positive mode if he is smiling or laughing and feeling relaxed or is inspired by the commercial, he/she see or hear in the media. They also remember the advertising better and recall the advertising message, product feature easier A. M. Isen (1993).

The mood status of a person has a high effect on their final decision making and for advertisers, it is easy to convince people who are in a good mood than those who are in a bad mood. Those customers who are in a positive mood require less persuasion to influence their decision. Whereas people who are in bad mode require support and motivation for their decision-making Accordingly, People who are in a bad mood are more likely to be motivated to consider context cues to avoid

making bad decisions and discover a solution at the same time. C. R. Hullett (2005), N. Schwarz (2002).

One research had shown that people's evaluation of a target object was related to their mood rather than to have attention on detailed review and integration of relevant information of the object. They are more interested in their thoughts about the target than in the evaluation of real information, which can be used to develop evaluative judgments. If people feel comfortable about the target object, they send back a positive recommendation N. Schwarz (2001).

Persuasion is enhanced in part by good feelings, which boost positive thinking. People who are in a great mood would prefer to see the world as a wonderful place. They also perform more quickly, make more impulsive decisions, and rely less on systematic thinking, but more on heuristic cues, and especially they are more flexible in solving problems N. Schwarz (2001), M. Gardner (2005).

Because unhappy people are more ruminated before reacting back, they are less easily swayed by the week. Therefore, if you can't come up with a compelling and trustworthy message for your customers, it's been recommended that placing your audience in a good mood and hoping they'll feel good about your message without thinking about it too much is a good idea N. Schwarz (2001). In addition, the result of I. Roos, (August 1999) has discovered that customers who are in the negative emotion, tend to have brand switching behavior. As the result, we can conclude that customers' feelings and emotions are very sensitive factors when contacting customers.

C. Trust

The report written by D. H. McKnight and N. L. Chervany (2001-2002), discovered four different sorts of sub-constructs to define the interaction between customers/consumers and producers/companies. First of all, Trusting Belief-Competence, Customers trust manufacturers who will deliver products on time and in a convenient manner. The second is Trusting Belief-Benevolence; it implies that one person has trust in another person to care about him or her and to be driven to satisfy one's needs and interests.

The third is Trusting Belief-Predictability, this suggests that one person has a consistent belief in other people's conduct (good or bad), which can be expected. Finally, the special last one is Trusting Belief-Integrity, which means one person must have faith in others to carry out good-faith

agreements, establish trustworthiness, and ensure that promises are kept. This trusting type means that the producer will do all the promises that they had to bring to the customers in the television advertisement. Trusting Belief-Integrity with the dimensions includes: honest, credible, reliable will be used to support the thesis to illustrate customers' factor of trusting toward the milk television advertising D. H. McKnight and N. L. Chervany (2001-2002).

D. Interest

According to Z. N. Hosein (2011), interest can be understood as customers having their feelings toward the products and brands being advertised. Whether customers may buy the products or not, customers' interest simply shows people liking, measures positive feelings about advertised brands and products. Or interest just simply sense are the books that people like to read every night, the sportspeople love to play in free time and the goods they consume and enjoy in their daily life.

In daily life, researchers have discovered a direct relationship between customers' buying behavior and their interest. Because most of the customers have a limited budget for spending on goods, so they tend to buy and consume products based on their interests. As the outcome, researchers strongly believe that customers' purchase intention is directly influenced by their interests and social factors. Furthermore, customers' interest can be used as an effective method to explain and predict customer buying intention E. Yildiz and K. Dempski (2012).

E. Repetition

Repetition of commercial means that when a television commercial and its message on-air over more than one time in a day. The repetition of commercials may influence the consumer to purchase the product appear in the advertisements. The more frequency of repetition of ads builds a positive image in the mind of viewers. Thus, repetition becomes an important way to build up credibility among customers. When a potential buyer frequently watches and hears about a brand on television, the brand's credibility grows. Because Viewers may believe that a corporation with brands that are commercialized on television and are repeated frequently must be substantial and well-known M. Sohail and R. Sana (2011). In another study, G. E. Belch (1982) concluded that commercials with a high frequency of repetition help customers recall the messages and brand image of the products easier.

In addition, there are two more interesting dimensions of wear in and wear out regarding advertising repetition research. C. Pechmann and D. W. Stewart (1988) stated that an ad is told to have worn in when audiences perceive that the advertisement has a positive impact on them. In contrast, wear out occurs when viewers stop being affected by the advertisement or when viewers have a negative mood when watching the television so many times. Television commercial repetition causes wear in and wear out effects in a different way for each individual. Some people may experience wear in just at the first-time exposure to an advertising stimulus, whereas others may not feel wear in effect until the third exposure to advertising C. Pechmann and D. W. Stewart (1988).

F. Length

In current television advertising, commercial length is the duration of time in seconds that advertising on air. In the present time, the 2 most popularly used by the advertiser are 15-second and 30-second commercial. In the research of G. S. Fabian (1987), the length of a commercial was concluded to have a significant positive association with advertising effectiveness. The suitable length of advertising on television will give the audiences more chance to attend to the commercial; therefore, customers can learn and understand the advertising message as well as the advertised product. Moreover, the effective length of commercials can express via the ability to catch customers' attention toward the TVC.

Like the wear-out phenomenon has mentioned above, the advertising that lasts too long will make the audiences become boring and tend to zap the commercial. Last but not least, successful television advertising was determined based on the recall rate of customers about the advertising that they had seen, the higher recall rate, the more successful of commercials G. S. Fabian (1987).

G. Advertising Message Recall

The advertising message can be defined as a main and important theme of a TVC that provides product information for consumers, encourages audiences to remember the advertisement and purchase the product in the advertisement. Customers tend to pay total attention to important messages while ignoring other information that customers are not interested in or have no relation with them. For this reason, an advertisement that wants to gain customers' attention must concentrate on the message that relates to consumers' needs, wants, interests, and goals B. Mueller

(1987). Interestingly, good advertising messages play an important role in the relationship between effective television commercials and customers' purchase intention. Television advertisement message which can be creating trust from customers may encourage audiences to contemplate its content and lead customers to make logical buying intention. M. Durairaj and J. M. Levy (1990).

2.1.5 TV Advertisement

We have seen the importance of television ads for consumers, advertisers, and marketers. The advertisement gives the freedom to express ideas, imagination, and feelings by feeding on the external world. Using the platform advertisers can create different kinds of commercials that reflect viewers feeling and wants, by doing so they can influence consumers' mindsets. The main target of TV advertisement is when consumers watch an ad, they may watch products they have experienced before or become familiar with a new type of products and get influenced to experience new products.

That is why television is the most effective media platform to influence consumers purchasing decisions by combining image, emotion, sound, and actions in an advertisement. That is why companies pay a large amount of money for TV channels and advertising agencies to promote their product and it is the main source of revenue for privately-owned TV media channels. The capability to advertise products and services in different ranges and types has made TV commercials grow each year and to accommodate different products the duration of the advertisement has shortened. Some of the currently applied TV advertisements are:

A. Product Placement

The main advertisement strategy that is being applied by most stations is to place a product commercially in TV programs which have a common relationship with the product that is being aired; like associating spring water with sports programs and broadcasting kids' product with children's programs.

B. Overlay advertisements

This type of advertisement is mostly displayed at the same time as the program that is air and it can be placed in any part of the screen by taking some portion of the TV program and takes a few seconds only. This type of ad is now becoming common in most TV channels which have the

advantage of saving commercial time and shorten the repetition of commercial breaks which mostly irritates viewer and force them to shift to another channel. As an example, such advertisement can be seen in EBS program “Yebatesb chewata, Seyfu on EBS” where ads will be displayed in the bottom corner of the screen at the same time as the program.

2.1.5.1 Ethiopian Broadcasting Service (EBS) TV

In our country, the growth of TV ads has increased with the increasing number of TV stations each year. This media channel besides increasing their view and popularity they highly depend on the advertisement to generate their revenue and stay relevant. One of the most popular and the first private serving TV channels is EBS TV. The media channel has been on the air for the last ten years by presenting a relevant and different program. Most of the programs are produced by copying the western program models and presenting them to the context of the country viewers and other programs are developed to reflect the social-economic status of the society.

Ethiopian Broadcasting Service (EBS) TV was first started as a single TV channel but currently, it operating with two different licenses which are EBS Television Ethiopia Plc and EBS Television Global. The media channel has introduced two more channel besides the main channel called EBS Musika and EBS and has also EBS_{HD} with different satellite frequency where it can be accessed around the country and abroad in high quality and with a strong network. Most of its programs are presented in Amharic language main office is located around Gerji.

EBS TV programs besides presenting entertainment-related programs it also focuses on social, political, and religious topics like talk shows, special event programs, religious programs, humanitarian programs, and more. The main programs that are broadcasted week-in and week-out include news segments, talk show like “Seifu on EBS”, “Yebeteseb Chewat” “Entewakale weye” “Ehuden be EBS”, “Kidamen Keseat” and Tech Talk with Solomon. EBS TV uses the popularity of this program to advertise a product and generate revenue for the company. Currently, EBS TV has three new channel categories, these are:

I. EBS Cinema HD: Its main objective is to present only Ethiopian films, dramas, and sitcoms and it is only broadcasted in Ethiopia.

II. EBS Musika HD: is a music channel that broadcasts only music in all ranges, styles, and languages 24 hours a day.

III. EBS 4K: It is the most popular channel that broadcasts around the world in HD format. The channel includes news, sports, entertainment, social, political, economic, and culture content.

2.1.5.2 History of TV Advertisement

The first advertisement to be televised in the world was for the Bulova Watch Company in 1941 in America. It took 10 seconds long and cost around \$9 to produce. The advertisement was viewed by not more than 4,000 viewers in the state of New York. Just like that, there is a new way to advertise products in TV programs to reach out to consumers. Such success of the Ad it made other companies look at the option and reach out to consumers.

Starting from the first Ad the popularity of TV advertisements started to grow and get noticed by marketers. In the 1950s Single companies started to lease program air and promote their product up to the duration of the show which was different from an advertisement that was shown for a short duration. There was no time limitation for a single commercial to be displayed during the whole program duration and this did create great competition between companies to use this to their advantage and increase their product popularity and gain competitive advantage.

In the 1960s, Companies began to be able to purchase 1–2-minute ad spots. This was the beginning of what would later be known as commercial breaks. Depending on the length of the program the duration of the commercial can also increase and such coverage used to be given for cigarette and alcohol Ads. Broadcasting controversial television advertisements became an issue in the 1970s. Such cases have also raised a big concern by the Ethiopian authority and lead to the termination of any alcoholic Ads on TV media to stop the influence of youths on drinking alcoholic products.

Between the 1970s and the 1990s, some important changes impacted TV advertising up until now. The amount of time allocated for commercial breaks has been increased. Instead of 10-minute commercial breaks, commercial breaks could go up to 20 minutes. TiVo, which was introduced in the 1990s, allowed people to completely avoid commercials. Since then, other options have emerged that do not require ads as an element of the television viewing experience. In the 1980s a new way of monitoring TV commercials technology called video cassette recorder was introduced which gives viewers to forward an advertisement which they did not like or found not interesting.

In the 90s, advertisements started to include famous people like actors and athletes to promote their products by using the fame of the celebrities and be associated with them, such advertisements open an opportunity for the famous people to be endorsed by the companies like the biggest endorsement made by Nike for Jordan can be seen the beginning of such collaborations.

The introduction of local TV stations did pave the way for smaller companies to advertise their product to the local community. In current time the introduction of different smart TVs which include live streaming using the internet have increased the importance and relevance of TV commercial is still high and being used by companies to reach out a different part of the globe. One good example is the final champions league match between Chelsea and PSG that has been seen by 1/3 the world which shows how significant TV ads are still today.

2.1.5.3 Components of Good TV Advertisements

Many strategies can be used by the advertiser to attract the attention of customers within a few seconds of an advertisement. The five features that a well-developed advertisement has are:

Attention-Grabbing

Advertisement that contains music, a beautiful woman or man, humor and visually appealing productions can have a big influence on consumers' attention.

Trust Development

An advertisement should make the consumer confident of buying the product and give the confidence to trust the company products. Such ads are effective if they contain well-respected and famous people and show previous testimonials.

Positive Associations

Most of the time advertisement associates a product to show the effect and relation between the product and the user. The product can be associated with Babies, animals, beautiful women, celebrities, in commercials because they can create positive feelings in people and are the easiest ways to establish positive associations with the products.

The Desire Hook

The way the advertisement is narrated and presents the information using an appealing voice or personality can draw in the attention of the viewer.

Action Motivator

Once the story has been told, the advertisement must now prioritize turning the established “desire” into action. With many products, creating the desire is sufficient to motivate action and the product must be desirable enough to sell itself. But for other products, the customer will probably need a little prodding. Simply ending a commercial with a call to action will often suffice. Calls to action always require being verbal but also behavior. Humans often act based on imitating others' behavior. Therefore, the viewers add an action of his/her role model.

2.1.5.4 Impact of TV Advertisement on Consumers

With the ever-growing number of new and existing companies, the importance of advertisement has been important as it was ever been before. To reach out and have the intended effect on consumers companies are investing millions of amounts of money on TV commercials with the intention that when consumers are exposed to their product, they become familiar with the brand, product feature, and product quality. The major effect TV ads have on consumers, are that they will introduce different countries' products and brands to different groups of the world which will create diversification between people around the world.

The effect TV ad have on consumers is not only positive but there can be a negative impact if not properly designed. The advertisement that is created for one particular country, group or individual can have negative outcome and understanding for other. So, it's the marketer's responsibility to carefully investigate the social, economic, cultural, and religious backgrounds of the intended target group. It is Marketers and promoter's responsibility to understand what the market needs and want by designing the right marketing strategy to influence consumers' decision through different advertisement Medias.

2.1.5.5 Key Issues in TV Advertising

Puffery

Puffery is an advertising technic, which mainly focuses on praising the product to be sold with subjective opinions, superlatives, or exaggerations, with no statement on specific facts.

Taste and advertising

Every person has a different test for the same product so that an advertisement cannot satisfy or have the same degree of impact on each person.

Stereotyping in Advertising

The product characteristic and nature of the product will have different viewer opinions between one group to another group. Advertisement can't influence every viewer to the same level since everyone has different interest and want.

Women in Advertising

Most advertising is associates with women in advertisements solely for their appearance, beauty, household duties, and motherhood. Such associations and views in advertisements have created gendered inequality and undermine women's intelligence and equality within society.

Top of the Mind Awareness

The first thing that's comes to one's mind when asked or show about a company name or logo is called Top-of-mind awareness (TOMA). Such products or brands have a distinct competitive advantage and high market share since it is the first choice by the purchaser. A brand like Jordan Air, Coca-Cola, Samsung, or iPhone can be categories as one of those products. Such awareness is a result of companies' marketing strategies that are positioned in the market to have the intended brand recall effect on the consumer mind through different advertisement activities. The most common strategy is associating celebrities in advertisements to have the intended effect on consumers' brand recall.

2.2 Empirical Literature Review

Niazi et al (2011) studied the effect 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 show that there is a huge relationship between advertisement and consumer buying

behavior. It also established the relationship between environmental responsibility and consumer buying behaviors. According to the study, consumers are buying products which they see in advertisement more than emotionally. However, the research did not consider which elements of the advertisements have influenced customers buying behavior.

Tatek Hailemariam (2018), Studied examining the impact of TV Advertisements on Addis Ababa Consumers with the theoretical framework of a hierarchy of effects. The goal of the study has been to identify how Addis Ababa consumers rely on TV Advertisements and how does that influences their buying habits. In addition to this, the study has also attempted to find out how TV Advertisements creating perception and awareness on Addis Ababa consumers. But the research didn't cover which TV advertisement element has the highest influence on consumers' decision making and if Advertisements have created a positive or negative impact on consumers.

Mai Ngoc Khuong and Truong Duc Nguyen (2015), research was conducted to examine the effect of television commercials (TVC) on customers' purchase intention to help improve sales for the milk industry of Ho Chi Minh City, Vietnam. The results indicated that all factors of commercials positively correlated with customers' purchase intention. Moreover, the study argued that to gain higher customers' purchase intention, marketers and commercials makers should pay more attention to the repetition of TVC on-air, concentrate on building trust in customers' minds and perceptions, create meaningful advertising messages. Customers' purchase intention was directly affected by customers' positive moods. In addition, purchase intention was indirectly influenced by customers' trust, customers' interest, and the length of TVCs.

Anisa Khanam (2017), In his review he suggests that there is a positive relation between TV Advertising and Consumer Buying preference and that there is a positive relationship of emotional response with consumer buying and TV Advertisements. Therefore, it is concluded that consumers purchase products by emotional response, rather than environmental response. TV advertising impact on buying behavior of consumers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer.

L. W. Turley and J. R. Shannon (2000), studied the effect of advertising on purchase intention, message recall in the sports arena on 348 respondents. The result showed that the frequency of

advertisement appears was positively associated with the purchase intention and brand name recall. In other words, when advertising increases, it will lead to purchase intention and brand recall increase (2000). Ahmed Nabeel Siddiqui (2014), study shows that due to quality features shown in TV advertisements of products, consumer purchase intention can be increased. Not only that entertaining, celebrity association, content credibility of the product shown in TV advertisements, effective advertisement repetition, and appeals have positively correlated with consumer purchase intentions. In addition, to this, product accessibility information, emotional appeal, and effective message theme are the most individual critical elements influencing this purchase intention.

2.3 Conceptual Framework of the Study

Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of inquiry and used to structure a subsequent presentation. A conceptual framework is expressed using a diagram presenting the relation and connection between the dependent and independent variables in the research. Using the conceptual framework, the study will try to uncover and explain the relation between TV advertisement and product choice using the specific question in relation.

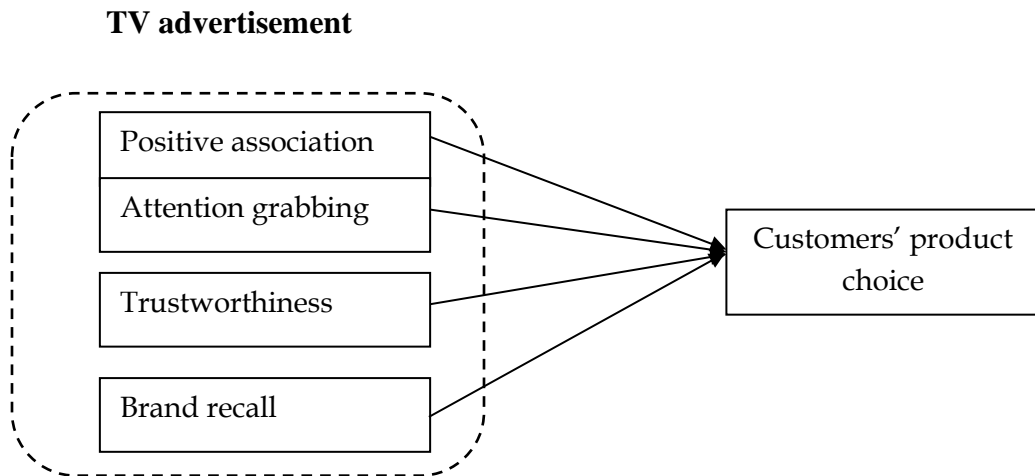


Figure 3: Conceptual Framework

Source: Anisa (2017), Ana KEKEZI (2019)

For this research, the conceptual framework is adapted from different researches and developed to the contest of the Addis Ababa viewers and to measure the TV advertisement elements that are currently most applied by the EBS channel.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter of the study will cover the research approach, research design, Target population and sample size, method of data collection producers, ethical consideration, and data analysis.

By analyzing the collected data and applying the generated statistical data we will able to determine the effect TV advertisement has on product choice. For effective outcomes, the study will apply a mixed research design. The study will main cover TV advertisements transmitted in EBS channels around Addis Ababa.

3.1 Research Approach

For an effective research outcome, there is the need first to set plans and procedures. This plan and procedures include the methods that are going to be implemented to collect the required data and then the data will be analyzed and final interpreted. Quantitative research methods will be used for the study.

3.1.1 Quantitative Approach

This approach is preferable when testing a hypothesis using statistical analysis by examining the relationship that exists between the dependent and the independent variables. The data that is collected using questioner will be measured in numbers so those letters can be analyzed and interpreted using a statistical instrument like SPSS. This approach helped in collecting data from a large number of populations quickly using closed-ended questions with the five Likert scales. By using the quantitative approach, we can determine the response towards the effect of TV advertising on consumer-product choice and decision making.

3.2 Research Design

For this research design, quantitative data will be used by applying questionnaires, reviewing articles and literature documents. Primary data will be obtained and through analysis and interpretation, suitable suggestions will be recommended.

A descriptive research design has been implemented to understand the effect the independent variables have on the dependent variables by analyzing data collected from the sample population using correlation and regression analysis. Such a research design will help to uncover existing gaps in the study. Taking this into consideration the researcher will use descriptive analysis for the study purpose.

3.3 Population and Sample Size

The population is the sum of all individuals that form the base that the researcher selects his or her sample from Kothari (2006).

The Population will include the residence of Addis Ababa who have access to television and who watches the EBS channel programs. Additionally, demographic information such as Age, Gender, lifestyle, Occupation will be considered.

3.4 Sample Size

According to Jankowicz (1995), sampling is the deliberate choice of several people; the sample provides data from which to conclude some larger group, the population, whom these people represent. This will help the research to be conducted with an acceptable budget and time frame.

The sampling technique used to select the samples from the given population is convenient sampling where data will be collected until the required sample size has been reached. The expected sample sizes are around 384 viewers of television advertisements around Addis Ababa from different backgrounds. Since the population of the study is infinite, the following formula is used to determine the appropriate sample size.

$$n = \frac{z^2(p \times q)}{e^2}$$

$$n = \frac{1.96^2 (0.5 \times 0.5)}{0.05^2} = 384$$

Where: n= sample size

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

P= sample proportion

$$q=1-p$$

e =acceptable error so in this case we set

Target consumer's characteristics, to align with target TV advertisement viewers:

1. Addis Ababa
2. Above 18 Years
3. EBS TV viewers
4. Both Genders

3.4.1 Random Sampling

The sampling technique will be used to collect data from respondents in Addis Ababa from the four directions, who have constant access and exposure to TV, in this case, those who watch EBS channel programs and the questioner will be conducted 40 % face to face and 60 % by sending out questionnaires electronically to avoid any discomfort and keep the health regulation distances.

3.5 Data Source and Type

Both primary data and secondary data sources will be used for the research. As a primary data source questioners were used and literature and published journals about an advertisement, TV advertisement, purchase intention, and consumer behavior are used as secondary data.

3.6 Data Collection Procedures

For primary data questionnaires were distributed to respondents. The first part of the questionnaire covers demographic questions whereas the second part of covers questions about the dependent and independent variables in the form of 5- point Likert scale ranging from strongly disagree to strongly agree. For the Secondary data literature and journals were applied to have an insight into previous studies and compare them with the current study finding.

3.6.1 Primary Data

Primary data is original data that hasn't been collected before; they are collected directly from the source (Kothari, 2006). Primary data was collected from the Addis Ababa TV Ad viewers using survey questionnaires. Sekaran (2001) suggests that questionnaires are an efficient data collection

mechanism provided the researcher knows exactly what is required and how to measure the variables of interest.

3.6.2 Secondary data

Data and information are from previous related research studies were collected from thesis papers, journals, books or websites, and other published or unpolished sources as a second input for the study.

3.7 Data Analysis

The quantitative data that we're collected were analyzed and interpreted using the SPSS (Statistical Package for Social Sciences) software. Responses from the demographic part were analyzed using descriptive analysis and the result was presented in the form of a table whereas response for the second part of the questioner that measured the effect of TV advertisement on consumer-product choice was tested and interpreted to see the correlation that exists between the dependent and independent variables and multiple regression was also applied to test if the hypothesis was accepted or rejected. Finally, conclusions and recommendations were made based on the finding from the analysis part for feature studies.

3.8 Ethical Considerations

Ethics is all about a moral principle that governs any individual how can differentiate between right and wrong before making any kind of decision. When conducting any research, it is important to behave accordingly and set a moral code of conduct when reviewing others' previous works and communicating with individuals during the study.

During the study the following ethical consideration was conducted concerning research ethics:

1. Any information that was used during the study was only for research study purposes and any academic works that belong to other researchers are used for reference purposes only and not as one's work.
2. Participants were informed that the purpose of the research study was for academic purposes only and any information they provided was kept highly confidential and synonymous.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION OF THE FINDINGS

4.1 Introduction

The main purpose of this study was to analyze the effect TV advertisements have on customer product choice by studying all the variables. To get the required outcome data that were collected from 371 respondents were analyzed and interpreted by applying frequency and discursive analysis, correlation test was done to test the relationship between the dependent and independent variables finally data regression was applied after the assumption test was made on the variables, and. This chapter will be the main platform to do all the data analysis and interpreted the research findings, where the finding is used to answer all the questions raised in chapter one.

4.2 Data Preparation

The required sample size for the study is 384 questioners but only 371 questioners were is used to generate the result for the study, where the remaining 13 questioners are not filled correctly and were not used for the study.

4.3 Validity and Reliability

The reliability and validity of the questioner data are tested to check if the intended questioner items have measured what it was intended to measure and to check if the questions are as per the desired standard and check if there is consistency between the scales internally. To check if there is any consistency and the degree of relationship between internal items, we use Cronbach's alpha. The Cronbach alpha coefficient of an item should be above 0.7 and the scale value above 0.8 is more preferable (DeVellis 2003).

The Cronbach alpha coefficient for all the variables in the questioner used in this study is 0.886, which indicates that there is very good internal consistency and the items are closely related between all measurable variables.

Table 4.1 Cronbach alpha value for the dependent and independent Variables

No	Item description for dependent and independent variables	Cronbach's Alpha	N of Items
1	The overall reliability between all the variables	.886	38
2	The effect of TV advertisement on product choice	.850	5
3	Effect of attention-Grabbing Ads on product choice.	.764	5
4	Effect of positive association of product-on-product choice.	.816	6
5	Effect of Trustworthiness of an advertisement on product choice	.791	6
6	Effect of Brand Recall of broadcasted through TV on product choice	.688	5

Source: SPSS Data

From the table finding we can see that the effect TV advertisement has on consumers product choice is 0.85 which suggest the items are closely related as a group, for the effect attention-Grabbing advisement broadcasted through TV on consumers product choice the α value is 0.764 which show that the items have acceptable internal consistency between them.

The α value for the effect positive association of product have on product choice is 0.816, which indicates that the items have a good internal consistency between them. The value for the effect of Trustworthiness of an advertisement on product choice is 0.791 which indicate that the measurable items are closely related within an acceptable range and the finding for internal consistency that exists between the items that measure the effect of brand recall on product choice is 0.688, which shows the items are not closely related as a group. From the finding, we can conclude that the items that measure the relationship between advertisement and product choice have acceptable internal consistency between them.

4.4 Demographic Characteristics

The section will analyze data related to gender, age group, education level; occupation, and Salary of the participants. The finding was helpful to understand the demographic characteristics of the participants and gave general insight into the respondent's current status.

4.4.1 Participants Gender

Table 4.2 indicated the number of males and females that have participated in the survey. Accordingly, 201 participants are male with a total percent of 54.2 % of respondents are males and 170 participants are female with a total percent of 45.8% are females. This shows the majority of respondents are males.

Table 4.2 Participants Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	170	45.8	45.8	45.8
Valid Male	201	54.2	54.2	100.0
Total	371	100.0	100.0	

Source: Data 2021

4.4.2 Participants Age groups

The age groups that have participated in the study are 18.9% are between 18-25 age groups, 61.7% are between 26-35 age groups, 16.4% are between 36-45 age group and 3.0% are above 45 years. This shows participants within the age groups of 26-35 years take the largest number of participants were us participants above 45 have the lows range.

Table 4.3 Participants Age groups

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	70	18.9	18.9	18.9
26-35	229	61.7	61.7	80.6
Valid 36-45	61	16.4	16.4	97.0
Above 45	11	3.0	3.0	100.0
Total	371	100.0	100.0	

Source: Data 2021

4.4.3 Participants level of education

The below participants education level table indicate that participants with degree level have the highest portion of the respondents (58.0%) having Degree, 27.0% of the participants have Master

Degree, 8.9% are attending education in University/College, 3.5 % have higher education level and 2.7% of the participants are at preparatory level with the lowest number of participants.

Table 4.4 Participants level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Preparatory	10	2.7	2.7	2.7
University/Collage	33	8.9	8.9	11.6
Valid Degree	215	58.0	58.0	69.5
Masters	100	27.0	27.0	96.5
Above	13	3.5	3.5	100.0
Total	371	100.0	100.0	

Source: Data 2021

4.4.4 Participants current Occupation

From the total 371 participants for the survey, employed participants take the majority of the study group with 72.0% followed by self-employed with 16.2%, Students with 7.8%, and Unemployed with the lowest participation value of 4.0 %. The finding implies that most participants of the questioner survey are engaged in any work activity that generates income.

Table 4.5 Participants average monthly salary

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	29	7.8	7.8	7.8
Unemployed	15	4.0	4.0	11.9
Valid Self-Employed	60	16.2	16.2	28.0
Employed	267	72.0	72.0	100.0
Total	371	100.0	100.0	

Source: Data 2021

4.4.5 Participants average monthly salary

As the below table shows participants with a monthly salary of above 5000 Birr cover 61.5% of the total participation and the remaining 38.5% is covered by participants who earn an average monthly salary of below 5000 birrs. This indicates that most of the respondents for the questioner survey have the financial capability to make product choice decisions if they can find the product they prefer.

Table 4.6 Participants average monthly salary

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 1000 Birr	32	8.6	8.6	8.6
1001- 1500 Birr	23	6.2	6.2	14.8
1501- 2500 Birr	16	4.3	4.3	19.1
Valid 2501- 3500 Birr	23	6.2	6.2	25.3
3501-5000 Birr	49	13.2	13.2	38.5
Above 5000 Birr	228	61.5	61.5	100.0
Total	371	100.0	100.0	

Source: Data 2021

4.5 TV Advertisement, EBS TV, and Product choice effect

This section will analyze the finding on the influence EBS TV channels have on consumer’s product choices through the programs that are transmitted through the broadcasting channel by analyzing and interpreting the answers given by the study group.

Of the total respondents of the questioner, 84.4% own a TV, and the remaining 15.6% don’t have their television but watch in different circumstances and available locations. From all the respondents only 90.6% watch EBS TV programs and 55.5% view the channel more than three days a week. Those viewers who watch an advertisement more than twice while watching programs on EBS TV have a 62.5% chance to be influenced to choose a product. Of all 371 respondents who watch an advertisement, 79.5% have experienced a positive effect from the advertisement that is broadcasted by EBS TV.

Table 4.7 Total summary for measuring demographic variables

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you own a Television or watch on the Go?	No, I watch on the Go	58	15.6	15.6	15.6
	Valid Yes, I own a TV	313	84.4	84.4	100.0
	Total	371	100.0	100.0	
Do you watch EBS TV?	No	35	9.4	9.4	9.4
	Valid Yes	336	90.6	90.6	100.0
	Total	371	100.0	100.0	

How many days within a week do you watch EBS TV?	Valid	Once a week	73	19.7	21.2	21.2
		Twice a week	66	17.8	19.1	40.3
		More than three days a week	206	55.5	59.7	100.0
		Total	345	93.0	100.0	
	Missing	System	26	7.0		
	Total	371	100.0			
How many times do you watch an advertisement to make a product choice decision	Valid	One time	89	24.0	24.0	24.0
		Twice	54	14.6	14.6	38.5
		More than twice	228	61.5	61.5	100.0
		Total	371	100.0	100.0	
Do the programs you watch and the advertisements associated with them influence your product choice?	Valid	No	139	37.5	37.5	37.5
		Yes	232	62.5	62.5	100.0
		Total	371	100.0	100.0	
What effect does the advertisement you watch on EBS TV have made on your behavior?	Valid	Negative Effect	76	20.5	20.5	20.5
		Positive Effect	295	79.5	79.5	100.0
		Total	371	100.0	100.0	
Do you buy products that are advertised on EBS TV Channel?	Valid	No	139	37.5	37.5	37.5
		Yes	232	62.5	62.5	100.0
		Total	371	100.0	100.0	

Source: Primary Data 2021

4.6 Effect of TV advertisement on consumers' product choice decisions

This section will analyze elements of advertisements that are broadcasted through TV channels and the effect they have on consumer's product choice decisions. To have a better understanding four elements are developed to measure the effect TV Ads have on consumer's product choices.

A mean value between 3.80 and above shows that there is a high level of agreement or relation, a mean between 3.40 and 3.79 shows moderate agreement and a mean value from 3.39, and below shows, there is a low level of agreement between the variables Muhumed and Sekajugo (2015) and Akmaliah (2014). While the standard deviation value will show as to what degree does the items are concentrated around the mean; that is the more concentrated, the smaller the standard deviation and also it will show how far the responses are scattered around the mean.

Table 4.8 Effect of TV advertisement on product choice

	N	Mean	Std. Deviation
1. POSITIVE ASSOCIATION of a product in TV advertisement affects product choice decision.	371	4.04	.770
2. TRUSTWORTHINESS of the advertised product affects your product choice decision.	371	4.09	.925
3. BRAND RECALL influences your product choice decision.	371	3.93	.907
4. ATTENTION GRABBING TV advertisements affect your product choice decision.	371	3.53	.984
product choice	371	3.89	.89

Source: SPSS Data

The above table finding presents the mean and standard deviation for the effect TV advertisement has on Product choice decisions by measuring the four independent variables.

From the above table result, we can suggest that the effect of trustworthiness of the advertised product on product choice decision has the highest mean value of 4.09 indicating that most respondents have agreed that positive association affects product choice while the mean value for the effect attention-grabbing TV advertisements have on product choice decision has the lowest mean value of 3.53 indicating that respondents have a neutral view. The highest STD value 0.984 show that the responses for the effect attention-grabbing have on product choice are spread out from the mean were as the low STD value of 0.770 indicate that the responses for the effect of for positive association on product choice are less spread around from the mean.

4.7 Effect of attention-grabbing on product Choice

This section of the analysis will try to analyze and show the finding on the effect attention-Grabbing TV Ads have on product choice by assessing the five questioner items.

From the table finding we can see that the effect visual appealing of an advertisement has on product choice decision has the highest mean value of 3.66 showing that respondents have moderate agreement while the mean value of the effective presence of beautiful men or Women has on product choice decision has the lowest mean value of 3.02 with the indicating that respondents do not agree.

The response for the effective presence of beautiful men or women in TV have on product choice is largely spread out from the mean with STD of 1.23 were as the response for the effect visual

appealing of an advertisement in TV have on your product choice decision are less spread out from the mean with an STD of 0.977.

Table 4.9 Descriptive Statistic, Effect of attention-Grabbing Ads on product choice

	N	Mean	Std. Deviation
1. Music and melodies in TV advertisements affect your product choice decision	371	3.44	1.174
2. The visual appealing of an advertisement on TV affects your product choice decision	371	3.66	.977
3. The presence of beautiful men or Women on TV affects your product choice decision.	371	3.02	1.230
4. The repetitiveness of TV advertisements affects your product choice decision.	371	3.40	1.138
5. The storytelling of the TV advertisement affects your product choice decision	371	3.58	1.011
Attention-Grabbing	371	3.42	1.106

Source: SPSS Data

4.8 Effect of a positive association on product choice

This part of the questioner item contains six questions to analyze the effect positive association of product in TV advertisement have on product choice decisions.

From the below table finding on the effect positive association of product-on-product choice suggest that associating a positive message with TV advertisement have the highest mean value of 3.94, indicating respondents strongly agree that Ads that contain positive message will largely affect product choice and in reverse, the lowest mean value 3.04 for the effect associating animals with TV advertisement have on product choice shows that respondents don't agree. The effect that associating an advertisement with a TV program and associating a positive message with a TV advertisement has on product choice decisions are more spread out from the mean with an STD of 0.88.

Table 4.10 Descriptive Statistics, Effect of a positive association on-product choice

	N	Mean	Std. Deviation
1. Associating celebrities with TV advertisement affect your product choice decision.	371	3.33	.975
2. Associating reward with TV advertisement affect your product choice decision.	371	3.04	.867
3. Associating Children with TV advertisement affect your product choice decision.	371	3.38	.952
4. Associating beautiful men or women with TV advertisement affect your product choice decision.	371	3.13	1.178
5. Associating advertisements with a TV program affects your product choice decision.	371	3.56	.882
6. Associating a positive message with TV advertisements affects your product choice decisions.	371	3.94	.888
Positive Association	371	3.40	0.95

Source: SPSS Data

4.9 Effect of Trustworthiness of an advertisement on product choice

By analyzing responses from the six questioner items concision was made on the view respondent have on the effect trustworthiness of an advertisement have on product choice decisions.

The below table result shows that from the items that measure the effect trustworthiness of an advertisement has on product choice, TV advertisement that shows the benefit of a product have the highest mean value of 3.90 indicating that most respondents highly agree such advertisement will influence purchaser decision making was as respondents don't agree that advertisements that involve celebrities have will have a big effect on consumes product choice decision making.

Responses to measure the effect of the presence of celebrities in TV have consumers trust to make product choice decision are more spread out from the mean and response that measures the effect broadcasting well-known brands in TV advertisement have on the consumers trust to make product choice decision are less spread out from the mean indicated with STD value of 0.907.

Table 4.11 Effect of Trustworthiness of an advertisement on product choice

	N	Mean	Std. Deviation
1. The presence of celebrities in TV advertisements increases your trust for the product choice decision you make.	371	3.14	1.095
2. Broadcasting well-known brands in TV advertisement increase your trust for product choice decision	371	3.74	.907
3. Advertisement that includes product discount increase your trust to make product choice decision	371	3.31	.978
4. The TV media in which the advertisement is broadcasted affect the trust you put in the product choice you make.	371	3.40	.996
5. Describing the benefit of a product affect the trust you have on product choice decision	371	3.90	.915
6. It is trustworthy to buy products broadcasted on EBS TV.	371	3.34	1.041
Trustworthiness	371	3.47	0.98

Source: SPSS Data

4.10 Effect of Brand Recall of broadcasted through TV on product choice

This section will analyze and show the findings from respondents on what effect brand recall have on consumer's product choice and five questioners are applied to analyze the variables.

From the table, the response for the effect brand recognition makes on consumers' purchase choice has the highest mean value of 4.17, indicating most respondents have strongly agreed. Were as most respondents strongly disagree repeating advertising does not affect consumers' product choice decisions with a mean value of 3.50 and the measurement data are more spread out from the mean.

Table 4.12 Descriptive Statistics, Effect Brand Recall TV on product choice

	N	Mean	Std. Deviation
1. Past experience of a product purchase has effects on your product choice decision.	371	4.11	.960
2. Brand recognition is significant to make a purchase choice.	371	4.17	.849
3. A past recommendation is significant to make a product choice.	371	4.08	.816
4. Re advertising previously used product with new feature affect your product choice.	371	3.81	.929
5. Repetitive advertisement of a product influences your product choice.	371	3.50	1.051
Brand Recall	371	3.93	0.92

Source: SPSS Data

4.11 Correlation Analysis

Correlation analysis is used to find the relationship that exists between two variables. With the help of correlation we can be able to determine if there is a negative or positive relationship between variables, -1.0 is a perfect negative correlation coefficient and 1.0 being a perfect positive correlation coefficient but to interpret the present correlation table we will use Cohen (1988, pp. 79–81) were; small $r=.10$ to $.29$, medium $r=.30$ to $.49$, large $r=.50$ to 1.0 .

Table 4.13 Correlations Matrix

		MEANPC	MEANAG	MEANPA	MEANTW	MEANBR
MEANPC	Pearson Correlation	1	.522**	.533**	.427**	.439**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	371	371	371	371	371
MEANAG	Pearson Correlation	.522**	1	.688**	.580**	.419**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	371	371	371	371	371
MEANPA	Pearson Correlation	.533**	.688**	1	.677**	.506**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	371	371	371	371	371
MEANTW	Pearson Correlation	.427**	.580**	.677**	1	.527**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	371	371	371	371	371
MEANBR	Pearson Correlation	.439**	.419**	.506**	.527**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	371	371	371	371	371

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

Source: SPSS Data

From the above table finding product choice correlates with attention-grabbing with a value of 0.522 showing high correlation, there is a high correlation between product choice and positive association with a value of 0.533 and product choice have a medium correlation with trustworthiness and brand recall with a value 0.427 and 0.439 respectively We can predict that there is a positive relationship between the dependent and independent variables. The above table shows that there is a largely positive relationship between all the variables with a 2-tailed correlation significant at 0.01 levels.

4.12 Parametric Assumptions Tests

Before running a multiple linear regression analysis, we need first to run a test for assumptions to check if all data meet all the assumptions so that our analysis will be valid and reliable.

4.12.1 Normality Test

Table 4.14 Skewness and Kurtosis normality table

		MEANPC	MEANAG	MEANPA	MEANTW	MEANBR
N	Valid	371	371	371	371	371
	Missing	0	0	0	0	0
Skewness		-1.210	-.533	-.909	-.790	-1.408
Std. Error of Skewness		.127	.127	.127	.127	.127
Kurtosis		2.998	.459	1.810	1.473	3.981
Std. Error of Kurtosis		.253	.253	.253	.253	.253

Source: SPSS Data

To test the normality of the variables we will use Skewness and Kurtosis were: Skewness measure where the data lies and Kurtosis measure the total sum value of the tails. If the skewness is between -0.5 and 0.5, the data are fairly symmetrical, if the skewness is between -1 and -0.5 or between 0.5 and 1, the data are moderately skewed and if the skewness is less than -1 or greater than 1, the data are highly skewed. From the above table we can indicate that the data is moderately skewed indicating there is a normal distribution of data between the variables.

4.12.2 Multicollinearity

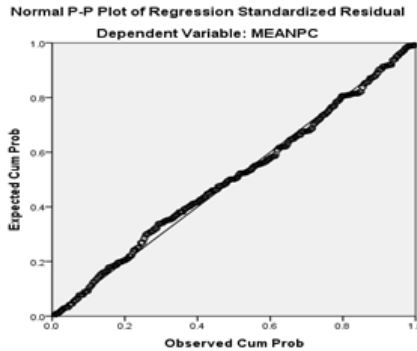
By referring to the correlation table from the output, we can check the relationship that exists between the independent variable and dependent variable, a correlation value above 0.3 is preferable and we also need to check for the relationship between the independent variables and make sure that their bivariate correlation value is not above 0.7.

From the table we can see that all four independent variables (MEANPC, MEANAG, MEANTW, and MEANBR) are significantly correlated well with the dependent variable (MEANPC) with a value between them is, MEANPC and MEANAG= 0.522, MEANPC and MEANPA= 0.533, MEANPC and MEANTW= 0.427 and MEANPC and MEANBR= 0.439 and we can also see that there is a significant correlation between all the independent variable with correlation value below 0.7 between all of them. So, all of the variables will be retained and have not violated the multicollinearity assumption.

4.12.3 Linearity

The assumption for normal linearity is that the residuals of the regression should follow a normal distribution along with the normal Predicted Probability (P-P) plot.

Figure 4: P-P Plot of Regression Standard Residual

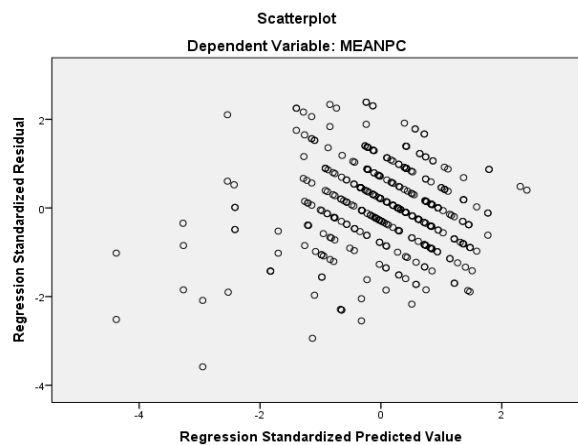


Source: SPSS Data

The above normal probability Plot (P-P) of the Regression Standardized Residual table indicates that all the points lay into Normal P-P Plot with a reasonable straight line from left bottom to top right with the suggestion that there are no major deviations from normality.

4.12.4 Homoscedasticity

Figure 5: Scatterplot for testing homoscedasticity



Source: SPSS Data

The assumption for homoscedasticity is checked by referring to the scatterplot diagram. From the diagram, we can check if the residuals are equally distributed, or whether they tend to bunch together at some values, or spread far apart. From the above scatterplot diagram, we can see that there is an equal distribution of values below and above zero on the X-axis, and the residuals are

slightly distributed to right from left and right of zero on the Y-axis. All the variables are between the range of 2 and -4 on the X-Y axis.

4.12.5 Independent of Residuals

Table 4.15 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	.600 ^a	.360	.353	.50062	.360	51.523	4	366	.000	1.953

a. Predictors: (Constant), MEANBR, MEANAG, MEANTW, MEANPA

b. Dependent Variable: MEANPC

Source: SPSS Data

We can check if the residuals are independent of each other using the Durbin-Watson statistic by referring to the summary table. For the assumption to be accepted the Durbin-Watson value needs to be between 1 and 3. By referring to the below table we can see that the value for Durbin-Watson is 1.953 which is closer to 2, hence the assumption is accepted.

4.15.6 ANOVA Model for Regression

By using the ANOVA analysis, we can assess the statistical significance of the result and from the table, we can indicate that the significance value is 0.000(p=.000) which is below the value 0.05 and it is statistical significance and predicts product choice. We can conclude that all the independent variables predict product choice significantly with; $F(4,366) = 51.52, P < 0.001, R^2 = 0.36$

Table 4.16 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	51.651	4	12.913	51.523	.000 ^b
Residual	91.728	366	.251		
Total	143.380	370			

a. Dependent Variable: MEANPC

b. Predictors: (Constant), MEANBR, MEANAG, MEANTW, MEANPA

Source: SPSS Data

4.13 Regression Analysis

The main purpose of this study is to evaluate the effect TV advertisement has on product choice particularly on advertisements that are broadcasted by EBS TV. To understand the effect TV advertisement has on product choice decisions the study used advertisements that grab attention, Ads that are positively associated, Ads that are trustworthiness and Ads that create brand recall, and the result from this will be product choice. After analyzing important assumptions like the normality of the distribution, linearity, homoscedasticity, independence of residuals, and multicollinearity and all the assumption are full filed then we will be processed analyzing multiple regression for the dependent and independent variables.

According to Andy Field (2006), using multiple linear regression we can able to identify the effect of more than one independent variable have on the dependent variable or it will help us to find out the degree of effect TV advertisement has on product choice by comparing which independent variable has more effect than the other independent variables.

4.13.1 Multiple Regression Model Summaries

Using multiple regressions, we will able to determine the effect and significance of each independent variable (positive association, attention-grabbing, trustworthiness, and brand recall) have on the dependent variable which is product choice.

Table 4.17 Regression Model Summary Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 ^a	.360	.353	.50062

a. Predictors: (Constant), MEANBR, MEANAG, MEANTW, MEANPA

b. Dependent Variable: MEANPC

Source: SPSS Data

The above model summary table displays the value of R (0.60) indicating the correction between the dependent and independent variables and it indicates that the dependent variable MEANPC is explained 36% by the independent variables (MEANPA, MEANAG, MEANTW, and VMEANBR) which are statically significant and the value R show 0.600-degree strong correlation.

4.13.2 Beta Coefficient

Table 4.18 Regression Coefficients Table

Variable	Unstandardize	Standardized Coefficients		T	Sig.
	d Coefficients	Std. Error	Beta		
	B				
(Constant)	1.628	.178		9.141	.000
1 MEANAG	.210	.046	.268	4.537	.000
MEANPA	.223	.060	.249	3.748	.000
MEANTW	-.003	.054	-.004	-.059	.953
MEANBR	.205	.051	.203	3.998	.000

a. Dependent Variable: MEANPC

Source SPSS

By analyzing the β (beta) coefficient we will be able to determine the direction and strength that exist between the independent variables and dependent variable. From the beta table finding we can see that the independent variables (positive association, attention-grabbing and brand recall) have a positive effect on the dependent variable (product choice) and the trustworthiness of an advertisement have a negative effect on product choice.

The above regression table finding shows that brand recall has a positive significant effect with (beta value =0.203 and p value=0.00), the positive association have a positive significant effect with (beta value =0.249 and p value=0.00), From all the independent variables attention-grabbing has the highest positive significant effect with (beta value of 0.268 and p-value 0.000) indicating that attention-grabbing advertisement has the highest effect on product choice decision while trustworthiness of an advertisement has no statistical significance on influencing product choice, (beta value= -.004 and p-value 0.953 > 0.5). This indicates that trustworthiness has a negative significant impact on predicting product choice.

The regression question for under the study company using the above analysis can be formulated as: $PC = 1.628 + 0.268*MEANAG + 0.249*MEANPA + (-0.004*MEANTW) + 0.203*MEANBR$

4.13.3 Summary of Hypothesis Result

Table 4.19 Summary of Tested Hypothesis

No	Hypothesis	Tested Hypothesis	Supported
1	H0	Positive association with the advertisement has a negative and no significant effect on customers' product choices.	No
	H1	Positive association with the advertisement has a positive and significant effect on customers' product choices.	Yes
2	H0	The attention-grabbing power of the advertisement has a negative and no significant effect on customers' product choices.	No
	H2	The attention-grabbing power of the advertisement has a positive and significant effect on customers' product choices.	Yes
3	H0	The trustworthiness of the advertisement has a negative and no significant effect on customers' product choices.	Yes
	H3	The trustworthiness of the advertisement has a positive and significant effect on customers' product choices.	No
4	H0	Advertising recall has a negative and significant effect on customers' product choices.	No
	H4	Advertising recall has a positive and significant effect on customers' product choices.	Yes

Source: SPSS Data

4.13.4 Discussion of hypothesis Result

H1: From the finding, we can conclude that positive associations have a positive and significant effect on customers' product choices. This finding is supported by the literature review where positive associations like celebrities have a positive impact on consumer-product choice intentions (Ahmed Nabeel Siddiquithat in his 2014). When consumers watch advertisements that associate melodies, famous and celebrities with positive messages they will be positively affected to choose the product.

H2: Showed that the attention-grabbing power of the advertisement has a positive and significant effect on customers' product choices. When consumers watch an advertisement that has a positive

apple and well developed and repeated moderately; then they will be attracted and give more attention to the product. This finding is supported by (Ahmed Nabeel Siddiquithat,2014) finding that suggests advertising appeals such as emotional and rational appeals are very influential and advertisement repetition should be used moderately to influence product choice decisions.

H3: The trustworthiness of the advertisement has a no positive significant effect on customers' product choices. Previous studies indicated that there is a consistent tendency for consumers to distrust advertising and view advertised messages with skepticism (e.g., Calfee and Ringold, 1994). Consumer distrust of advertising is of great importance because it impedes advertising credibility and, as a result, reduces its marketplace effectiveness. For more efficient marketing communication, advertising practitioners need to understand what causes consumers to trust or distrust advertising and to find a way to improve the level of trust in advertising messages. The significance of the trustworthiness of TV ads is highly associated with the confidence it projects on consumers and consumers are negatively affected by TV advertisement are moderately influenced in their product choice decisions with reasons like ads are under delivering, exaggerated and unrealistic TV ads are not trustworthy enough to affect consumers decision or consumers found advertisement contents not trustworthy.

H4: Advertising recall has a positive and significant effect on customers' product choices. When consumers watch an advertisement that they have previously used or others recommended to try it, it will increase their confidence to make a purchasing decision. This is supported by L. W. Turley and J. R. Shannon (2000) research finding, which showed that message recall of advertisement has a positive effect on purchase intention and brand name recall.

CHAPTER FIVE

FINDING AND CONCLUSION

5.1 Summary

TV advertising has a significant impact on both consumers who watch the advertised programs and on the Broadcasting companies which cover a significant amount of the financial income of the media and it is the most effective media for manufactures and sealers to promote their product to consumers. Saying this if TV media channels want to increase their wide reachability and prefer ability, they need to understand what elements to include in the advertisement they broadcast so as they can have a positive effect on the consumers' product choice.

The main reason why this study was conducted is the reason that with a growing number of television media channels there is also an increase in the number of viewers and product advertisements. Since television is the most widely used and most effective media channel product manufactures and sales will prefer to use the media to reach out to consumers and for the television media company advertisement is the main source of financial income.

If such relations exist then identifying elements of advertisement that have a high influence on consumers product choice decision making will give a clear direction for television media on what type of product to advertise, what elements to include in the advertised product, and if the advertisement has influenced viewers to make simple product choice from the available options and also if the type of advertising that are advertised are making the intended effect on consumers product choice.

From the descriptive analysis, we can able to identify that most of the respondents have the exposure to watch EBS TV and that they are exposed to different elements of advertisement that are displayed in between different programs and that they have been influenced by the advertisement elements when they are making product choice decisions and that the advertisement, they watch has a positive effect.

From the analysis of the data and the findings, consumer's product choice decisions are highly influenced by the elements and content of the advertisement. Advertised trustworthiness, product

association, brand recall, and attention-grabbing advertisement have a positive relationship with consumer's product choice. From the many advertisement factors that can affect the customers' product choice decision, attention-grabbing advertisements are found to have the highest effect on customer's product choice but on the other side trustworthiness of the advertisement has a negative effect on product choice decisions.

5.2 Recommendations

5.2.1 Recommendation from the study

We know that advertisement is the most utilized and effective tool by companies to create brand equity and an important tool for media channels for a consumer to have a wide range of information. One of the influential media where there is a wide range of coverage and influence power is television. If all the advertised elements are used correctly then they will go have a big effect on consumer's product choices. To have the intended effect TV media need to create the perfect advertisement that will have a positive association that includes a perfect story with visually appealing images and should play the advertisement frequently between programs. Advertisements should have a positive association with a product they are advertising and use highly influential celebrities to influence consumer's product choices.

It is preferable to advertise a product that is well-known by consumers and should also the products that are broadcasted need to include the product benefit so that consumers can have on the product and will be positively influenced. If the advertisement that is broadcasted in EBS TV are well-known and included product benefit then the credibility of the medial will increases.

It is highly preferable to advertise products that consumers have experienced before which will trigger past experience and should also need to advertise repeatedly to influence consumer's product choice decisions and TV media channels need to improve their advertisement approach so that they will increase the trust from consumers.

5.2.2 Recommendations for Further Study

From the regression analysis of all the four variables as identifiers that can influence product choice, the adjusted value shows there is the need to conduct further researches to identify more factors that influence consumer-product choice.

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THE EFFECT OF TV ADVERTISEMENT ON CONSUMER PRODCUT CHOCIE: THE CASE OF ADVERTISEMENTS BROADCASTED THROUGH EBS TV

Questionnaire Preparation and Survey

This questionnaire is articulated to collect information for a reason only to study the effect of TV advertisement on consumer-product choice: the case of advertisements broadcasted through EBS TV. The study is part of the researcher's academic work for the partial fulfillment of the Masters of Marketing Management degree at Addis Ababa University School of Commerce. The findings will be strictly utilized for the intended purpose only and you are not required to mention your name in the questionnaire which all the responses are completely anonymous and confidential.

This questionnaire is, therefore, designed to collect first-hand data on the topic under the caption. Therefore, kindly take a few minutes of your time to carful read the questions and fill out the questionnaires as genuinely as possible.

Instructions

Please select the answers for each question which you think best reflects your view in the spaces provided and by ticking the (√) in the box given.

Nebyu Negatu

Share me the filled answer with my email address nebawoo@gmail.com

APPENDIX I:

Please select the answers for each question which you think best reflects your view by ticking the (√) in the box given.

GENERAL INFORMATION

1) You're Gender?

Male Female

2) Your Age groups.

18 - 25 26 - 35 36 - 45 Above 45

3) Your current level of education?

Preparatory University or Collage Degree Masters
 Above

4) Your current Occupation?

Student Employee Self-Employed Unemployed

5) On average what is your monthly salary?

Below 1000 Birr 1001 - 1500 Birr 1501 - 2500 Birr 2501 - 3500 Birr
 3501 - 5000 Birr Above 5000 Birr

6) Do you own a Television or watch on the Go?

Yes I own TV No I watch on the Go

7) Do you watch EBS TV?

Yes No

8) If your answer is yes, how many days within a week do you watch EBS TV?

Once a week Twice a week More than three days In the weekend

9) Do you watch advertisements broadcasted on EBS TV Intentionally?

Yes No

10) Do you buy products that are advertised on EBS TV Channel?

Yes

No

11) How many times do you watch an advertisement to make a product choice decision?

One Time

Twice

More Than Twice

12) Do the programs your watch and the advertisements associated with them influence your product choice?

Yes

No

13) What effect does the advertisement you watch on EBS TV have made on your behavior?

Positive Effect

Negative Effect

Appendix II

Please select the answers for each question which you think best reflects your view in the spaces provided and by ticking the (√) in the box given.

1. Effect of TV advertisement on consumers' product choice decisions.

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Positive association of a product with TV advertisement affect product choice decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	The trustworthiness of the advertised product affects your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Brand recall influence your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Attention-grabbing TV advertisements affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Effect of attention-Grabbing Ads broadcasted through TV on product choice.

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Music and melodies in a TV advertisement affect your product choice decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	The visual appealing of an advertisement on TV affects your product choicedecision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The presence of beautiful men or Women on TV affects your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	The repetitiveness of TV advertisement affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	The storytelling of the TV advertisement affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Effect of a positive association of the product with an advertisement on product choice.

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Associating celebrities with TV advertisement affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Associating rewards with TV advertisement affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Associating Children with TV advertisement affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Associating beautiful men or women with TV advertisement affect your productchoice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5	Associating advertisement with TV programs affect your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Associating a positive message with TV advertisement affects your product choice decisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Effect of Trustworthiness of an advertisement on product choice.

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The presence of celebrities in TV advertisements increases your trust for the product choice decision you make.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Broadcasting well-known brands in TV advertisement increase your trust for product choice decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Advertisement that includes product discount increase your trust to make product choice decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	The TV media in which the advertisement is broadcasted affect the trust you put in product choice you make.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Describing the benefit of a product affect the trust you have on product choice decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	It trustworthy to buy product broadcasted on EBS TV.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Effect of Brand Recall of broadcasted through TV on product choice

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Past experience of a product purchase affects your product choice decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Brand recognition is significant to make Purchase choice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Past recommendation of a product affects your product choice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Re-advertising previously used product with new feature affect your product choice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Repetitive advertisement of a product influences your product choice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for taking your time to fill the questioner!