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**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF ADVERTISEMENT ON BUSINESS BUYING
BEHAVIOR: MEDIA CHANNEL AS A MODERATOR IN THE
CASE OF MG PRIME COAT PRODUCT AT YONATAN BT PLC.**

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DECLARATION

I, the undersigned, declare that the work contained in the body of this research thesis is my own original work and has not been submitted for any award. All information from other published and unpublished sources is properly cited and authenticated in accordance with relevant scholarly practice.

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CERTIFICATION

This is to certify that **Abel Berhanemeskel** carried out under my supervision of thesis "**The effect of advertisement on business buying behavior: media channel as a moderator in the case of Mg prime coat product at Yonatan Bt plc.**" The work is eligible to be submitted, meeting the requirements for obtaining a Master of business Administration.

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List of Acronyms/ Abbreviations

AD	Advertisement
AIDA	Attention, Interest, Desire and Action
FCB	Foote, Cone & Belding
PLC	Private Limited Company
SD	Standard Deviation
PLS	Partial Least Squares
SPSS	Statistical Package for Social Scientists
TV	Television
VIF	Variance Inflation factor

Abstract

The study aim to examine the effect of advertisement on business buying behavior: media channel as a moderator in the case of Mg prime coat product at Yonatan Bt plc. The study employed both descriptive and explanatory research design with quantitative research approaches. The primary data were collected from respondents through questionnaire from 315 employees of business of Yonatan Bt plc which is Jk construction, Ayat real estate, Psiphon real estate, Sunshine real state, Bacone home finishing and construction and Modern home finishing and construction. The collected data were analyzed with descriptive statistics using statistical package for social scientists and smart partial least square for moderator-mediation analysis. The findings reveal that impressiveness, understandability, creativity, and credibility significantly influence both business buying intention and behavior, while memorability exerts a stronger direct effect on behavior than on intention. Mediation analysis confirmed that intention serves as a critical link between most advertisement characteristics and business behavior, except for memorability, which bypasses intention and directly impacts buying decisions. Moderation analysis further demonstrated that broadcasting media amplifies credibility, printing media strengthens clarity and trust, and social media enhances memorability and comprehension. Overall, the study highlights the complex interplay between message qualities and media channels in shaping business responses. It underscores the importance of designing advertisements that are engaging, clear, creative, and credible, while strategically leveraging the strengths of different media platforms. By integrating creative quality with appropriate media strategies, marketers can enhance business engagement, strengthen brand associations, and drive purchasing behavior more effectively.

Key Words: advertisement, Media channel, business buying intention

CHAPTER ONE

1. INTRODUCTION

The aim of this study is to analyze the effect of media advertisements on the business buying behaviour regarding Mg prime coat product in the context of Yonatan Bt plc which is among the private companies operating in Ethiopia. The main focus of this study is to investigate how media advertisements affect the business's buying behaviour of Yonatan Bt plc's new product Mg prime coat because this new product has the potential to replace cement. This chapter introduces the background of the study, the statement of the problem, the research question answered, the objective, significance and scope of the study, and organization of the study.

1.1 Background of the Study

Advertising is an idea in marketing that attempts to influence the actions of business. The opposite occurs in business behavior, in that it is the process an individual follows from the time they select and buying to the time they use a product or service in order to fulfill a need or want (Guolla, 2011). An effective advertising piece would encourage a business to follow through with their buying and stay with them until they achieve an action (Kenneth and Donald, 2010). So, advertising is an important aspect in today's business atmosphere. According to Dulin (2016), advertising is an effective means through which people are informed about something in order to influence their decision to buy.

The impact of advertising on the selection process for what the business will buying has long fascinated the fields of marketing and psychology, in particular, because of the rapid changes it has undergone in the advent of new forms of technology and communication. Advertising can well be said to be the most significant interface for the organization and its business (Khan et al., 2020). As business are bombarded with advertisements across various platforms, understanding how these messages affect their buying behavior is essential for marketers.

There has been recent development in digital media, which has changed the way advertising is conducted and how it is consumed. The traditional means, such as TV and publications, are now important, but digital means such as social media, search engines, and applications are also

important because they are able to target audiences and provide opportunities for interactive engagement (Bennett, 2019). The development in influencer marketing and user-created content means that there are new means for brands to create an impact. For this reason, it is important to evaluate how different channels influence business perception and behavior.

The effectiveness of the advertisement is not only dependent upon the message the advertising has to convey but is also dependent upon the medium through which this message is conveyed. According to research, different media evoke different emotions among business (Liu et al., 2021). For instance, the use of graphics within Instagram may create a sense of emotional connectivity much faster than a print advertisement.

According to Kotler and Keller (2006), the marketing of advertisement consists of eight components: personal marketing, marketing through direct communication, advertisement itself, marketing through sales promotion and exhibition, public relation or publicity, marketing through experience or events, marketing through interactive communication, and word-of-mouth marketing. Calder et al. (2009) further elaborated that the type of content consumed in the media also influences the level of effectiveness of the advertisement. An ad that captures attention and creates the need for buying influences its own recall (Alalwan et al., 2017).

This work delves into the impact of advertising on buying behavior as a business, with a focus on media channels as a moderator that can affect this impact. This is done through analyzing a product called Mg Prime Coat offered by Yonatan Bt PLC, a firm that has invested heavily in advertising through various media. This study intends to provide valuable insights to ad strategists regarding various channels of advertisement that can impact buying decisions of a specific product. This work investigates media advertising as a moderator of buying behavior of Mg Prime Coat of Yonatan Bt PLC and also tests if there is a mediating role of business intent.

1.2 Statement of the Problem

In today's competitive and dynamic environment, all marketers communicate with their target markets through advertising. The advertising effectiveness is the quality of information reporting to potential and existent business during advertising campaign aiming at forming the image and awareness of the products as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, & Panasenko, 2012). Advertising reflects the present and the past in its words and imagery that define the future (Prakash & Begum, 2017).

The rapid evolution of advertising mediums has significantly transformed how brands communicate with business, leading to a complex interplay between advertising effectiveness and business buying behavior. While traditional media channels such as television and print have long been staples in advertising strategies, the rise of digital platforms especially social media has introduced new dynamics in business engagement (Liu et al., 2021). Despite the growing body of literature examining the impact of advertising on business behavior, there remains a gap in understanding how different media channels serve as moderators in this relationship. This study aims to address this gap by exploring the nuances of how various advertising media influence business purchasing decisions.

In recent years, business have become increasingly sophisticated and selective about the advertisements they engage with, often influenced by the medium through which they encounter these messages (Khan et al., 2020). The effectiveness of an advertisement can vary significantly depending on whether it is delivered through social media, television, or print. For instance, visual content on platforms like Instagram may elicit stronger emotional responses compared to traditional advertisements (Bennett, 2019). This variability suggests that marketers must consider the characteristics of different media channels when designing their advertising strategies to optimize business engagement and conversion rates.

There are numerous advertisements in Medias namely Broad cast media ads (TV, Radio) print media (Newspaper, Magazine), Social media (Facebook, YouTube, Tiktok), Print media (Newspaper, Magazine). It is essential for a marketer to find out the extent to which the media advertisement influences in business buying behavior (Mylonakis, 2008). Moreover, the proliferation of user-generated content and influencer marketing on digital platforms has further complicated the advertising landscape.

These new forms of advertising not only change how business perceive brand messages but also alter their buying behavior (Tuten,2019).As business increasingly rely on peer recommendations and authentic content over traditional advertising, understanding the moderating role of media channels becomes crucial for marketers aiming to tailor their approaches effectively. The lack of comprehensive research in this area poses a challenge for brands seeking to navigate the complexities of modern business behavior

The main aim of analyzing business behavior is to explain why business act in a specific manner under certain conditions (Khaniwale, 2015). This study, therefore investigates the effect of media advertising on the business buying behavior of new products in one of Yonatan Bt plc product called MG Prime Coat which replaces cement and sand mortar plastering that directly applied on bricks and masonry wall surface. To the best of the researcher 's knowledge, no research was done that shows the effect of media advertisement on its business buying behavior in one of Yonatan bt plc product called mg prime coat, filling this gap is believed to be the main contribution of this research and contributing some input to the industry 's marketing literature. no matter of which media when the information is too weak or too irrelevant, the advertising has no chance of having an effect on business buying behavior of their products or services (Mitta & Pachauri, 2013),so this research examine the effect of advertising characteristic (impressive ,creativity, memorability, understandability and credibility) on business buying behavior in doing so it also examine the moderating role of media channel such as Broad cast media (TV, Radio),Printing media (Newspaper, Magazine) and Social media(Facebook, youtube, Tiktok) on the relationship between advertisement characteristics and business buying behavior with the mediation role of business intention to buy a product, So this study analyze the effect of the media advertisement on business buying behavior in one of Yonatan Bt plc new product called MG prime coat.

Finally, this study focuses on Mg Prime Coat at Yonatan Bt PLC, a product that has seen significant investment in diverse advertising channels. By examining how this varied media influence business buying behavior for this specific product, the research provides valuable insights into the effectiveness of different advertising strategies.

1.3 Basic Research Questions

1. What is the effect of advertisement on business buying behavior?
2. Which media channel moderates the relationship between advertisement and business buying intention?
3. How does business buying intention mediate the relation between advertisement and business buying behavior?
4. What is the effect of business buying intention on business buying behavior?

1.4 Objectives of the Study

1.4.1 General objective

The general objective of this study is to examine the effect of advertisement characteristics on business buying behavior for MG Prime Coat.

1.4.2 Specific objectives

In line with the above general objective, the study also addresses the following specific objectives:

1. To examine the effect of advertisement on buying behavior of business.
2. To assess the moderating effect of media channel on the relationship between advertisement and business buying intention.
3. To analyze how the business buying intention mediates the interaction between advertisement and business buying behavior.
4. To investigate the effect of business buying intention on business buying behavior.

1.5. Significance of the Study

This study has significant contributions for the management of the organization that is Yonatan Bt plc, Businesses and fellow academicians.

- **For the management of the organization:** . It helps to understand through the study findings the relationship between advertisement and business buying behavior as moderated by different media channels on having the correct information and awareness about the effect of media advertising on business buying behavior.
- **For businesses or companies:** The outcome of the study also create value for advertising agencies, clients as well as companies. It also provides significant evidences on the use of media advertisement to impact buying behavior of business. The general understanding, while identifying how media advertising is affecting the business buying behavior, companies could view their relationship and fill in the gaps accordingly
- **For academicians:** The study serves as a work of reference to similar studies that one may want to carry out in the area.

1.6. Scope of the Study

Geographically, the study is delimited to Yonatan Bt plc which is located in Addis Ababa, Ethiopia and Conceptually the study is delimited to investigate the media channel Broad cast media (TV, Radio), Print media (Newspaper, Magazine), Social media (Facebook, Youtube, Tiktok) and it tries to test common media advertisement characteristics such as creativity, impressive, memorability, understandability and credibility.

1.7. Organization of the study

The researchers categorize all these studies into five sections. The first section involved the introduction of the research report. This section incorporates the background of the study, the statement of the problem, research questions, objectives, hypothesis of the research, scope and finally the significance of the research. The second section involved the literature review. In this section, the conceptual literature was discussed after incorporating the empirical and lastly the theoretical literature. The third section involved research design and research methodology. In this section, various designs and research processes involved in this particular research were explored. Chapter four involved the findings and discussions of the research. Finally, the summary, conclusions, and recommendations were involved in chapter five.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Theoretical Review

2.1.1. Advertisement meaning

The word “advert” has its roots in the Latin word ‘advertis’ that translates to turning the thoughts or mind in a new direction. This implies that the whole concept of advertising revolves around various approaches people use to focus the attention of individuals towards certain ideas, products, or objectives. The act of promoting ideas, products, or services in exchange for money from a known figure in the sector of marketing, in turn, gets referred to as advertising. This definition is supported by the definition given in the report by Ramaswamy & Namakumari (2003).

Advertising may finally be explained as a multidimensional form of communication. This includes being a marketing device, a component of economy and society, as well as a public relations device meant for the purpose of informing and persuasion. Adapting Dunn et. al., advertising may be explained as the basis of using certain forms of communication such as commercial sources along with the aim of informing business. Currently, advertising is one of the most integral parts of conducting any kind of business. This is because the current age is one of globalization of culture and habits. This has made business much closer than they were in the past.

Advertising, as described by Belch et al. (2012), remains the most frequently discussed and utilized method of promotional communication merely due to the fact that it reaches the masses as no other promotional method can. Advertising remains extremely important, especially when companies have wider audiences as business. There could be numerous reasons why advertising has been considered valuable by marketers, including the fact that it is far cheaper than other promotional methods, with the sole intention of reaching as wide an audience as possible, thereby also contributing towards determining the image and values of the brand, as explained by Colley et al. (1984).

2.1.2. Historical Background of Advertising

Humans have used advertising from the earliest periods. The importance of marketing, as Dunn et al. (1987) explain, has existed in human life for thousands of years. Using signals and images was a basic form of advertising in early days. Signs were used by early craftsmen and the Phoenician merchants would carve words about their business into obvious rocks. They helped to launch modern advertising. When Johannes Gutenberg from Germany invented a way to cast moveable type in 1438, it was a major step for advertising development (Gerard et al. (1998).

Advertising has a very long history. According to Tolani (2012), wall paintings of buildings could be the earliest form of advertisement. Over a century ago, advertisements were described in the publication of “Harper’s Weekly as “true portraits of the world,” which a future historian may use as a reference.” Since ancient times, people have been relying on advertising. According to Dunn et al. (1987), “human beings required advertisements even during the days of early civilizations.”

N. W. Ayer & Son, established in 1790, started as an advertising agency toward the end of the 1800s. They offered their clients comprehensive services: design, preparation, and implementation of an entire advertising program. Towards 1900, agencies started dominating advertising creativity. They developed advertising as a formal profession. A similar revolution took place in France. Charles-Louis Havas grew his news agency business to include advertising. Thus, he started the first advertising agency in his country. At first, newspapers used agencies that sold advertising space to newspapers. Then, N. W. Ayer & Son was the first to create advertising content.

2.1.3. Models of Advertisement

There have been models developed which would give more insight into the reactions of the business towards advertising. There would be emphasis put on the processes the business undertakes in terms of behaviors while being exposed to the advertisement, and if the communication organization takes the business through all those processes, then the threat of noise within the communication process would be minimized (Mackay, 2005). Various authors have presented different theories in marketing communications. AIDA theory, Foote, cone and Belding FBC model and Hierarchy of Effects Theory are some examples of such theories

AIDA Theory

AIDA Model (Attention, Interest, Desire, and Action): It can be considered an advertising effect model as it shows the stages of how an individual goes through when acquiring the product or the service offered. AIDA stands for the behavioral concept developed by Strong in the year 1925 with the aim of guaranteeing the advertised product has the effect of attention, interest, desire, and actions directed towards the business (Hackley, 1999). The model is supposed to be very persuasive and is claimed to influence our thinking unconsciously (Butterfield, 2009).

The AIDA model proposes that the major job would be to shift buyers from levels of unawareness to awareness, and through the development of interest and desire, to action, especially through product buying. Basically, embedded in this formula, there would be a presumption that advertising does work as a persuasive mechanism that convinces business to buying, not only that they be made aware of a product, but that they buying due to the fact that advertising media has convinced them that they would be interested in taking possession of it. Due to this, a role of advertising would be to make business aware, as well as to create enough interest and desire to take possession.

The process by which a brand is able to grab a business's attention after first interacting with them through an advertisement is described in the first component, attention. It could be positive or negative attention, or in the worst situation, none at all. From the advertiser's point of view, only the first scenario—where the business pays attention to the advertisement and ultimately the brand is beneficial. (Kotler, 2009). The second element, interest, focusses on attracting the interest of target viewers since this is what advertisers prioritize from their point of view. (Broeckelmann, 2010). The third level in AIDA's hierarchy and known as Desire, concerns the ambitions of the targeted business to acquire a particular good and/or service. In advertising, want has been described as the degree of ardent desire for something. Advertising aims to create desires, and it has to be addressed and communicate the qualities and advantages of products (Richardson, 2013). The fourth level of the AIDA model's hierarchy represents the client's actual act of purchasing a good or service.

According to Colley(1984) this model portrays a learning process whereby business undergo a number of predefined steps in order to accomplish the buying process. This model presumed that a buying could only be made if all the steps have actually been accomplished. The Authors argue

that this model is dynamic in the sense that every single step in the whole process hinges upon the previous step.

Foote, Cone and Belding FCB Model

A paper by Richard Vaughn (1980) established the alternative advertising model, known as FCB (Foote, Cone, and Belding). Vaughn's work gives the advertiser the liberty to choose the mode of communication depending on the nature of the product or service they wish to advertise as well as the likely attitudes of the business towards the product or service. He proposes that not all forms of advertising work in the same manner, and that sometimes it is necessary to convey important information and a strong feeling in order to close a deal. Business might require one but not both, and they frequently make buyings with little to no knowledge or feeling. Identifying the information, emotion, or action leverage for a specific product, creating the best advertising model, and carrying it out are the goals of strategy planning.

Hierarchy of Effects Model

According to Lavidge and Steiner (1961) The second model, the Hierarchy of Effects model, was developed by Lavidge and Steiner. It emphasizes cognitive phases and acknowledges two more steps before the recipient becomes a buyer. It is seen that the person progresses from awareness of the product's existence to knowledge of its characteristics. The next stage is liking the product, which leads to a preference for it over other products on the market. then becomes convinced of the product's worth to him, which eventually leads to the stage of making a buying.

The primary difference in this model as compared to other models is not merely based on the stages involved. Additionally, this model is also different in terms of approaching the completion of these stages. The stages should be carried out in a specific order, according to Lavidge and Steiner (1961) "a potential buyingr sometimes may move up several steps simultaneously" (Lavidge & Steiner, 1961), which is backed up by Munoz (2002), who claims that most ultimate business do not switch from being interested in being convinced buyers. Six steps of the process, according to Lavidge & Steiner (1961), are as follows:

- ✓ Those who are aware of its existence are on the edge of making a buying. However, the cash register is still a long way away.

- ✓ Prospects who understand the advantages of the product are ahead of their competitors.
- ✓ Those who enjoy the products and think well of them are even more likely to buy them.
- ✓ Even more progress has been made by those whose optimistic outlook has advanced to the point of preference above all other possibilities.
- ✓ Business are significantly closer to making a buying when they combine preference, a want to buy, and the conviction that the buying would be wise.
- ✓ The final stage, of course, is to translate this mentality into a buying.
- ✓ Lavidge and Steiner state the reality of the situation the business may become impulsive at times but a quick buying is a procedure the advertiser has to go through in order to promote the higher-priced product. This procedure regards advertising as a process which occurs over a certain period of time. The business does not react instantly to the advertisement. This is practically a chain of events happening step by step.

Media Richness model

Media Richness Theory, developed by Daft and Lengel (1986), explains that different communication media have different abilities to deliver information effectively. The theory states that media vary in their level of richness based on factors such as immediacy of feedback, variety of cues, personalization, and interactivity. Richer media are more effective in transmitting complex and ambiguous messages, while leaner media are more suitable for simple and routine communication. Therefore, selecting the appropriate media channel is essential to ensure that messages are clearly understood and effectively processed by the audience.

In the context of advertising, Media Richness Theory suggests that the impact of advertisement characteristics such as clarity, creativity, credibility, and memorability depends on the media channel used. Social media platforms are considered rich media because they provide high levels of interactivity, personalization, and immediate feedback, which enhance audience engagement and message effectiveness. Broadcast media offer moderate richness through visual and audio elements that strengthen emotional appeal and credibility, while print media provide detailed and structured information that supports clarity and understanding. Accordingly, this study adopts Media Richness Theory to explain the moderating role of media channels on the relationship between advertisement characteristics and business buying intention and behavior.

2.1.3. Business Buying Behavior

According to Bunn (1994), much research has been devoted to organizational buying. Unfortunately, few studies focus on the development of specific measures of organizational buying behavior. On the whole, it is generally thought that business buyers tend to be more cautious than final consumers. They generally make a conscious and deliberate effort to act rationally and to do what is best for their companies. But from the outcome of the research, it has been proven that business buyers, however, are not totally rational in their buying behaviour. In fact, according to many marketing practitioners, selling to business buyers is very frequently a personality-oriented sales situation, as is typically the case in final consumer transactions. Though it is true that the demand or need for business products is usually economically motivated and rational, this should not be confused with the actions taken to satisfy that need or the behavioural aspects of the business buying. In order to succeed in business-to-business (B2B) markets, selling firms must possess an understanding of customer firms' buying behaviour. However, such an understanding may be difficult to achieve because organizational buying behaviour is often a multiphase, multi-person, multi--departmental, and multi-objective process. This dynamic and intricate process frequently presents sellers with a complex set of issues and situational factors that directly or indirectly influence buying firm behavior, (Johnson and Lewin, 1996). Most business marketers and sales managers go to great length to differentiate their products or services. Yet no matter how favorably they may present their offering, unless the buyer is convinced of the integrity of the seller and of the adequacy of post-sale support, it is unlikely that the buying will be made from that seller. (Mouge et al,1983) This convincingly is largely subjective in nature, and subjective judgements are seldom entirely rational in the economic sense. The study of how individuals or groups buying, utilize, and discard products, services, concepts, or experiences in order to fulfil their needs or desires is known as business behavior (Kotler et al.2009). Business behavior primarily illuminates how business choose which things to buying in order to satisfy their needs and requirements. These resources include time, money, and other resources. Business behavior can be defined as the act of gathering and arranging data in order to assess goods and services and decide what to buy. (Moutinho et al, 2011).

According to Pride and Ferrel (2014), business customers are classified into three types of commercial enterprises; each of these three types of customers buys goods and services differently, thus requiring a thorough understanding of how marketing strategy differs with the customer type

being pursued. Business customers are usually classified into the following three types; (i) commercial enterprises, (ii) governmental organizations, and (iii) institutions.

1. Commercial enterprises - This includes; indirect channel members, original equipment manufacturers (OEMs), and user customers.

Indirect channel enterprises: This consists of firms that are engaged in reselling business goods in basically the same form to commercial, governmental, or institutional markets. Some most notably business distributors and dealers take title to the goods.

Original equipment manufacturers (OEMs): This group of buyers typically buys business goods, which, in turn, are incorporated into the products that they produce for eventual sales to either the business or customer market.

User-customers: They generally buy products to support a manufacturing facility. For instance, Ford Motor Company would buy stamping equipment to form auto parts made from metal, plastics injection molding machines to produce parts made from plastic, and milling machines to produce precision tooling for use in conjunction with the metal-stamping operation. These buyings do not become part of the finished product; they only help to produce it.

Overlap of categories: The preceding classifications center on how products are used by the business customer. A manufacturer can be a user, purchasing goods to support a manufacturing process; or an OEM, purchasing goods for inclusion into a manufactured product. A manufacturer of machinery can be a user purchasing raw material to support a production process; or an OEM purchasing gear assemblies to incorporate into the machinery being manufactured. Again, the classification would depend on product use or intended purpose

2. Governmental organizations: -This according to Bacon (1987) includes thousands of federal, states, and local buying units. Much government procurement is done on bid basis with the government advertising for bids, stating product specifications, and accepting the lowest bid that meet these specifications. Such a procedure sometimes results in the rejection of the lowest bids. Although the government market could be lucrative market for some astute business marketers, many make no real effort to sell to the government, not wanting to boarder with the red tape involved.

3. Institution: - This potentially lucrative market includes such diverse institutions as colleges and universities muse ums, hospitals, labour unions, charitable organizations, and churches. Accordingly, Thorelli and Glowacka (1995) postulated that business marketers who desire to sell

to the institutional market must be aware of the diversity of this market and tailor their marketing programs to meet the particular needs and wants of prospective customers.

2.1.4. Business Buying Intention

Business buying intention refers to the time when a business mentalizes the decision to buy a product the next time they are in the store (Fandos & Flavian, 2006). It refers to the probability of making a buying of a product; as the intention increases, the chances of making the buying increase as well (Kotler & Armstrong, 2012). Studying business buying intention helps in understanding the reasons why a business would like to buy a specific product (Shah et al., 2012). The behavior, thoughts, and feelings of people influence their chances of making any specific buying. Business search and gather all the available information around them and through their past experiences as well. After gaining all the relevant information, business analyze it to conclude what to buying.

The relationship between buying intentions and actual buying has fascinated marketers for quite a while. The process begins from the point the business begins considering the product and ends with the buying of the product (as explained by Lisichikova and Orthman, as cited by Vinegård, 2014). According to Vinegård (2014), buying intention refers to the probability of the business acquiring the product or service. This explanation is also echoed by Goyal, who argues that buying intention, as explained by Lisichikova and Orthman, shows the increased probability of the business intending to buying the preferred product or service in the future.

Browsing an online site may indicate the intention to buy or mere curiosity, as Moe (2003) established. Goal-directed business browses product information prior to purchasing the product, while those who enjoy surfing browse with the intention of engaging in unplanned buyings (Ramlagan & Jagaraak, 2014). Both frequent and online business follow these two behaviors (Ramlagan & Jagaraak, 2014). According to Belch and Belch (2003), referenced by Ramlagan & Jagaraak (2014), buying intention results from searching for product information and basing judgments on available products by comparison with others from their rivals.

2.1.5. Advertisement Media

Morden (1991) asserts that there are four types of media for advertising. These are print advertising media, electronic or broadcast media, outdoor media, as well as other media. These are some of the channels that are involved in the communication of paid messages. Few of them were reviewed in this study due to their significance.

2.1.5.1. Print Media Advertising

Advertisements are also done in different forms of print media, such as newspapers, magazines, brochure, direct mailing, and so on, to the point where people market goods through newspaper/magazine advertisement. In addition to these, the options for advertisement in printed media also extend to the promotional brochure/flyer, where different products/services are placed for advertisement. In general, newspapers/magazines sell advertisement space based on the amount of space occupied, the position allocated to the advertisement (such that the center/middle pages are also allocated), in addition to the number of people who read those particular papers. For instance, newer, non-popular ads in smaller distribution papers are much cheaper than those distributed in highly read papers, in addition to this, even the new papers' supplements printed on gloss papers cost far more than those on lower quality papers (Nartey, 2010).

2.1.5.2. Broadcast Media Advertising

Broadcast Media: radio, TV, films, video, and the internet. The radio affects people only in terms of audio, an auditory stimulus only. The advertising in the radio works better in rural regions than in urban regions. The TV is unique because it catches people's attention and works better than any other medium by providing an audiovisual experience. The advertisements in TV occur in the form of spot announcements, sponsorship advertising, and many others. The advertising through broadcasting is the costliest method. Apart from the radio and TV, advertising occurs in films, videos, and even in the internet. The TV advertising has proved to be one of the most successful since it started. In most cases, the advertising on TV depends on the air time. Although advertising in the radio has become less popular with the invention of new forms of advertising in new media, it is the most preferred advertising tool, especially in the case of smaller organizations (Manhor, 2011).

TV commercials could play an important role in introducing a product and associating the viewer with it through the medium of advertisements with the purpose of convincing you to buying the product. One of the marketing tools that stands out in the way it attracts huge attention and focus over the last 15 years and more is the use of advertising. It not only helps to influence the emotions of the business, and at the same time, the messages could also contain subliminal messages. It appears as though the presence of advertisements is ubiquitous and pervades all areas of our life (Kotwal et al., 2008). A radio ad could also take several repetitions before the business remembers the ad effectively, and at the same time, the target group to whom the ad has to reach also plays an important role to ensure the successful execution of the ad (Kotwal et al., 2008). While finalizing the target and the type of ad to use, the role of the persons with the characteristic voice plays an important part (Management Study Guide, 2013). According to Bean-Mellinger (2018), the use of TV commercials is intrusive because it could interrupt the activities of the person watching to get attention, and at the same time, the tools used to create emotions and empathy through emotions and highlighting the point effectively through visualization to get the response from the business.

2.1.5.3. Social Media Advertising

The concept of social media demands an explanation of web 2.0 first. Consequently, Web2.0 was defined as "a term used to describe how a new way for the end-users of the internet to interact with one another, a place where the content is constantly refreshed by all operators under a sharing model based on cooperation." (Kaplan & Kaelun, 2010). Social media refers to a set of online applications developed using the concept of web2.0 through user-generated content (Kaplan & Haenlein, 2010). Furthermore, Social Media Advertising may be termed as An online Ads using user interactions in which the business has agreed to be displayed as part of the sharing process. Social media applications as stated by Twitter, face book, website ads (Erickson D.2008) show that the main force behind using social networking sites is the millennium generation; this clearly shows that social media can be treated as a medium or tool through which interactions can take place with the targeted business. According to (Newberry, 2021) the importance of using social media arises because of Grab attention of youth as they are spending the maximum amount of time on various social networking sites; it provides direct accessibility of the business, and consequently, the advertiser gets in depth knowledge of the business as well as personalizes the advertisement based on the business. This is also very important when it comes to advertising

road traffic accidents on social platforms. Posts on social media have the potential of going viral, as people begin to like, comment, and share the post on the social platforms, the information is shared with different people, meaning their friends and followers. As people share the post with their contacts, and the contacts share it too, the post reaches thousands or even millions of shares on the internet.

2.1.6. Advertisement Characteristics & Business Buying Behavior

Business buying decisions are significantly influenced by advertising. An advertisement receives greater exposure if it is successful enough to make an impression since the audience be more inclined to pay attention to it and less likely to avoid it the next time it is displayed (Biel, 1990).

2.1.7. Relationship between Impressive AD & Business Buying Behavior

Advertising begins in the mind Prabakaran (2012). You can't see the money from that business unless you touch their heart through your advertisement. Prabakaran (2012) summarizes that the ultimate goals of advertisements include giving your product distinctiveness, attracting the business's attention, and convincing them to make buying. Good advertisements generate demands, increase sales through informing business of your product's qualities and its price, and can be considered as the medium connecting sellers and buyers. The analysis by Lave in 2014 indicated that the readership satisfaction in terms of their engagement with the advertisements and news in the print media correlated with their active buying decision. The discriminative analysis indicated that individuals were motivated to buy after reading local newspapers and viewing advertisements contained in those publications because of the eye-catching deal in the advertising, the power of influence exercised by the newspaper, and the information provided by that news source. The study is conclusive in indicating that eye-catching advertising is very effective in business buying decision.

2.1.8. Relationship between Understandable AD & Business Buying Behavior

The more complex an ad is, the more difficult it is for people to understand and recall and vice versa, too. Adeolu (2005) asserts that companies should create a more compelling ad strategy that will catch the attention of business, and interest them in their product or services. Advertisers should make messages simple and comprehensible so that viewers quickly understand them and can make wiser decisions. In Malaysia, Wang (2002) identifies some implications of the findings for different parties in theoretical and managerial groups. The theoretical implication suggests that the factors, which influence business attitudes towards advertising, could apply within a strictly controlled media environment. For the managerial implication, although there are some clear insights, there is a need to get more input from the leaders in the media industry about how to design multi-type advertising activities that effectively result in a positive business attitude toward advertising. To enhance the positive attitude among business, several strategies are presented: first, the sources of the ad must be credible, reliable, and deserving of belief; second, the message of the ad is informative, business-oriented, comprehensible, and timely.

2.1.9. Relationship between Memorable AD & Business Buying Behavior

According to Dholakia (2001), An ad can only be effective if it is recalled by business . Otherwise, if it's not recalled, then the sponsoring firm squanders time and money. The objective of an effective ad campaign, after all, is to have it be easy to recall not only what occurred in the commercial, but, more significantly, the product being advertised. The hallmark of good advertising, according to Brassington & Pettitt (2001), after all, is recall: ads have to stay with business in their minds. The goal, then, is to develop memorable marketing collateral that differentiates you, as different businesses, from other businesses in your same genre through the same generic designs.

2.1.10. Relationship between Creative AD & Business Buying Behavior

Creativity should be felt in the ad, according to Poona Sharma in the year 2013. The objective here is to develop something new, something unique, something eye-catching, and something that is irresistibly alluring to the business's. Advertising itself is a creative art, after all. When a creative advertisement is developed, innovation emerges, inspiring new products and increasing the chances that the product won't become stale. This leads to increased sales, increasing profits, and the development of the business. This, in turn, leads to the development of employment opportunities, enhancing the well-being of people. An ad should, in fact, communicate well to the business's what you have to offer, but it also has to be creative to the point that it captivates people's attention. Attention-grabbing is a must for any advertisement, and the more creative, the better the message.

2.1.11. Relationship between Credible AD & Business Buying Behavior

Trust, according to Schulz (2008), can be seen as a form of certainty a gray area between knowing and not knowing. Continuing from this perspective, Bansal and Gupta (2014) investigated in the *Global Journal of Finance and Management* how the informational content of newspapers influences the behavior of business. Their results showed that advertisements containing trustworthy and honest content and unbiased information have the ability to convince more business than advertisements containing biased information. A form of logical content and people's preference, especially in the electronics and durable category, influenced the greatest number of people. The amount of information is independent of the size of the advertisement. Advertisers adapt their techniques to the product to effectively convince their business, and this can be used to measure the advertisement's efficiency in various newspapers and other media.

2.2. Empirical Literature Review

Advertising can help to promote and differentiate an organization to stand out from the competition by informing and reminding people, and this contributes to the establishment of brands for the future. According to the rationale behind the thought, the key to successful advertising is to remain dedicated to the support and promotion of the organization through time (Picton & Rodrick, 2005). Various types of advertisements and promotions enable business to recognize the change and the introduction to new events, new products, and services. Business become informed of the new through advertisements and the media just the same. The role of information is impartial and solely encases facts to be responded to by business as they see fit, and this is according to the conceptual framework proposed by Mewal N (2015). Messages that are convincing, plausible, and honest receive a stronger influence upon people's decision to buying goods and services, while creative and bold advertisements receive a moderate and more significant relationship regarding the decision to buying.

The top three factors have everything to do with the ads: attention-grabbing, impressive and honest, and then memorable, creative, and simple to understand—as numbers four through six. Generally, the simplicity of how an ad can be understood pushes business towards buying something. The impact of effective advertising on business behavior was studied by Niazi et al. (2011) in the Pakistani scenario. The quantitative research approach was adopted, where 200

questionnaires were surveyed with the help of probability sampling. The conclusion drawn by the researchers revealed that advertising can really influence business behavior, which depends on the environmental factors. Advertising has attracted people to acquire through emotions, rather than through logos or logic. However, it didn't discuss how people think, feel, nor explored the overall effect it had set out to determine.

A study by Arshad et al. (2014) explored the role of advertising in influencing the behavior of business. The study was conducted in seven different areas of Pakistan and involved 300 participants using probability sampling. The authors proposed that television commercials have the ability to convince individuals more than other forms of advertising, as they appeal to the perception of sight. The proposed topic does not, however, explore the impact of shoppers' price-related choices and the influence on buying behavior. Some studies in Tanzania can be seen as providing a different context in relation to the environment, as it is different from that in Pakistan.

This study was conducted by Ogbu (2013) to examine the influence of TV adverts on children, concentrating on Makurdi Town. This research involved the collection of data from 800 children who lived in Makurdi, the capital of the state of Benue, Nigeria, with the findings revealing the great impacts of TV adverts on the way children think and behave while watching TV. This impacts not only the way children like various brands of the same item, but the behavior and attitude affect children even further because, along with the role of the advert, the role of the parent and guardian of the children viewing the advert also comes into play as children of this category use audiovisual media.

The proposed study utilized survey research methods due to their proven track record of success. Survey analysis conducted in order to reach certain conclusions. According to Akuezuilo (1993), survey research refers to the process of gathering and analyzing data from a small, representative sample of a larger group of people in order to understand the bigger population. His reference to methods of data collection is through questionnaires, personal interviews, and observation.

The work of Muhammad et al. (2014) examined the issue of business perception and advertising and its effect on buying behavior, with the research being conducted in Pakistan. The researchers prepared 150 questionnaires, which were randomly distributed to the subjects. The research found that ad positively affects business buying behavior. Additionally, it was observed that with proper advertising, together with proper perception, purchasing behavior can be greatly affected.

After considering the different studies, it's evident that many different angles of advertising have been examined, identified, and located within the literature. Nevertheless, these angles of advertising are not all perfectly correlated, having noted important differences between previous studies, as well as different approaches by other researchers. Although having an extensive amount of literature, certain gaps still prevail. Notable are differences between individual business and business buyers, since most of these studies primarily focus on individual business, unlike this particular research stream where businesses are taken into account as well. Certain other gaps arise because many articles compiled focus primarily on TV advertisements, as well as printed advertisements within the context of newspapers, disregarding other important details within advertising that typically have more of an impact in purchasing decisions. As social networking sites have become extremely prominent, including the role of TikTok, TikTok used within this research stream. In an effort to fill the gaps of the former study, this study examined the effects of business advertising influencers on the business's behavioral process in terms of the avenues that this study considers, which consist of the avenues of online and offline business advertising. The effects of business advertisement avenues on the business behavioral process remain an underexplored area.

The main drawback so far is that most of the studies focus solely on advertisement character and are based on very few independent variables. In contrast, this study takes those earlier works as a benchmark and adds media channel as a moderator for advertisement character. It also adds buyer intention as a mediator, addressing flaws that might have been found in prior research and bringing in ideas and theories in an attempt to fix those shortcomings.

Upon analysis of the relevant studies, it is evident that many experts have sought to investigate the impact of several advertisement variables on the buying behaviors of business. However, there exist some discrepancies in the previous works. Many of these works are presented in terms of specific contexts. This particular work aims at the buying behaviors of business in developing cities like Addis Ababa in relation to the latest product offering 'MG Prime Coat' of Yonatan Bt Plc.

2.3. Conceptual framework of the study

A conceptual framework, as explained by Moskal and Leydens (2000), may be expressed in written form or through pictorial forms such as graphics and word forms. This study is theoretically grounded in Media Richness Theory (Daft & Lengel, 1986), Theory of Planned Behavior (Ajzen, 1980), and the Hierarchy of Effects Model (Lavidge & Steiner, 1961). Media Richness Theory explains the moderating role of media channels, Theory of Planned Behavior explains the mediating role of business buying intention, behavioral intentions were basically the key predictors of a certain individual's actions and the Hierarchy of Effects Model supports the direct influence of advertisement characteristics on business buying behavior. So based on the above theories the conceptual framework has developed which included social media, broadcast media and print media as a moderator, business buying intention as a mediator and with a particular direct effect of the advertisement character on business buying behaviour.

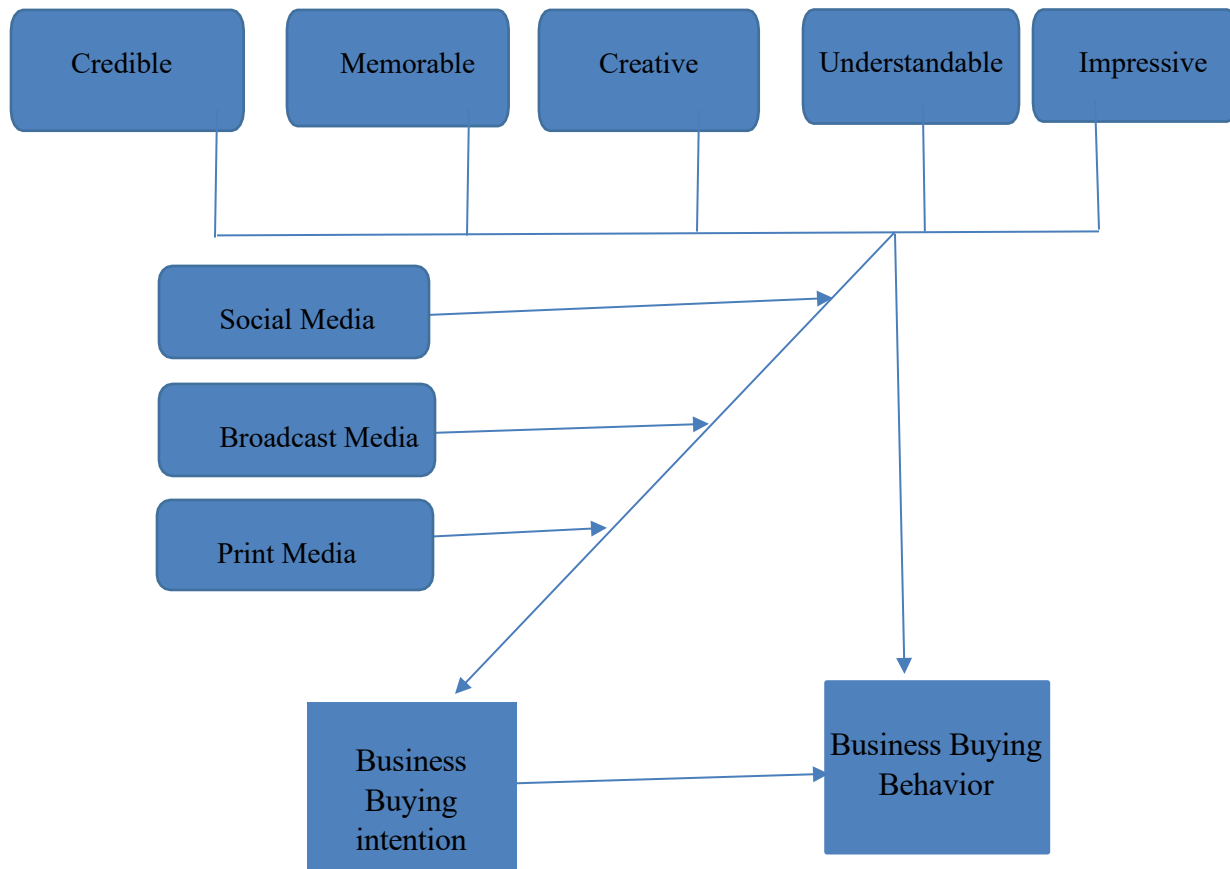


Figure 1: Conceptual framework of the study.
Source: Adopted from Khan (2014).

2.4.Hypothesis of the Research

The following hypothesis has been formulated based on the above framework for each variable under the study.

Direct Effect of Advertisement Characteristics

Research from the telecom sector conducted in Ethiopia has shown that some advertisement traits such as impressiveness, simplicity, and creativity are associated with high levels of business buying behavior (Jemala & Meleseb, 2025). This confirms the notion of the direct effect, which states that an effective advertisement is able to motivate individuals to take certain actions and is influential enough to push them to the point of purchasing the product. An effective advertisement is one that engages the audience and leads them to the point of a definite buying, according to Kenneth and Donald (2010). Dholakia mentions that to be effective, the advertisement ought to be remembered by the business.

Studies have indicated in the Ethiopian telecom scene that some ad characteristics such as impressiveness, simplicity, and creativeness help drive business to purchasing. This supports the direct effect hypothesis whereby a good advert should add to interest and subsequently compel the business to complete the buying. Effective advertisements, according to Kenneth and Donald (2010) prompt the viewer to act and finalize the buying. According to Dholakia (2001), an advertisement can only be said to have been effective if it remains fresh in the mind of the viewer.

Hypothesis:H1: Advertisement characteristics (impressive, understandable, memorable, creative and credible) have a positive and significant direct effect on business buying behavior.

Social Media Moderation

Social media advertisements impact significantly the decisions to buy, primarily through credibility and authenticity. The dynamics of how the social media itself operate may alter the level of impact. For example, influencer-driven ads demonstrate that parasocial ties and engagement factors can modify the mechanisms by which content in advertisements affects actual purchasing behavior. Research based on trust proposes that social media advertising exerts its impact primarily through trust, with risk views of individuals modifying the level of impact by which advertisements influence behavior. There is proof that factors such as relevance and

entertainment in social media advertisements do not have equivalent impact on all social networking platforms, which influence purchasing intentions as well as actual purchasing behavior

Hypothesis: H2: Social media moderates the relationship between advertising characteristics and business buying intention.

Print Media Moderation

Print media refines clarity and enhances credibility to influence the extent to which business formulate decisions about buyings, and it works as a moderator in the process (Jiang et al., 2025). Existing focus and credibility associated with print media reinforce the association between the promise of an advertisement and its outcomes.

Comparison between the different forms of media indicates that the role of the depth of cognitive processes for trust in the printed version has implications for the role of advertisement features for different stages of buyings (Dholakia, 2001). Thus, the printed form of mass media has an impact on the relationship between advertising and behavior.

Hypothesis: H3: Print media moderates the relationship between advertising characteristics and business buying intention.

Broadcast Media Moderation

TV and radio commercial analysis shows that audiovisual factors enhance the impact of more creative and emotional characteristics in terms of behavioral power (Farooq & Latif, 2011). Reach and frequency, and the characteristics of the promotion, jointly drive transitions from awareness to buying. Other results provide evidence that TV storytelling delivery media and radio repeated exposures influence business attributions of ad attributes, resulting in varying levels of ad characteristic ties to buying outcomes (Abdullah, 2022).

Hypothesis: H4: Broadcast media moderates the relationship between advertising characteristics and business buying intention.

Mediation by Business Buying Intention

Buying intention refers to the probability of a business purchasing a product. The higher the buying intention, the higher the possibility of purchasing (Kotler & Armstrong, 2012). Business buying intention falls into the category of decision making. Decision making focuses on the reason to buy a certain brand on business behavior (Shah et al., 2012). buying intention acts as the end result of the characteristics in advertisements. Zhao et al. (2021) found that brand awareness and ad features increase buying intention, which mediates the effect on buying behavior.

Similarly, Shah et al. (2012) emphasized that business buying intention is a decision-making process explaining why business choose a particular brand. This mediating role is reinforced by studies showing that advertisements affect behavior through attitudinal and intentional shifts (Venkateswara Rao & Elavarasan, 2022).

Hypothesis: H5: Business buying intention mediates the relationship between advertising characteristics and business buying behavior.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

This topic describes the relationship of the aims of the study to the methods used to achieve these aims. It deals with the design and methodology of the study, the population of the investigation, the method of obtaining the participants and determining the sample size, the types of data and the methods of collecting these data, the data collection instrument, the data analysis procedures, and the reliability and validity of the data collection instrument and the concerns for the study's ethics.

3.2. Research design

The proposed study applies a combination of descriptive and explanatory methodologies. Generally, academia relies on descriptive, exploratory, or explanatory methodologies in research. A descriptive research type applies where there is a defined problem that isn't involved in causal assessments. This kind of research tends to describe variables that relate to attitudes, opinions, demographics, conditions, or procedures. Explanatory research, on the other hand, aims at identifying cause-and-effect relationships that exist between variables (Creswell, 2009). The application of exploratory research occurs where there is new or uninvestigated subject matter. The existing proposal applies descriptive methodologies for acquiring data, in addition to explanatory methodologies that test hypotheses and variables on cause-and-effect relationships.

3.3. Research approach

The research approach which is used for this study is quantitative. The researcher planned to use quantitative methods to examine the effect of advertising character on business buying behavior because Creswell (2003) indicated that quantitative approach is the one in which the investigator primarily uses postpositive claims for developing knowledge that is the cause and effect relationship between known variables, and collect data on predetermined instruments that yield statistical data. Creswell (2013) describes it as an effort to test an objective theory by identifying relationships between variables by means of measuring entities by instruments geared at getting numbers amenable to statistical analysis. Kothari (2004), on his part, indicates that qualitative analysis focuses on an object of inquiry as it really is, particularly within its natural setting, and this provides insight into people or organizations as well.

3.4. Population of the study and sampling technique

The term "population" describes the group that the researcher is interested in, the group to which the study's findings are intended to be applied (Creswell, 2009). In order to gather information about the company's marketing, the researcher employs business of the MG Prime product, which targets the real estate and construction industries. Project managers, senior project engineers, architects, consultants, supervisors for either the business or the subcontractors, marketing executives, and other supporting staff who were involved in the planning and assistance for the foundation or overall system successful execution of the business for Yonatan Bt plc make up the population that can be targeted for this study. JK Construction, Ayat Real Estate, Psiphon Real Estate, Sunshine Real State, Bacone Home Finishing and Construction, and Modern Home Finishing and Construction are Yonatan Bt plc's primary clients. Hence in this case the population of the study is the listed employees in the company of Jk construction, Ayat real estate, Psiphon real estate, Sunshine real state, Bacone home finishing and construction and Modern home finishing and construction.

It follows that a non-probability sampling technique, specifically convenience sampling techniques, will be used in this study. Convenience sampling is a kind of non-probability sampling when members of the target population have certain traits, such as being easily accessible, being close by, being available at a certain time, or being ready to take part. Convenience sampling is very inexpensive and subjects are easily accessible (Etiken et al., 2016). In light of this, non-probability convenience sampling techniques will be employed by the researcher. Probabilistic sampling of strata from each of the six organizations will then be applied to this Yonatan Bt Plc business.

3.5. Sample size Determination

The researcher used Yamane's (1967) formula to get the sample size from a population of 1535.

$$n = \frac{N}{1+N(e)^2} = \frac{1535}{1+1535(0.05)^2} = 317.40, \text{ which is approximately } 318 \text{ respondents, by using this}$$

formula at 95% confidence level and 5% level

Where:

N=Population Size, n= sample size

e= level of statistical significance set (5% =0.05)

Therefore, the sample size (n) =318

The researcher allocates a proportionate number of responders to each organization based on the computed sample size. As a result, the number of responders for each organization is displayed in the table below.

Table 1: Sample determination

No	Company	No of Employees	sample($n_i=(n*N_i)/N$)
1	Jk construction	210	44
2	Ayat real state	320	66
3	Psiphon real state	290	60
4	Sunshine real state	310	64
5	Bacone home finishing and construction	210	44
6	Modern home finishing and construction	195	40
	Total	1535	318

Source: Sample survey, 2025

3.6. Source and Data collection Instruments

The researcher performed the study by combining the use of primary and secondary data. To create an even clearer perception of how the advertisements affect the business in the buying of the MG Prime Coat product, the primary data was collected directly through the respondents' first-hand responses. Secondary data was derived from other sources with the intention of obtaining relevant information in regard to the objectives of the study by making use of printed sources such as books and journals, among others. A questionnaire is basically a formal approach towards acquiring primary data. A questionnaire generally includes a number of questions that need to be answered by the respondent (Bell, 1999). According to Bell, if handled carefully, a questionnaire can be a very effective approach towards acquiring data regarding individuals' attitudes, values, experiences, and past practices, all of which can be accomplished while acquiring a large amount of data at a minimal cost. Self-administered English questionnaires were used to acquire data efficiently. This is because self-administered questionnaires can easily reach more individuals. There are two major categories to the questionnaire—section one deals with demographics of the respondents. Section two includes informational questions. These questions are preferably administered through a five-point likert scale that ascertains to what level of intensity the individual agrees to or disagrees to a given statement. Secondary data is acquired through several published as well as unpublished articles. SmartPLS was used as a tool to test moderation as well as mediation analysis..

3.7. Methods of data analysis

The collected data were analyzed quantitatively and descriptive statistics for the closed-ended questionnaire responses were computed with SPSS, while SmartPLS handled the moderation and mediation analysis. The frequencies, percentages, means, and standard deviations basics were addressed by SPSS, whereas SmartPLS was utilized for the exploration of moderation and mediation effects.

3.8. Model Specification

1. **Path Relationships:** Instead, it is the ad attributes that directly influence the mediator, which is buying intent. It is media channel that acts as a moderator by affecting the ad attributes to arrive at the mediator. Then, it is the mediator that directly affects the dependent variable, which is buying behavior.

2. **Moderating Effect:** The media channel moderates the effects that advertising features have on the buying intention of people. The influence that advertising feature parameters have on buying intention varies in strength and form based on the selected advertising channel.

3. **Mediating Effect:** Business buying intentions mediate between the characteristics of advertisements and the buying actions of business. This means that advertisement characteristics influence buying actions indirectly through their influence on the buying intentions of business.

3.9. Reliability and validity analysis

As per Kothari (2004), if the instrument used for measurement gives equal and accurate outcomes, then the instrument can be said to be reliable. Cronbach Alpha formula has been considered as the reliability index formula and has been applied on various occasions to determine the internal consistency or reliability of the psychological test score on the sample population being assessed. In order to determine the liability associated with the data collection instrument, the calculation using Cronbach Alpha formula has been done to test the reliability of the research instrument used. As explained by Zikmund, Babin, and Griffin (2010), "a coefficient Alpha in the 0.8–0.95 range indicates very good scale quality, with scale quality considered good in 0.7–0.8, and fair with an index from 0.6–0.7." On this ground, Cronbach Alpha must be above 0.7 on all the dimensions as well as on the whole. Content validity is indicated by the ability to measure the intended aspect, more or less the accuracy of the measure (John et al., 2007). All the measures used to develop the instrument have tested the level of both the construct and content validities to the level that is quite acceptable and the measures will appropriately fit this study based upon modification according to their nature. There are also various means that will help to ensure the correctness of the error introduced while designing the questionnaire.

Table 2: Reliability of Instrument

S/N	Variables	No of Items	Cronbach's Alpha
1	Printing media (Newspapers, Magazines and Brochures) advertising	6	0.725
2	Broad casting media (Television & Radio) advertising	6	0.761
3	Social media (Facebook, Tiktok and Youtube) advertising	6	0.721
4	Advertisement of MG Prime coat being impressive	4	0.736
5	Advertisement of MG Prime coat being understandable	4	0.710
6	Advertisement of MG Prime coat being memorable	4	0.812
7	Advertisement of MG Prime coat being Creative	4	0.87
8	Advertisement of MG Prime coat being Credible	4	0.791
9	Business buying Intention	5	0.721
10	Business buying Behavior	8	0.725

Source: Survey result, 2025

3.10. Ethical considerations

There may be anguish for the enduring helplessness entailed by times; and there may be anguished appraisal of the whole human condition. As Creswell (2012) reminds us, respect for participants and the places where data are collected always has to remain paramount in researchers' minds as they plan and actually conduct their research. Every phase of this study was conducted according to ethical obligations: it was clearly explained to the participants what the purpose of the research was and how the data gathered would be used. The data that was collected was strictly confidential, and the identity of the respondent was not disclosed. This was very necessary to allow participants to have free thinking about the issues raised and, therefore, to respond freely to the study.

CHAPTER FOUR

4. RESULT AND DISCUSSION

4.1. Introduction

This chapter highlights the presentation, analysis, and interpretation of data from the findings of the research study. This researcher highlights the results through the use of tables and figures to discuss the impact of the advert on the buying behavior of the business, and the results moderated by the type of media channels, specifically for the Mg Prime coat product at Yonatan Bt plc. A total number of questionnaires were used to get data from six organizations chosen, with the target being business personnel to get the information needed for the objectives of this study. In this case, this chapter highlights the interpretation and results from the data collection through the use of SPSS and Smart PLS software.

4.2. Response Rate

As mentioned in the previous section of this thesis, the questionnaire was designed and mailed to 318 business employees of the chosen firms in six different companies. However, there were 3 that were not fully or rightfully submitted. This accounted for 315 usable returns, with 99.06% return rate.

4.3. Demographic Information

The first part of the questionnaire seeks demographic details of the respondents. The section seeks personal details such as gender, educational level, years of service, and monthly salary of the respondents. The data obtained is then presented in the following tables, with each table representing a distinct demographic variable.

Table 3: Demographic information of the respondents

		Freq	Perc %
Gender	Male	201	63.8%
	Female	114	36.2%
Age	18-25 years	37	11.7%
	26-36 years	166	52.7%
	37-49 years	41	13.0%
	50- 60 years	43	13.7%
	Above 60 years	28	8.9%
Marital Statues	Single	225	71.4%
	Married	84	26.7%
	Divorced	6	1.9%
	Widowed	0	0.0%
Level of Education	Certificate and Below	6	1.9%
	Diploma	41	13.0%
	BA/BSC Degree	233	74.0%
	Masters	35	11.1%
	PhD	0	0.0%
Income Level	Below 5000	32	10.2%
	5000-7000	48	15.2%
	7000-10,000	26	8.3%
	Above 10,000	209	66.3%
Do you rely on advertising to make buying?	Yes	280	57.1%
	No	9	34.6%
	Some times	26	8.3%

Source: Survey result, 2025

The demographic profile, focusing on the impact of advertising on the purchasing behavior of business of Mg Prime Coat products in Yonatan Bt PLC, puts into view the key factors in understanding who the business are. The demographic profile in this sample has shown that 63.8% were male, constituting 201 individuals, while 36.2% were females, constituting 114 individuals. This male-to-female distribution suggests that gender considerations may shape strategy, especially in shaping advertising to appeal to men.

Age affects market perception, and for our particular study, slightly more than 52.7% which

translates to 166 participants are aged 26-36 years. This demographic is actually the target market and has the potential to respond well to the advertised campaign. The youngest market, aged 18-25 years, constitutes only 11.7% which stands at 37 participants. The other categories, 37-49 years and 50-60 years, constitute 13.0% (41 participants) and 13.7% (43 participants), respectively.

Based on the data, only 8.9% belong to those who are 60 and above, and the marketing strategy must therefore target the younger generation. Whether married or single, an individual can be affected in terms of activities or products bought. Singles dominate the list with 71.4% or 225 people being single, while married people are 26.7% or 84 people. The strategy can therefore target single people, being aware that their actions, behavior, and activities are different from those of married people. Relying on market knowledge, the marketing campaign targeting single people can make use of their unique hopes and desires.

The level of education that people possess influences the kind of behavior they exhibit, which, in this case, will be in terms of consuming products or services. In our research, 74.1% (233 people) possess BA/BSc, indicating the level to which the respondents are relatively well-educated. This has implications for the marketer, who understands the role of education on the perceptions that people exhibit towards marketing, whether they believe in marketing or are skeptical about the concept. 1.9% (six people) possess certificates, 13.0% (41 people) possess diplomas, and 11.1% (35 workers) possess master's degrees.

Finally, the statistics reveal that almost two-thirds (209) of the respondents earn more than 10,000, which proves that Mg Prime Coat products are targeted towards people who have the capacity to afford quality and may buy given a good promotion. Notably, the majority, 57.1%, surprisingly revealed that advertising affects their buying decisions, which proves that advertising plays a significant role in this market. This indicates that the organization should invest in advertising that reaches the targeted market.

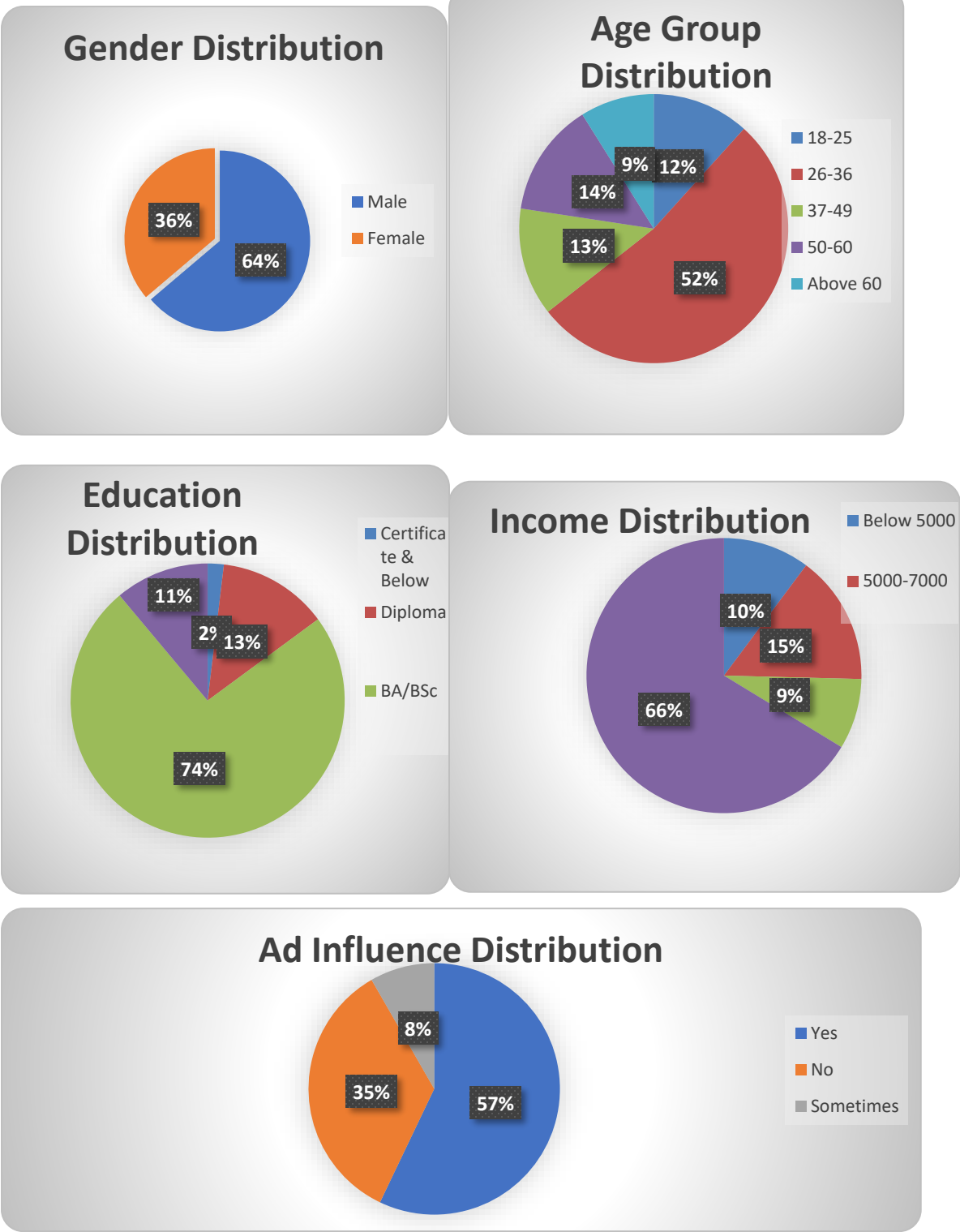


Figure 1 Demographic data

Source: Survey result, 2025

4.4. Descriptive Analysis

In this section various statistical data analysis tools such as mean, standard deviation, frequency and percentage are used to analyze the collected data. The summary of descriptive statistics of all variables that are evaluated based on a 5-point Likert scale (“1”being “strongly disagreed” to “5” being “strongly agreed”). According to Zaidaton & Bagheri (2009) overall mean (M) score between 4.21-5.00 is considered as the respondents strongly agreed (SA), if the respondents score between 3.41-4.20 means they agreed (A), the score between 2.61-3.40 is considered as the respondents are neutral (N), the respondents score between 1.81-2.60 shows that they disagreed and if the respondents score between 1-1.80 shows that they strongly disagreed. Thus, detail of the analysis is presented as follows:

Table 4: Descriptive Statistics of Variables

Descriptive Statistics			
	N	Mean	Std. Deviation
Printing Media	315	3.2524	.66910
Broadcasting Media	315	3.3259	.58279
Social Media	315	2.9582	.62751
Impressive	315	3.3833	.61081
Understandable	315	3.3365	.68003
Memorable	315	2.6810	.65796
Creative	315	2.3794	.65153
Credible	315	2.6651	.64724
Business buying Intention	315	3.2089	.62306
Business buying Behavior	315	3.0020	.60398

Source: Survey result, 2025

While descriptive statistics allowed the researcher to get an approximate indication of the clustering of results for each field in the study, the mean value of Printing Media was 3.25 with a spread of 0.67, and the results just edged up to 3.33 with a spread of only 0.58 in the Broadcasting field, indicating a somewhat better perception of the latter than of print media. The average value of social media was 2.96, which was not quite impressive, with a spread of 0.62, even as the results

yielded more spread in opinion than the other two, even as the mean value pointed to a lesser perception.

Looking at the message factors, the set of messages described as being Impressive had an average of 3.38, with an SD of 0.61, clearly intending the message to be an authentic source of viewers' impressions. In the next set, ranking the factors for lower-rated messages, the group described as Understandable averaged 3.34. The point to appreciate about these factors is the impact they take on viewers' impressions. Viewers are drawn to things that stick out, so when messages are made clear, they're absorbed much sooner than you would imagine.

Mean scores for Memorable and Credible messages landed in the mid-2s Memorable at 2.68 and Credible at 2.66, each with about a 0.65 standard deviation. In other words, those elements are there, but they don't shine quite as brightly as Impressive or Understandable. The interesting twist: messages in the Creative dimension averaged just 2.38, which indicates that business really don't see them as particularly new or innovative. In this way, creativity and credibility can act as leverage points in advertising, offering meaningful implications for how to build long-term trust with readers.

In the results, the mean score of business buying intention was seen to be 3.21, with a standard deviation of 0.62, indicating that business tend to exhibit medium to high intent on purchasing the advertised commodity. However, business actual buying activity was lower at mean score 3.00, with a standard deviation of 0.60, indicating that business intend to avail themselves of the commodity; however, this does not translate into action due to unaccounted factors that change people's priorities from time to time.

Overall, the evidence suggests two key themes. First, the greatest response is elicited through ads delivered through broadcast media that utilize simple and intriguing messaging. Second, there is definitely the possibility of enhancing the scores of the questions regarding social media platforms, creativity, and credibility if we would like the ad to land harder. This is an important indication in itself that the ad truly does work because of the positive ratings regarding intention and tangible actions. It is especially interesting given the emphasis on the need to increase creativity and credibility.

4.5. Correlation analysis

Bivariate correlation analysis examines the relationship between two variables and the direction of the relationship between the two variables. Correlation coefficients range from +1 to -1. A correlation coefficient of +1 indicates that the relationship between the two variables is perfectly positive and the two variables move together in the same way when they increase by 1 unit. A correlation coefficient of -1 indicates that the relationship between the two variables is perfectly negative and the two variables move together in the same way when they decrease by 1 unit. A correlation coefficient of 0 indicates that the two variables do not move together and the relationship between the two variables is random.

These findings are important for understanding how different media relate to a business's buying intentions and actual buying behavior. These show the connection of media exposure to what a business plans to buy and actually buys. Pearson correlations run from -1 to +1, with values near +1 indicating a strong positive relationship. All of the correlations reported below are significant, each with a p-value below 0.001.

Table 5: Correlation analysis

(N=315)		Printing Media	Broadcasting Media	Social media	Impressive	Understandable	Memorable	Creative	Credible	Business buying Intention	Business buying Behavior
Printing Media	Pearson Correlation	1	.819**	.833**	.728**	.786**	.704**	.705**	.798**	.906**	.851**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
Broadcasting Media	Pearson Correlation		.819**	1	.867**	.946**	.811**	.699**	.709**	.939**	.916**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
Social Media	Pearson Correlation	.833**	.867**	1	.803**	.920**	.900**	.898**	.823**	.925**	.982**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
Impressive	Pearson Correlation	.728**	.946**	.803**	1	.663**	.674**	.678**	.696**	.826**	.858**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
Understandable	Pearson Correlation	.786**	.811**	.920**	.663**	1	.773**	.762**	.788**	.912**	.893**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
Memorable	Pearson Correlation	.704**	.699**	.900**	.674**	.773**	1	.859**	.685**	.771**	.871**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000

Creative	Pearson Correlation	.705**	.709**	.898**	.678**	.762**	.859**	1	.719**	.762**	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
Credible	Pearson Correlation	.798**	.820**	.823**	.696**	.788**	.685**	.719**	1	.879**	.881**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
Business buying Intention	Pearson Correlation	.906**	.939**	.925**	.826**	.912**	.771**	.762**	.879**	1	.952**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
Business buying Behavior	Pearson Correlation	.851**	.916**	.982**	.858**	.893**	.871**	.873**	.881**	.952**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	

Source: Sample survey, 2025

4.6. Regression Assumption Test

Regression analysis, whether simple or multiple, relies on several critical assumptions about the data and the model residuals to ensure that the parameter estimates (coefficients) are unbiased and that the standard errors are valid, which directly impacts hypothesis testing (Field, 2018). The major checks include linearity which is the relationship between the independent and dependent variable should be a straight-line, proportional one. Homoscedasticity which is the residuals should show constant spread for all levels of the independent variables. Independence of errors which is the residuals should not be inter-related. Normality of residuals which is the errors are considered normally distributed, though this becomes less of an issue for larger samples due to the Central Limit Theorem (Field, 2018).

In order to validate the suppositions in our models, there exist several residual diagnostic tests that can be utilized. Linearity can be detected by determining whether the graph that plots the dependent variable against the predicted value is a straight line or whether the graph of the standardized residuals and the predicted value indicate a linear relationship. Homoscedasticity can primarily be determined by the residual plot; the cone-shaped and fan-shaped plots will confirm the heteroscedasticity, but the Breusch Pagan test can be utilized as well. Normality in the residuals can be determined by the use of the histogram and the Q-Q plot, or by tests such as the Shapiro and the Shapiro-Wilk (Tabachnick & Fidell, 2019). In the case of multicollinearity in the variables, the Variance Inflation Factors can be used; there will be signs of multicollinearity if it exceeds 5 or 10 (Field, 2018).

Normality of Distributions

In summary, it can be seen that MM analysis uses variables that should follow a normal distribution (Darlington, 1968; Osborne & Waters, 2002). In other terms, it is assumed that errors should follow normal distributions; hence, residuals will follow a normal curve (Keith, 2006). The assumption of normality is based on characteristics of normal distributions that help inform analysts of what should be expected (Keith, 2006). By understanding the sampling distribution of the sample mean, an analyst can estimate what should be expected in terms of new samples (Keith, 2006)

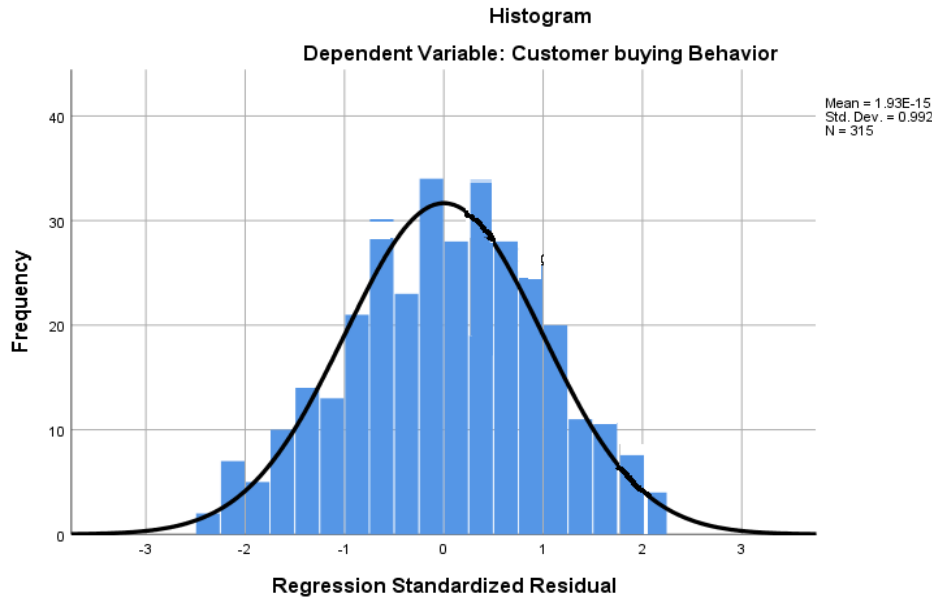


Figure 2: Normality test

Source: Sample survey Analysis, 2025

According to Cramer (1998), the graph must be normally distributed for the data to be distributed normally. This suggests that the data has a normal distribution.

Linearity

Prior to running the Moderation-Mediation analysis, we check the Linearity assumption of the data. In the P-P plot, the points are seen closely hugging the reference line, indicating that the IV, Mod, M, and DV have a linear relationship with one another.

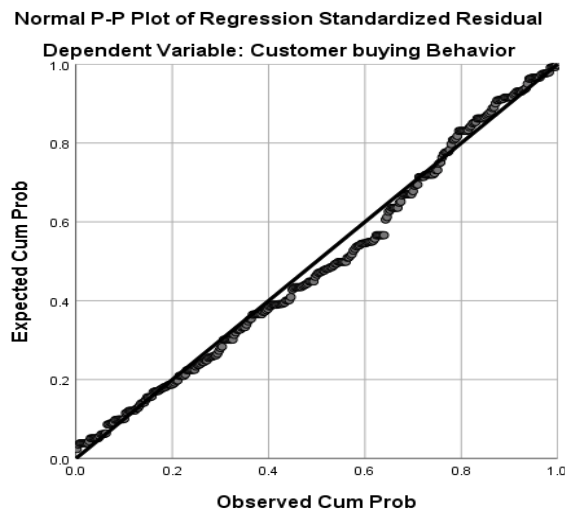


Figure 3: P-P plots

Homoscedasticity

The residuals should not vary with respect to either the independent variable or the moderator at a constant rate. To inspect this, one plots the residuals against the predicted values and checks for any clear pattern. You can also apply statistical tests for this purpose, such as the Breusch-Pagan test or White's test. Ideally, the residuals plot should not show any relationship with predicted values.

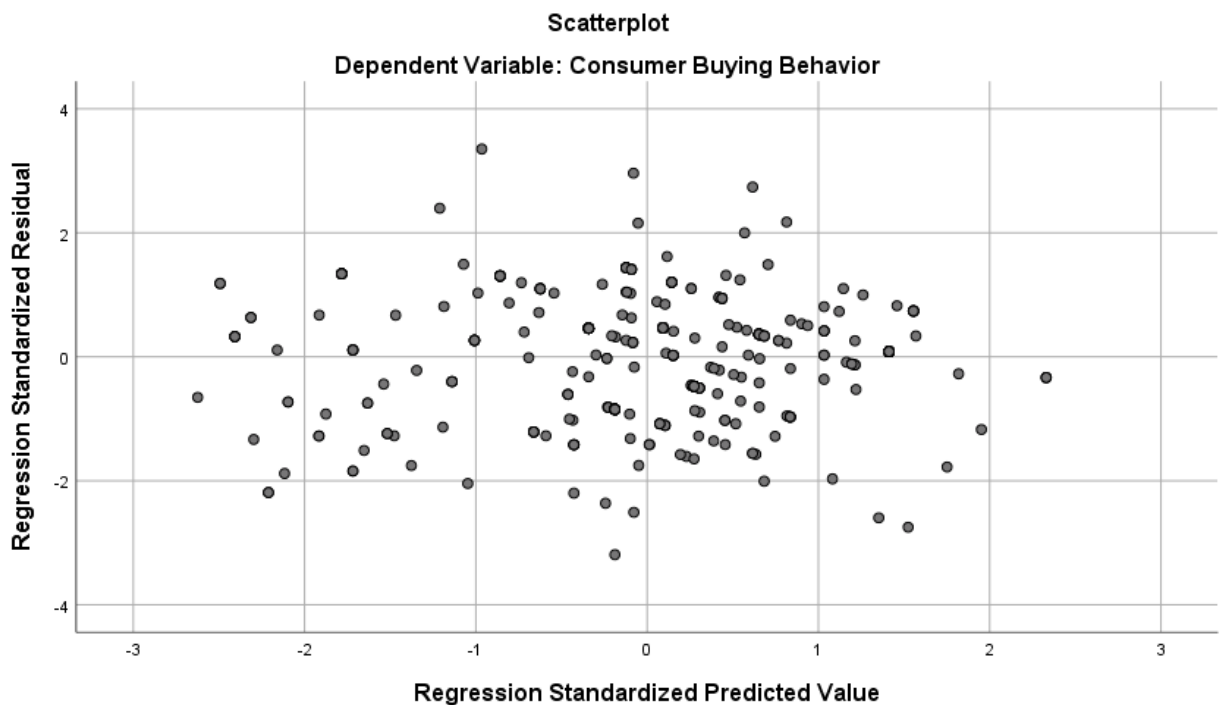


Figure 4: Scatterplot

The scatter plot appearing in the graph indicates randomness but no specific pattern. Therefore, it might be that the residuals are homoscedastic. However, there is an indication of the existence of a "funnel" in the region on the left, meaning the negative side of the x-axis. It raises concerns that since homoscedasticity does not occur, it's accurate for the low range but not for the high range. In the event that homoscedasticity does not occur, it's an option to consider transforming the outcome variable.

Multicollinearity Test

Be mindful of the relationship among your predictors. Examine the Variance Inflation Factor and see when it increases to beyond 10. When the VIF increases beyond 10, it indicates that there is multicollinearity. This is because the predictors are moving in the same direction and are expected to be influenced by the same factor. One way to examine the relationship among your predictors is to examine the correlation matrix. SPSS can help you form an accurate assessment regarding the extent to which your variables are collinear. In summary, the VIF indicates the extent to which the predictors are related to each other.

In Smart PLS model validation for multicollinearity, the issue arises when we examine the variance inflation factor of the independent variables. If the VIF exceeds the recommended values of 5 or 10, this is generally a sign of serious multicollinearity. However, in such a situation, the usual course of action is to exclude the highly collinear variables, create a new combined construct by aggregating the variables, and perform regularization.

Table 6: Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Printing Media	.147	4.795
	Broadcasting Media	.180	3.675
	Social Media	.210	4.873
	Impressive	.361	2.765
	Understandable	.561	1.774
	Memorable	.143	4.010
	Creative	.142	4.020
	Credible	.190	4.259
	Business buying Intention	.322	4.623

Source: Survey result, 2025

Autocorrelation Test

The Durbin Watson tests for autocorrelation in the residual from a statistical model of regression analysis. The Durbin Watson statistic will always have a value ranging between 0 and 4. The value of 2 indicates there is no autocorrelation detected in the sample. The value in the range of 1.5 to 2.5 is acceptable range.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.880 ^a	.774	.771	.24246	1.709
a. Predictors: (Constant), Credible, Impressive, Understandable, Creative, Memorable					
b. Dependent Variable: Customer buying Behavior					

Table 7 Model summary

Source: Survey result, 2025

As we can see in the table above Durbin-Watson statistics result is 1.709 This is within the acceptable range. R Square represents the proportion of variance in the dependent variable (customer buying behaviour.) explained by the independent variables. Adjusted R Square adjusts for the number of predictors in the model, providing a more accurate measure of model fit. Std. Error of the Estimate indicates the average difference between the observed and predicted values of customer buying behaviour.

In this model, with Credible, Impressive, Understandable, Creative, Memorable predictors, the R Square value is 0.774, indicating that these variables collectively account for 77.% of the variance in customer buying behaviour Therefore auto correlation assumption is satisfied.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.168	5	12.434	211.503	.000 ^b
	Residual	18.106	308	.059		
	Total	80.274	313			
a. Dependent Variable: Customer buying Behavior						
b. Predictors: (Constant), Credible, Impressive, Understandable, Creative, Memorable						

Table 8 ANOVA

Source: Survey result, 2025

The regression sum of squares (80.274) represents the variation in customer buying behaviour explained by the independent variables The residual sum of squares (18.106) indicates the unexplained variation in customer buying behaviour. The F statistic (211.503) tests the overall significance of the regression model. The significance level represented by p-value (.000), suggests that the regression model is statistically significant at a highly significant level. This indicates that the independent variables collectively have a significant impact on customer buying behaviour.

4.7. Inferential Analysis

Inferential analysis can be described as trying to move past the mere observation described above and instead understanding the relationships and paths from the variables being connected by causation. One way and one way only that stands out as having the ability to connect this idea properly is by using mediation and moderation analysis. Mediation analysis allows one to examine how or why the independent variable affects the dependent variable by seeing how it affects the intermediate variable, the mediator. Meanwhile, moderation analysis seeks to examine under what circumstances this relationship holds by introducing the third variable, the moderator (Hayes, 2018).

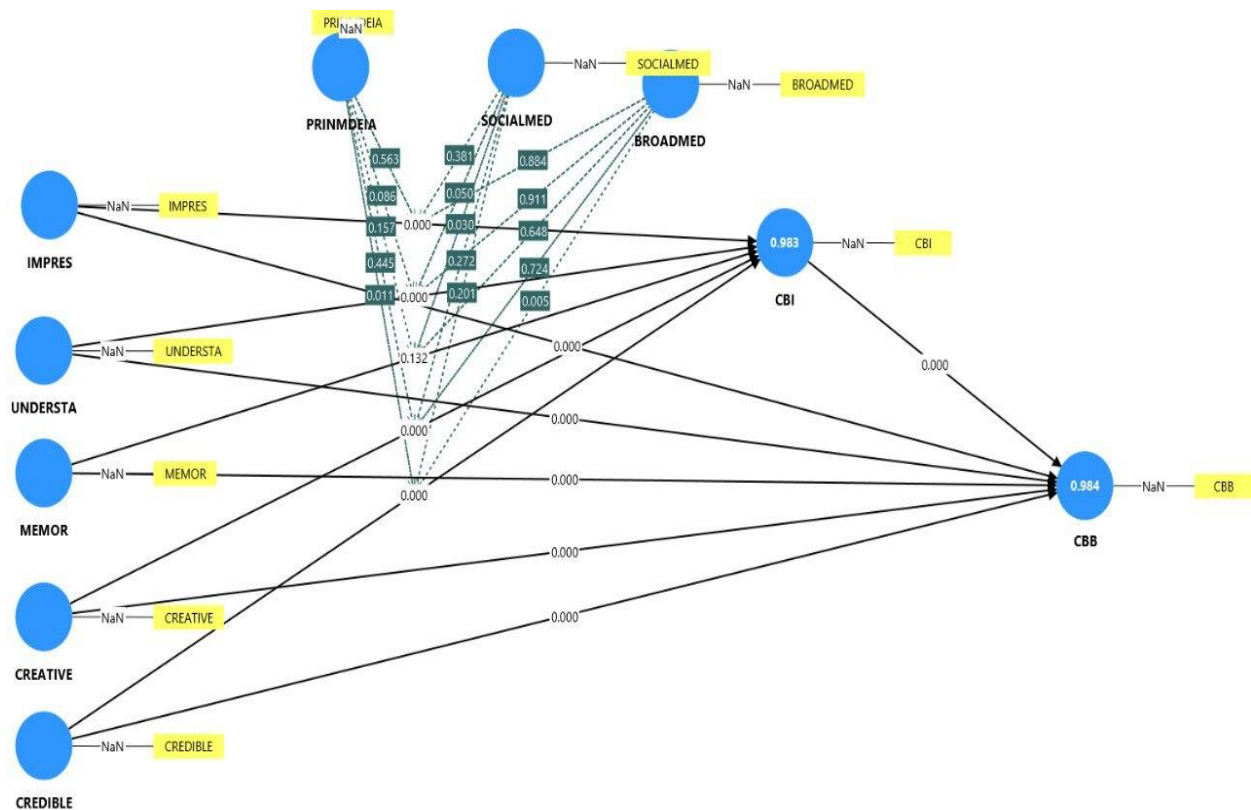


Figure 5: Moderation-Mediator analysis diagram

Direct Effect

The direct impact is all about how the qualities of advertising, such as credibility, creativity, informativeness, and appeal, can immediately influence the process of purchasing without the interference of the middleman variables. Various studies have already established that effective advertising can immediately influence the direction of people’s attitudes and purchasing decisions. As an illustration, Jemala and Meleseb (2025) established that qualities such as impressiveness and memorability in advertisements were good determinants of purchasing in the telecom industry in Ethiopia. In the same manner, Kotler and Armstrong (2012) suggested that the qualities of persuasive advertising can immediately influence the purchasing behavior of business by fostering awareness and encouraging buying behavior. This indicates that there is a direct, positive impact of advertising qualities in influencing what the business buys.

Table 7: Direct Effect

Direct Effect	Coefficients	t-Value	p-Values	Hypothesis
Advertisement Characteristics -> Business Buying Behavior	0.187	29.605	0.000	Accepted
CREATIVE -> CBB	0.162	9.296	0.000	Accepted
CREDIBLE -> CBB	0.194	11.703	0.000	Accepted
IMPRES -> CBB	0.243	16.126	0.000	Accepted
MEMOR -> CBB	0.178	11.055	0.000	Accepted
UNDERSTA -> CBB	0.157	6.500	0.000	Accepted

Source: Survey result, 2025

Direct effects analysis of advertisement characteristics to business buying decision-making shows a strong and significant magnitude with a coefficient β of 0.187 and approximately 29.605 t-value, which is significant because $p = 0.000$. Therefore, advertisement characteristics directly influence business decisions to buy or not. The result thus confirms hypothesis H4: good advertisement characteristics in clarity, creativity, relevance, and persuasiveness are a major driver that motivates business to buy MG Prime Coat products at Yonatan BT PLC.

This results in a very certain implication: the better the advertisement, the bigger the impact on purchasing decisions, regardless of the platform on which the advertisement will be shown. Moderation analysis results show that the only function of the platform here may be to weaken or

strengthen this particular degree of impact, getting down to the basic implication that if a message has very strong qualities, meaning a lot of content and a professional structure, this message will, without fail, impact purchasing decisions positively regardless of the platform used for the marketing campaign. This means that for MG Prime Coat, it could not be simpler than spending money on a high-quality advertisement campaign.

Each of the five message characteristics impacted business conduct during purchasing directly. The most important predictor was impressive messages ($\beta = 0.243$, $p = 0.000$), followed closely by Credible ($\beta = 0.194$, $p = 0.000$), Memorable ($\beta = 0.178$, $p = 0.000$), Creative ($\beta = 0.162$, $p = 0.000$), and Understandable ($\beta = 0.157$, $p = 0.000$) messages

Moderating Effect

A moderating effect is the conceptual idea that the relationship between an independent variable and the dependent variable can sometimes change because of the use of the third variable called the moderator variable. In ad studies, various forms of communication media available to the public, from the use of the online platform to print media and the use of the television platform, usually represent the moderator variable, altering the relationship between various features of adverts and buying decisions. For example, the trust level business exhibit against the medium used often impacts positively or negatively the perceived sincerity of adverts and consequently purchasing decisions. Business views regarding the medium also influence whether the features of adverts to buying more, such as offering information and creativity, increase purchasing intentions using the medium.

Table 8: Moderation analysis result

Moderating Effect	coefficients	t-value	P-Value	Hypothesis
Social Media x Advertisement Characteristics -> Business Buying Intension	0.557	6.246	0.000	Accepted
Print Media x Advertisement Characteristics -> Business Buying Intension	0.115	2.808	0.000	Accepted
Broadcast Media x Advertisement Characteristics -> Business Buying Intension	0.096	4.488	0.000	Accepted

Source: Survey result, 2025

The results from the moderation test reveal that the advertising characteristics traits in the social channels influence business buying intent in MG Prime Coat at Yonatan BT PLC. The social channels are the most dominant in their influence. The coefficient value for social channels is high ($\beta = 0.557$) with an even higher t-calculated value at 6.246. It is, therefore, conclusive that when advertising characteristics are disseminated through social channels, their influence on business buying intent is above average. The influence could be linked to the proximity associated with social channels that makes them most appropriate in changing business behavior.

On the other hand, the effect of print media appears less but still significant. The moderating effect comes out to be $\beta = 0.115$ with $t = 2.808$. Though it's significant, its gravity doesn't measure up to that of social media. It can be because of the decreased importance of print media in deciding business, especially domains which have some linkage with looks, where the visual effect doesn't get impeded by the limitations associated with print.

Similarly, the moderating impact of mass media—for instance, TV and radio—is of medium strength as a moderating variable because the β is approximately 0.096 while the t-statistic is 4.488. This moderating impact is statistically significant; however, this is the model with the weakest impact among all the media forms categorized. This is a challenge for the mass media because the current media environment is highly saturated. On one hand, the mass media has a broad reach as a form of media. On the other hand, the communication is quite a monologue.

In general, the results indicate that all three medians have the ability to influence advertising characteristics in affecting business purchasing behaviors, albeit with differing levels of success. Indeed, social media marketing proves to be the most effective mediator, supporting the implication that online marketing techniques have much greater importance in the contemporary advertising field than their counterparts. While print and television marketing remains an effective, supplementary element at least when considered as part of an integrated marketing campaign utilizing both strength, reach, and interactivity is when it comes to MG Prime Coat, an advertising mix focusing on social media advertising, supplemented by some appropriate print and television marketing, has the potential to optimize business purchasing intentions.

Mediating Effect

The mediation effect appears when the relationship between what you are research-ing (the independent variable) and the outcome that matters to you (the dependent variable) is instead mediated by a third variable—the mediator. In advertising research, the mediator variable is usually the business’s buying intention. In other words, the characteristics of the advertising message first affect what the individual plans to do, and it’s this intention that drives what the individual ultimately does instead—the actual buying behavior. For example, Shah et al. in their research in 2012 indicated that the buying intention serves as the decision-making element in illustrating the business’s choice of buying a preferred brand, hence the relationship between advertising and behavior through the buying intention variable in between. Similarly, Zhao et al. in their research in 2021 indicated that brand and advertising characteristics influence buying intentions, and the intentions relate to why individuals behave in their actual buying as they do. Such findings illustrate the role of advertising in shaping the intentions through which the actual behavior by the business results.

Table 9: Mediating Effect Analysis

Mediating Effect	Coefficients	t-Value	p-Values	Hypothesis
Advertisement Characteristics -> Business Buying Intension-> Business Buying Behavior	0.0228	23.230	0.000	Accepted
CREATIVE -> CBI -> CBB	0.017		0.001	Accepted
CREDIBLE -> CBI -> CBB	0.015		0.000	Accepted
IMPRES -> CBI -> CBB	0.054		0.000	Accepted
MEMOR -> CBI -> CBB	0.007		0.153	Not-Accepted
UNDERSTA -> CBI -> CBB	0.021		0.001	Accepted

Source: Survey result, 2025

To such an effect, the mediation analysis reveals that business buying intention plays an important role as a connecting bridge between advertising variables and business behavior. With a solid regression coefficient of $\beta = 0.0228$ and a striking t-value of 23.230, buying intention significantly shapes business behavior ($p < 0.000$). In simpler words, ads don't influence behavior directly; instead, they may steer behavior by molding the buyer's intention, and their actions are driven from there. Therefore, the received support for hypothesis H5 states that buying intention would be one of the fundamental mechanisms which explains how ad effectiveness works.

The mediation analysis reveals that advertising features are important in determining how individuals ultimately conclude their buying activities in an intended manner through their buying intentions. The value of the coefficient when considering the entire pathway (Advertisement Characteristics → Business Buying Intention → Business Buying Behavior) is 0.0228. It has an outstanding value for t with 23.230 and an even smaller p -value of 0.000. In simple words, advertising characteristics not only influence people to buy their product but influence their buying intentions indirectly. By breaking down the particular components, the effects of creativity ($\beta = 0.017$, $p = 0.001$), credibility ($\beta = 0.015$, $p = 0.000$), impressiveness ($\beta = 0.054$, $p = 0.000$), and understandability ($\beta = 0.021$, $p = 0.001$) have all been found to have significant mediation effects. This thus illustrates that the qualities in the adverts increase the intention of the business and lead to the probability of buying.

Surprisingly, memorability did not play a significant mediating role: $\beta = 0.007$, $p = 0.153$. Stated in another way, while memorable ads may attract attention, they do not increase buying intentions or improve buying behavior, at least in this context. This corroborates previous research that indicated not every attribute of advertising equivalently moves business buying decisions; instead, credibility, creativity, and clarity have stronger influences on intentions, such as Kotler & Armstrong, 2012; Shah et al., 2012. In conclusion, the findings provide support for the notion that business buying intention plays a key mediator between ad characteristics and business behavior, with some ad features generating larger indirect effects than others.

This result has particular significance in that it shows how much more goes into grabbing someone's notice nudges them into wanting to buy, rather than just grabbing their notice. When it comes to MG Prime Coat, the message is clear: for business buying decision to be fully triggered, the advertisement itself has to contain information that is credible, credible, and pertinent. The buying intention itself has to be an act of incitement, as it goes beyond the wishes of the act itself, the bridge between the actual and the intended.

4.8. Discussions

These trends are consistent with previous studies, emphasizing the view that ad quality affects the way individuals decide. For example, Kotler & Keller (2016) highlighted that ad quality and persuasiveness affect business perception of products as well as the likelihood of purchasing, echoing the current study that identified ad features' direct influence on purchasing behavior ($\beta = 0.929$). Similarly, to change business behavior, ad elements must be clear, creative, as well as relevant to business, consistent with previous studies that emphasize advertisement features' influence on business buying decisions (Belch & Belch, 2018).

This is supported by the findings from the literature on how things are created in different media. In particular, social media appears to be an important moderation factor in the proposed model. Mangold and Faulds (2009) demonstrated that social media enables a balanced and personalized one-to-one communication style, and social media ads are therefore highly effective. Duffett (2017) further supported that advertising on social media has great influence on the attitude and buying intentions of the target audience, particularly the younger generation, who are also interested in the product and brand that they are about to buying. On the contrary, the non-significant effect of print and TV media supports previous findings, including Shimp and Andrews (2013), who showed that while traditional media are important to build pleasant brand attitudes and awareness, they cannot compete with digital media in terms of immediacy.

Buying intention is a paradigm-fit within the traditional territory of behavioral research. For instance, the extension of the Theory of Planned Behavior by Ajzen (1991): his point is that intention is the best predictor of the actions people actually end up doing the mediation finding ($\beta = 0.788$). Likewise, at least as far as good supportive evidence goes, advertising does make a difference because of shaping the business intentions of buying as done by Eze and Lee (2012). The point of the study is simple: advertising needs attention advertisements and perhaps a much deeper impact of shaping positive intentions of buying.

The direct effect results reveal that how impressively, clearly, creatively, and credibly ads are matters in shaping business intentions to buy as well as actual behavior. Among these variables, "eye-catching messages" emerge as important predictors of intention with $\beta = 0.309$ and $p\text{-value} = 0.000$. The same has been supported by Guolla (2011), who suggested that high-quality and

creative ads are the primary ingredients and driving factors in shaping business perceptions of ads, which ultimately influence buying intentions. The bottom line, therefore, is that ads have to be created creatively so that they capture the attention of business, resulting in favorable product associations.

The aspect of Understandable messages was important in both intention and actual behavior. More specifically, easy-to-understand messages played an important role in intention ($\beta = 0.119$, $p = 0.000$) and actual behavior ($\beta = 0.157$, $p = 0.000$). This finding supports Kotler & Keller (2006) who suggested that advertising only works when it reaches the target in an easy-to-understand manner. When business feel that they understand the message, it helps shape their intentions, which then leads to action through proper communication strategies.

Interestingly, however, the relationship between memorable messages and business buying intentions did not come out as statistically significant ($\beta = 0.037$; $p = 0.132$), although a clear direct relationship between them does exist ($\beta = 0.178$; $p = 0.000$). In simple terms, the idea of business memory seems to carry more weight regarding a business's buying decision than when the buying decision first arises as an intention. This agrees, as highlighted by Mitta (2013), that the context of advertisement recall could be a very influential factor on a business's buying process. Memorability significantly influences actual buying behavior, but not buying intention. According to Theory of Planned Behavior (Ajzen, 1991), intention is mainly shaped by beliefs, clarity, trust, and perceived usefulness, not recall alone. Memorability mainly operates at the final action stage, by triggering recall at the point of buying. Supported by Mitta & Pachauri (2013): ad recall influences final buying behavior more than intention formation. Memorability activates buying at the moment of decision rather than during intention development.

Notably, the results are the opposite of what had been hypothesized: highly memorable messages are not strongly associated with buying intent ($\beta = 0.037$, $p = 0.132$), but highly memorable messages are highly associated with business actions ($\beta = 0.178$, $p = 0.000$). Clearly, the element that matters most in regard to actual purchasing activity is its influence on the action stage of business decision-making, not on memory formation. Indeed, in 2013, Mitta stated that the recall of advertisements during the action stage had the most influence on business behavior.

The variable which emerged as an important predictor of intention as well as behavior was credibility, with $\beta = 0.084$ ($p = 0.000$) as its prediction of intention, as well as $\beta = 0.194$ ($p = 0.000$) as its prediction of behavior. The same conclusion was reached by Farooq Latif (2011), which indicates that business medium preference has been linked to the concept of credibility, in that business who feel that advertisements are credible are more likely to develop intentions, which will later become purchasing decisions. Shah et al. (2012) also found that credibility remains one of the biggest concerns in modern online marketing, where business feel the need to be supported by figures that confirm what they see.

The mediation analysis reveals that buying intention plays a considerable mediation role between most of the AD features and buying behavior. For instance, buying intention partly mediates the impact of a persuasive message ($\beta = 0.054$, $p = 0.000$); clarity ($\beta = 0.021$, $p = 0.001$); creativity ($\beta = 0.017$, $p = 0.001$); and a credible message ($\beta = 0.015$, $p = 0.000$). This supports the model postulated by Kotler & Keller (2006), who argued that buying intention plays a pivotal role between ad exposure and buying behavior. On the other hand, the model partly fails to produce a noteworthy mediation impact for the memory part ($\beta = 0.007$, $p = 0.153$), supporting the previous model that memory has a direct impact on buying behavior without mediation by buying intention.

The moderating results from this study reveal that the effects of credibility messages are amplified by broadcasting on both intention and behavior. This is in line with Dulin (2016), who postulated that there are unique characteristics for each form of advertising that could be used to magnify and minimize advertising efficacy. TVs and radios are well-established examples of broadcasting. On the other hand, print media showed significant moderating effects regarding messages that could be considered as credible as well as easily understood. More specifically, credibility increased the persuasiveness of ads regarding intention ($\beta = 0.089$, $p = 0.011$) as well as behavior ($\beta = 0.016$, $p = 0.016$) if printed, whereas easily understood messages increased both of these variables (intention: $\beta = 0.167$, $p = 0.036$; behavior: $\beta = 0.112$, $p = 0.016$). This is as it should be regarding ads that have confused as well as unconvincing messages, given that they should appear in media that improve the ease of understanding as well as credibility (Belch et al., 2012).

Social media was distinct for developing messages that people remember and understand with ease. Based on the statistical indicators, the application of social media increased the relationship

of messages remembered and related to intention ($\beta = 0.079$, $p = 0.03$) and actual behavior ($\beta = 0.014$, $p = 0.05$). Moreover, the application of social media increased messages remembered and easy to understand in terms of relationship to intention ($\beta = 0.170$, $p = 0.03$) and actual behavior ($\beta = 0.112$, $p = 0.04$). This relates to the Khaniwale study (2015), which indicated that the engagement of business changes from one platform to another, despite the fact that Social media facilitates quick and interactive communication. Newberry (2021) further suggested that business attitudes differ depending on the message transmitted using different media, and interactive media increases the memory and understanding of the message.

In summarizing the findings from the moderation mediation analysis, it appears that the qualities in the advertisements and the use of different media channels have interactive effects in influencing the outcomes among the target market. From the analysis, it can be seen that the use of impressiveness, credibility, understandability, and creativity is effective in influencing intention and behavior, but only in channels that broadcast the message. This agrees with the proposal by Shah et al. (2012), stating that analytics-based digital approaches can enable the customization of advertisements in accordance with the users' needs, enhancing the impact. When considering the proper use of channels, weighing the value in the creation of advertisements, as proposed by Belch et al. (2012), marketers can use the approach that increases interest and drives behavior towards buying.

CHAPTER FIVE

5. SUMMARY OF THE STUDY, CONCLUSION AND RECOMMENDATION

5.1. Summary of the Study

This study focused on how advertisement characteristics and media channels influence business buying intention and behavior, paying special attention to the mediating role of intention and the moderating role of different media platforms. Results showed that the qualities of advertisements that are impressive, understandable, creative, and credible are central in driving business responses, whereas memorability was found to have a weaker effect on intention but a stronger direct effect on behavior. Such a distinction underlines the differential ways various message attributes enter the business decision-making process.

The implication of the study regarding the role of media channels being a moderating factor has been already suggested in the literature, aligning well with the current theory. A significant moderating role has been identified for social media, agreeing with Mangold & Faulds (2009), who suggested that social media facilitates symmetrical, personalized communications, adding to the potency of advertising messages. A relatively new piece of research by Duffett (2017) supports this, concluding that social media advertising influences the attitudes and buying intentions of business, especially for the younger market. The relatively weaker role of print and visual media noted in this research has been identified in Shimp & Andrews (2013), who identified that, although traditional forms of media are successful for gaining credibility, they are less engaging than online forms of media, failing to provide the desired “now.”

The role of buying intention as the mediator in behavior correlates perfectly with widely recognized models of thought and behavior patterns. Ajzen’s (1991) Theory of Planned Behavior states that intention is the best predictor of actual behavior that can be achieved. This matches the role of the mediation in the study, with the effect size measuring $\beta = 0.788$. Eze and Lee (2012) similarly demonstrate the benefits of the advertising process by influencing the buying intention of the target market, leading to actual purchasing. The data from both studies points to the significance of having ads that aim for more than mere viewing. They should dynamically inspire buying intention, filling the gap from viewing to actual buying.

Indeed, the two most significant predictors of planned buying intention were clear and compelling messages. This implies that obvious and understandable adverts help shoppers build buying

intentions. Besides, creativity and credibility emerged as strong predictors for this reason, ads need to be fantastic, catching the eye, but also believable so as not to mislead perception. Overall, it points to a delicate balance required for just the right mix of eye-catching and clarity in advertising strategies.

Memorability didn't strongly predict intention, but it did exert a strong direct influence on behavior. That is, even though an ad might be well remembered without changing present intentions, it may still influence choices at the actual time of buying. Memorability influenced actual buying behavior more than intention, suggesting that recall is critical at the final buying stage. A gap exists between intention and action, and some message characteristics don't act early in intent formation but instead later during real buying decisions.

From the mediation analysis, it is apparent that the intention to buying is the important mediating variable that links the process through which the ad is fashioned and the actual behavior displayed by people in the market. In other words, the buying intention bridges the process from viewing the advertisement and the actual behavior. This indicates that other variables such as impressiveness, clarity, and creativity mediate the relationship through the buying intention. On the other hand, the role of memory was to influence behavior directly.

In conclusion, the results of moderation analysis reveal that the selection of the channels influences the outcome of advertisement qualities. Broadcasting media increases the aspect of credibility, adding to the effectiveness of the conventional medium, which has been able to establish credibility. The printed medium acts as an enhancer of credibility, clarity, and social media, which improves the aspect of memorability and ease of understanding.

This reflects the quick, interactive, and engaging environment of digital social networks, where being clear, concise, and memorable gets the maximum interaction. The lesson to learn is that the advertisement quality should be matched with the strengths of the medium chosen for its delivery. Message quality has importance, but the impact would depend on the chosen medium. Broadcasting has maximum credibility-building strength, the printed medium has the highest clarity, freedom, and trust-building, while social media has the highest memory strengths in terms of comprehension.

5.2. Conclusion

This research examined how advertisement influences the buying behavior of business in relation to the influence of media channels on the relationship between advertisement characteristics and business buying intention for the product MG Prime Coat at Yonatan BT PLC. The research has both descriptive and explanatory objectives, as it intends to describe and explain in detail the inter-relationship between advertisement characteristics, business intent, and media channels. A quantitative approach was employed in this research in order to provide statistical evidence with the surrounding context while observing balance and rigor in the results.

Despite its findings, the importance of what ads are like to business influences buying decisions in their own way, as it not only influences buying decisions directly by persuasive and persuasive advertisements but also influences them indirectly by increasing the business intention to buy the product or service by persuasive advertisements with high persuasion capacity and the intention to buy serves as a bridge between seeing the ads and the actual buying action because the first and third objectives of the research aimed at determining the effect of advertising on the intention to buy and comprehending the significance of the intention to buy as the bridge between seeing the advertisement and the actual buying action by the business .The analysis also makes it clear that the media channels play an important moderating role in this relationship, and this reveals the second objective. The social media channels are found to be the most effective means of improving advertising efficacy because of their interactive and personalized characteristics, factors that influence the buying decisions of business. The traditional advertising channels like publications and broadcasting are not eliminated but play only a less important role in providing authenticity and vast reach. The conclusion that can be drawn is that advertising performance is highly dependent on the channels that are employed. The findings also satisfy the fourth objective, which states that the business buying intentions actually influence buying's. buying intentions play an important role as a bridge between the exposure of an advertisement and actual buying behavior. For an MG Prime Coat ,it is important to invest in the best possible advertisement that encourages high buying intentions, with the important messaging channel being social media platforms, but balanced with conventional media to ensure inclusivity.The implications of these findings/interpretations can be summarized as follows, present study contributes to both academic knowledge and managerial practice by emphasizing the complex interplay between ads quality, business buying intention, and media channels in shaping the buying behavior of its audience.

5.3. Recommendations

Social media must be the primary area to be focused in advertising. Social media, including Facebook, Instagram, and TikTok, was found to have a greater influence on the interaction between the brand and business, and hence advertisements must be centered on and around engaging messages. Social media allows brands to connect people, facilitate conversations, and provide personalized suggestions to influence and drive buying decisions.

Ad spending on the quality of the ad is also important. In fact, the findings reflect that business are highly influenced by the clarity, creativity, and relevance of ads. Since ads that persuade and are relevant to business trigger their interest and encourage buying behavior, the most high-quality content is required that can reach business and maintain their interest in the advertisement or message.

Print media and broadcast channels fold into the mix to complement what is happening on social media. Their role, though smaller, as a moderator of influence compared to online platforms, is very important in shaping brand identity to widen reach and create a positive, wide impact. Persuasive communication remains a key driver of business buying intention. Since intention falls between an advertisement's attributes and real purchasing behavior, MG Prime Coat ads need to highlight the product's benefits, reliability, and appeal if the goal is to translate ad exposure into actual buying that benefit Yonatan BT PLC.

5.4. Limitation and Future Suggestions

Limitations

Despite its significance, this research has some limitations. This research has been carried out in a single organizational setting (Yonatan BT PLC), and this could reduce its applicability for other products or other organizations from other industries. Some unique factors associated with MG Prime Coat and its business might not be representative of the entire market. The research utilized a cross-sectional study design that was able to capture the business perceptions and behaviors at a single point in time. This is a limitation in the sense that the study does not allow the researcher to monitor the development of business-buying intention and behavior with respect to changing advertising approaches or the consumption behavior of the various media.

Despite the fact that this research used quantitative research approach, self-report bias was still possible. This was the case since respondents generally tend to overreport or underreport their intentions to buying, hence the validity of the research findings being compromised. In this case, the research relied on the internal construct, such as the advert feature, without considering the other factors, such as culture, competitive advertisement, and the overall economy.

Future Suggestions

Future studies might look at not only one company, but at multiple companies or industries, and compare results. It would be interesting to see if other product categories follow this same trend as well. It may be helpful to delve deeper into how various forms of media interact together with these relationships as a moderating factor.

Some proposed studies could focus on the process of measuring the efficacy of the advert from the perspective of influencing the buying intentions of the target market. This can be done in the belief that the long-term impact of adverts and the use of the media can shed light on influencing the behavior of business . Some other proposed studies can include the influence of other variables like cultural and brand loyalty.

Future studies will lend greater insight into the variables involved with the concept of advertising. Some of the areas that show good promise for the future will involve the role that the internet has in influencing the concept of marketing, and the use of immersive and augmented reality platforms that have the potential of being the new channels for marketing.

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APPENDIX
APPENDIX I

QUESTIONNAIRE



ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS MASTER OF BUSINESS ADMINISTRATION

Dear Participant,

I am a post graduate student of Master of Business Administration at Addis Ababa University. Currently, I am undertaking research entitled **The Effect of advertisement on business buying behavior: Media channel as a moderator in the case of Mg Prime coat product.** You are one of the respondents selected to participate in this study. Please assist me in giving correct and complete information to present a representative finding on the subject. Your participation is entirely voluntary, and the questionnaire is completely anonymous. I confirm you that the information that you share with me will be kept confidential and only used for an academic purpose. Therefore, I kindly request you to answer the questions freely and openly to share your competence and knowledge with myself. I thank you very much for your willingness to spare some minutes from your precious time to participate in this study.

General Instructions

- No need for writing your name
- For Likert scale type statements, indicate your answers with a tick mark (✓) in the appropriate box.
- Please return to promptly, if you can.
- For any challenges, explanation and suggestion please do not hesitate to contact the researcher through the following addresses:

Contact  +251925411290
 abelberhanemeskell@gmail.com

Thank you again!

Section 1: Demographic profile

Please fill in the blanks, and put a tick mark (✓) to indicate your choice for these items that have alternative responses.

1. Sex:

a. Male

b. Female

2. Age:

a. 18-25 Years

d. 50-60 Years

b. 26-36 Years

e. Above 60 Years

c. 37-49 Years

3. Marital Status

a. Single

b. Married

c. Divorced

d. Widowed

4. Educational background:

a. Certificate and below

d. M.A. /M.Sc.

b. Diploma

e. PhD

c. B.A/ B.Sc

5. Income level

a. below 5000

b. 5000 to 7000

c. 7000 to 10,000

d. above 10,000

6. Do you rely on advertising to make buying?

a. Yes

b. No

c. Sometimes

Section 2: Media Channel

A. Printing media (Newspapers, Magazines and Brochures) advertising						
S/NO	Items	Strongly Disagree (01)	Disagree (02)	No opinion (03)	Agree (04)	Strongly Agree (5)
1.	Printing advertisement changes perception towards a Product					
2.	I doubt buying a Product because of printing advertisement					
3.	I buy Product because of printing advertisement					
4.	printing advertising makes people buying Product					
5.	printing advertising makes people to be loyal					
6.	printing advertising are unrealistic and exaggerated					
B. Broad casting media (Television & Radio) advertising						
S/NO	Items	Strongly Disagree (01)	Disagree (02)	No opinion (03)	Agree (04)	Strongly Agree (5)

1.	Broadcasting advertisement					
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	changes perception towards a Product					
2.	I doubt buying a Product because of Broadcasting advertisement					
3.	I buy Product because of Broadcasting advertisement					
4.	Broadcasting advertising makes People to buying a Product					
5.	Broadcasting advertising makes people to be loyal					
6.	Broadcasting advertising are unrealistic and exaggerated					

C. Social media (Facebook, Tiktok and Youtube) advertising

S/NO	Items	Strongly Disagree (01)	Disagree (02)	No opinion (03)	Agree (04)	Strongly Agree (5)
1.	Social media advertisement changes perception towards a Product					

2.	I doubt buying a Product because of Social media advertisement					
3.	I buy Product because of Social media advertisement					

4.	Social media advertising makes People to buying a Product					
5.	Social media advertising makes people to be loyal					
6.	Social media advertising are unrealistic and exaggerated					

Section 3: Advertisement characteristic

	me to decide to buying the product.					
2.	The advertisement message is simple to understand					
3.	The information in the advertisement help me to differentiate features and contents of the product					
4.	Since the ad is very clear, I can understand what the ad is all about					

C. Advertisement of MG Prime coat being memorable

S/NO	Items	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1.	The advertisement message is memorable as a result it influences me to decide to buy the product.					
2.	The ad always reminds me how to have better and healthy life style					
3.	Since the ads are strong, they stay in my mind for a long time					
4.	Mostly I discuss the ad message with my friends after viewing it					

D. Advertisement of MG Prime coat being creative

S/NO	Items	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1.	The advertisement message is creative as a result it influences me to decide to buy the product.					
2.	Creative advertisement is the only tool in increasing business buying appetite					
3.	Great advertising is the creative expression of understanding the market needs.					
4.	The ad includes new information and features.					

E. Advertisement of MG Prime coat being Credible

S/NO	Items	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1.	The advertisement message is honest as a result it influences me to decide to buy the product.					

2.	The ad accurately represents the product, highlighting its true features and benefits					
3.	Reliable ad does give a room for product and market comparison					

4.	Since ads are always realistic, I consider them as honest information source					
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Section 4 Business buying Intention

S/NO	Items	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1.	I support advertising because it plays an important part in my buying intention					
2.	I would definitely intend to buy the product because of the advertisement					
3.	I would obviously consider to buy the product because of the advertisement					
4.	I would definitely expect to buy the product because of the advertisement					
5.	I would absolutely plan to buy the product because of the advertisement					

- By which **mode** of advertisement are you gets attached?

a) Television Advertisement

d) Magazine advertisement

g) TikTok

advertisement

b) Radio Advertisement

e) Wall branding and banners

h) Facebook

advertisement

c) Newspaper Advertisement

f) In different bazaars and events

Section 5 Business buying Behavior

S/NO	Items	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1.	I am happy being the business of Mg Prime coat product at Yonatan Bt plc					
2.	The ads of Mg Prime coat product at Yonatan Bt plc played a key role on the buying of quality products.					
3.	I believe that higher-priced products are usually of better quality as Mg Prime coat product at Yonatan Bt plc.					
4.	I often made impulse buyings when I see an appealing advertisement at Mg Prime coat product at Yonatan Bt plc.					
5.	I considered the price to be a crucial factor in my buying decisions at Mg Prime coat product at Yonatan Bt plc.					
6	I prefer to buy brands that I have buyingd before at Mg Prime coat product at Yonatan Bt plc.					

7	I want to build a long-term relationship with Mg Prime coat product at Yonatan Bt plc					
8	I would recommend Mg Prime coat product at Yonatan Bt plc					

Is there any suggestions which you want to add?

Thank you for your time!

APPENDIX II

Data Analysis Result Detail

Table 10: Path Coefficients and Significance Levels

Path Coefficients and Significance Levels	Coefficients	T statistics (O/STDEV)	P values
BROADMED -> CBI	0.713	12.323	0.000
BROADMED x CREATIVE -> CBI	0.015	0.353	0.724
BROADMED x CREDIBLE -> CBI	0.106	2.821	0.005
BROADMED x IMPRES -> CBI	0.004	0.146	0.884
BROADMED x MEMOR -> CBI	0.018	0.457	0.648
BROADMED x UNDERSTA -> CBI	0.005	0.112	0.911
CBI -> CBB	0.176	5.636	0.000
CREATIVE -> CBB	0.162	9.296	0.000
CREATIVE -> CBI	0.098	4.905	0.000
CREDIBLE -> CBB	0.194	11.703	0.000
CREDIBLE -> CBI	0.084	4.887	0.000
IMPRES -> CBB	0.243	16.126	0.000
IMPRES -> CBI	0.309	6.189	0.000
MEMOR -> CBB	0.178	11.055	0.000
MEMOR -> CBI	0.037	1.507	0.132
PRINMDEIA -> CBI	0.226	13.116	0.000
PRINMDEIA x CREATIVE -> CBI	0.028	0.763	0.445
PRINMDEIA x CREDIBLE -> CBI	0.089	2.557	0.011
PRINMDEIA x IMPRES -> CBI	0.013	0.579	0.563
PRINMDEIA x MEMOR -> CBI	0.051	1.416	0.157
PRINMDEIA x UNDERSTA -> CBI	0.167	3.720	0.036
SOCIALMED -> CBI	0.272	4.734	0.000
SOCIALMED x CREATIVE -> CBI	0.042	1.099	0.272
SOCIALMED x CREDIBLE -> CBI	0.046	1.280	0.201
SOCIALMED x IMPRES -> CBI	0.045	0.876	0.381
SOCIALMED x MEMOR -> CBI	0.079	2.174	0.030
SOCIALMED x UNDERSTA -> CBI	0.170	3.959	0.030
UNDERSTA -> CBB	0.157	6.500	0.000
UNDERSTA -> CBI	0.119	3.694	0.000

Total Indirect Effect

Table 11: Total Indirect Effect

Total Indirect Effect	Coefficients	P values
BROADMED -> CBB	0.125	0.000
BROADMED x CREATIVE -> CBB	0.003	0.730
BROADMED x CREDIBLE -> CBB	0.019	0.012
BROADMED x IMPRES -> CBB	0.001	0.884
BROADMED x MEMOR -> CBB	0.003	0.652
BROADMED x UNDERSTA -> CBB	0.001	0.913
CREATIVE -> CBB	0.017	0.001
CREDIBLE -> CBB	0.015	0.000
IMPRES -> CBB	0.054	0.000
MEMOR -> CBB	0.007	0.153
PRINMDEIA -> CBB	0.040	0.000
PRINMDEIA x CREATIVE -> CBB	0.005	0.469
PRINMDEIA x CREDIBLE -> CBB	0.016	0.016
PRINMDEIA x IMPRES -> CBB	0.002	0.572
PRINMDEIA x MEMOR -> CBB	0.009	0.180
PRINMDEIA x UNDERSTA -> CBB	0.112	0.016
SOCIALMED -> CBB	0.048	0.001
SOCIALMED x CREATIVE -> CBB	0.007	0.290
SOCIALMED x CREDIBLE -> CBB	0.008	0.226
SOCIALMED x IMPRES -> CBB	0.008	0.387
SOCIALMED x MEMOR -> CBB	0.014	0.050
SOCIALMED x UNDERSTA -> CBB	0.112	0.040
UNDERSTA -> CBB	0.021	0.001

Specific Indirect Effect

Table 12: Specific indirect effects

Specific Indirect Effect	Coefficients	P values
CREATIVE -> CBI -> CBB	0.017	0.001
CREDIBLE -> CBI -> CBB	0.015	0.000
IMPRES -> CBI -> CBB	0.054	0.000
MEMOR -> CBI -> CBB	0.007	0.153
PRINMDEIA -> CBI -> CBB	0.040	0.000
SOCIALMED -> CBI -> CBB	0.048	0.001
UNDERSTA -> CBI -> CBB	0.021	0.001
PRINMDEIA x IMPRES -> CBI -> CBB	0.002	0.572
PRINMDEIA x UNDERSTA -> CBI -> CBB	0.112	0.016
PRINMDEIA x MEMOR -> CBI -> CBB	0.009	0.180
PRINMDEIA x CREATIVE -> CBI -> CBB	0.005	0.469
PRINMDEIA x CREDIBLE -> CBI -> CBB	0.016	0.016
SOCIALMED x IMPRES -> CBI -> CBB	0.008	0.387
SOCIALMED x UNDERSTA -> CBI -> CBB	0.112	0.040
SOCIALMED x MEMOR -> CBI -> CBB	0.014	0.050
SOCIALMED x CREATIVE -> CBI -> CBB	0.007	0.290
SOCIALMED x CREDIBLE -> CBI -> CBB	0.008	0.226
BROADMED x IMPRES -> CBI -> CBB	0.001	0.884
BROADMED x UNDERSTA -> CBI -> CBB	0.001	0.913
BROADMED x MEMOR -> CBI -> CBB	0.003	0.652
BROADMED x CREATIVE -> CBI -> CBB	0.003	0.730
BROADMED x CREDIBLE -> CBI -> CBB	0.019	0.012
BROADMED -> CBI -> CBB	0.125	0.000

Total Effect

Table 13: Total Effect

Total Effect	Coefficients	T statistics (O/STDEV)	P values
BROADMED -> CBB	0.125	5.167	0.000
BROADMED -> CBI	0.713	12.323	0.000
BROADMED x CREATIVE -> CBB	0.003	0.345	0.730
BROADMED x CREATIVE -> CBI	0.015	0.353	0.724
BROADMED x CREDIBLE -> CBB	0.019	2.514	0.012
BROADMED x CREDIBLE -> CBI	0.106	2.821	0.005
BROADMED x IMPRES -> CBB	0.001	0.146	0.884
BROADMED x IMPRES -> CBI	0.004	0.146	0.884
BROADMED x MEMOR -> CBB	0.003	0.450	0.652
BROADMED x MEMOR -> CBI	0.018	0.457	0.648
BROADMED x UNDERSTA -> CBB	0.001	0.109	0.913
BROADMED x UNDERSTA -> CBI	0.005	0.112	0.911
CBI -> CBB	0.176	5.636	0.000
CREATIVE -> CBB	0.144	8.256	0.000
CREATIVE -> CBI	0.098	4.905	0.000
CREDIBLE -> CBB	0.209	12.978	0.000
CREDIBLE -> CBI	0.084	4.887	0.000
IMPRES -> CBB	0.189	7.504	0.000
IMPRES -> CBI	0.309	6.189	0.000
MEMOR -> CBB	0.184	10.339	0.000
MEMOR -> CBI	0.037	1.507	0.132
PRINMDEIA -> CBB	0.040	5.229	0.000
PRINMDEIA -> CBI	0.226	13.116	0.000
PRINMDEIA x CREATIVE -> CBB	0.005	0.725	0.469
PRINMDEIA x CREATIVE -> CBI	0.028	0.763	0.445
PRINMDEIA x CREDIBLE -> CBB	0.016	2.406	0.016
PRINMDEIA x CREDIBLE -> CBI	0.089	2.557	0.011
PRINMDEIA x IMPRES -> CBB	0.002	0.565	0.572
PRINMDEIA x IMPRES -> CBI	0.013	0.579	0.563
PRINMDEIA x MEMOR -> CBB	0.009	1.342	0.180
PRINMDEIA x MEMOR -> CBI	0.051	1.416	0.157
PRINMDEIA x UNDERSTA -> CBB	0.112	3.570	0.016
PRINMDEIA x UNDERSTA -> CBI	0.167	3.720	0.036
SOCIALMED -> CBB	0.048	3.359	0.001
SOCIALMED -> CBI	0.272	4.734	0.000
SOCIALMED x CREATIVE -> CBB	0.007	1.058	0.290
SOCIALMED x CREATIVE -> CBI	0.042	1.099	0.272

SOCIALMED x CREDIBLE -> CBB	0.008	1.210	0.226
SOCIALMED x CREDIBLE -> CBI	0.046	1.280	0.201
SOCIALMED x IMPRES -> CBB	0.008	0.865	0.387
SOCIALMED x IMPRES -> CBI	0.045	0.876	0.381
SOCIALMED x MEMOR -> CBB	0.014	1.964	0.050
SOCIALMED x MEMOR -> CBI	0.079	2.174	0.030
SOCIALMED x UNDERSTA -> CBB	0.112	3.814	0.040
SOCIALMED x UNDERSTA -> CBI	0.170	3.959	0.030
UNDERSTA -> CBB	0.178	7.665	0.000
UNDERSTA -> CBI	0.119	3.694	0.000