

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**ETV COMMERCIALS IN LIGHT OF PUBLIC
PERCEPTION AND PRINCIPLES OF
ADVERTISING**

BY
Mulu Temere



**A THESIS SUBMITTED TO THE SCHOOL OF
GRADUATE STUDIES OF ADDIS ABABA
UNIVERSITY IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN SOCIAL PSYCHOLOGY**

July 2009

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**ETV COMMERCIALS IN LIGHT OF PUBLIC
PERCEPTION AND PRINCIPLES OF ADVERTISING**

BY
Mulu Temere

Approved by Board of Examiners

Name

Telma Furdie

Signature

[Signature]

Chairperson, Department Graduate Committee

HABEMU WONDIMU (Prof.)

[Signature]

Advisor

Nuryahan B. Hussein (Ph.D.)

[Signature]

Examiner (Internal)



ACKNOWLEDGMENTS

I am most grateful to all those who generously gave their time, energy, knowledge in helping me while undertaking this research. With out the contribution of these people this study could not have come to the completion. First, I would like to express my greatest gratitude to Professor Habtamu Wondimu, thesis advisor, for his effort in providing me relevant advice, critical and constructive comments throughout the course of my thesis work.

My greatest appreciation is also extended to Ato Abebaw Minaye and Ato Tamirie Andualem, instructors at the Department of Psychology for their assistance and supportive ideas; to Eshetu Birara and Henok Desso, my research assistants, for their valuable help in data gathering.

I am also grateful to Missaye Mulatie, Rosa, and Yigzaw, AAU postgraduate students, for watching and coding the video-recorded advertisements. Furthermore, my thanks go to my comrade, Getachew Redai and my classmate, Birhanu Weldie for going through my draft manuscript and giving me constructive comments, suggestions and corrections. Last, but not least my special thanks goes to AAU, for the financial support and to all participants of this research for spending their valuable time in filling the questionnaires.

Table of Contents

Contents	Pages
Acknowledgements-----	I
Table of contents-----	II
List of Tables-----	III
Abbreviations and Acronyms-----	IV
Abstract-----	VI

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study-----	1
1.2 Statement of the Problem-----	4
1.3 Objectives of the Study-----	7
1.4 Operational Definitions-----	8
1.5 Scope of the Study-----	9
1.6 Significance of the Study-----	9
1.7 Limitation of the Study-----	10
1.8 Organization of the Study-----	10

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 The Concept and Historical Development of Advertising--	11
2.1.1 The Concept of Advertising-----	11
2.1.2 Historical Development of Advertising-----	16
2.2 Qualities and Principles of Effective Advertising-----	19
2.2.1 Qualities of Effective Advertisements-----	19
2.2.2 Principles of Effective Advertisements-----	21
2.2.3 Qualities and Principles of Effective Television advertising-----	26
2.3 Public Perception as a Measure of Advertising	
Effectiveness-----	27

CHAPTER THREE

METHODS

3.1 Design-----29
3.2 Population-----28
3.3 Sampling Technique-----30
3.4 Data Gathering Tools-----30
3.5 Pilot Study-----31
3.6 Data Gathering Procedures-----32
3.7 Method of Data Analysis-----32

CHAPTER FOUR

RESULTS-----35

CHAPTER FIVE

DISCUSSION-----47

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS----- 55

REFERENCES

Appendices

Appendix I: Relevant Professionals' Questionnaire

Appendix II: Viewers' Questionnaire

Appendix III: Coding Sheet for Evaluating ETV
Commercials

LIST OF TABLES

	Page
Table 1. Demographic Characteristics of Participants -----	35
Table 2. One sample t-test Result for Relevant Professionals' Evaluation of ETV commercials' attractiveness -----	37
Table 3. One sample t-test result for Relevant Professionals' Evaluation of ETV Commercials' informative ness-----	38
Table 4. One sample t-test result for Relevant Professionals' Evaluation of ETV Commercials' simplicity-----	39
Table 5. One sample t-test Result for Relevant Professionals' Evaluation of ETV Commercials' Relevance-----	39
Table 6. One sample t-test Result for relevant Professionals' Evaluation of ETV Commercials' persuasiveness-----	40
Table 7. One sample t-test result for Viewers' Perception of ETV Commercials' Informative ness-----	41
Table 8. One sample t-test Result for Viewers' Perception of ETV Commercials' Relevance-----	42
Table 9. One sample t-test Result for Viewers' Perception of ETV Commercials' Trustworthiness-----	42
Table 10. One sample t-test Result for Viewers' Perception of ETV Commercials' Simplicity-----	43

Table 11. One sample t-test result for viewers' Perception of ETV Commercials' Likeability-----	44
Table 12. One sample t-test result for viewers' Perception of ETV Commercials' Stimulating ability-----	44
Table 13. Most Commonly Committed Advertising Blunders-----	45

Abbreviations and Acronyms:

AAU-Addis Ababa University

Ad(s) - Advertisement(s)

ETV- Ethiopian Television

TV - Television

ABSTRACT

This research attempted to examine the quality of ETV commercials in light of public perception and principles of advertising. To this end, data were collected through video recording of commercials and questionnaires. That is, 100 viewers and 40 relevant professionals were selected through convenience and purposive sampling respectively; to fill out questionnaires, containing questions regarding their overall perception on ETV commercials and the commercials' attractiveness, relevance, informativeness and believability. Besides, 80 advertisements that have been aired during the last six months, through ETV, have been video-recorded. Out of these 30 have been selected randomly, and were content analyzed against the principles of advertising. Three judges have been involved in evaluating the content of the commercials and it was found that the overall public attitude towards ETV commercials is not only unfavorable, but they are also perceived by the public as not informative, relevant, persuasive, attractive and likeable. Besides, content analyses of the commercials have revealed that most ETV commercials make silly, exaggerated, unbelievable claims, and they are similar to one another. Furthermore, too many of ETV commercials do not deliver competitive consumer benefit, do not present facts and evidences which support their claims. Instead, many commercials present things, which do not have any thing to do with the benefits of the advertised product or service. Therefore, it was concluded that most ETV commercials are not effective in getting a favorable perception from the public. Moreover, most ETV commercials have serious quality problems. And hence, to improve the quality and public acceptance of ETV commercials, sticking to the facts, relating the advertised product to the personal needs of consumers, involving new individuals, and introducing fresh ways of presentation, reducing the number, length and redundancy of commercials transmitted at a time and conducting further comprehensive research in the area were recommended.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The business of changing attitudes is definitely a big deal in our day-to-day activities. If we switch on our TV or radio or flip through the pages of any magazines, we will be flooded by attempts to alter our opinions. Commercials urge us to buy various products, political candidates plead for our vote, and public organizations will caution us against smoking, drinking, speeding or over eating. In short, we encounter attempts to change our attitudes at every turn (Baron and Byrne, 1985).

Efforts at altering attitudes take many forms of persuasive communication. However, not all persuasive appeals are equally effective. For instance, some advertisements greatly increase the sales of specific products; others totally fail in this regard." Efforts to persuade are sometimes diabolical, some times salutary; sometimes effective sometimes futile (Myers, 1983). However, what is advertising? What does an advertising do? When did it begin? What determines its effectiveness? What benefits does it have? And whom does it benefit?

Advertising is any form of communication, which is intended to motivate a potential buyer and promote the sale of a product or a service to influence public opinion, to win political support, to sell an idea or cause, or to get the public to act or think in a particular manner desired by the advertiser (Pattis, 1984). It is any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Belch and Belch, 1990).

Advertising has many roles: It is designed to dispose a person to buy a product, to change mind, or even to advocate less consuming ("demarcating"). It may be used to help elect a candidate, raise money for charity, support a cause, or publicize union of management position during a strike ("advertorials"). Most of advertising however, is for the marketing of goods and services (Russell and Lane, 1993).

Furthermore, advertising has an important role in democratic societies by generating most of the operating revenue for newspapers, magazines, and TV and radio broadcast. Without advertising, many media on which we rely up on for information, entertainment, and the exchange of ideas on public issues would not exist, as we know them (Wright *et al.*, 1982).

The amount of money devoted to communication and advertising in worldwide is staggering. Today more than 400 billion dollars a year is spent on advertising worldwide (Berger, 2005). Though the researcher could not get a figure about how much money is being spent for advertising in Ethiopia, all most all countries in the world spent a large amount of money for advertising. In the United States for instance, advertising companies through the mass media cost over \$ 200 billion per year (US Census Bureau, 2002). This is over \$ 700 for every person in the country, spent to persuade them to change attitudes and actions (ibid). This is far more than three times the total per capital income of our country (Ethiopia), which is only: US \$220 (World Bank, 2007).

To reach people for whom an advertisement was designed, an advertiser can use many forms of communication or media. TV is one of the most popular and the common form of medium, through which advertisers communicate the public about their products and services. It is the number one medium for advertisers (Samson, 1967). It

will also continue to be the dominant media in the 21st century (Kenntoft and Neglen, 2007).

Nowadays the advertising environment in general and TV advertisement in particular is booming both in variety and in volume in Ethiopia (Yonathan, 2008). Despite their increment in volume and variety, there are evidences, which indicate that their quality is crying for honesty and exploration. For instance, Abel (2005), while studying audience satisfaction of ETV Amharic programs, has found that, from eighteen ETV programs, ETV advertisings were the second dissatisfying program next to local news programs. Besides, criticisms and condemnations of quality of ETV commercials by relevant professionals and viewers are repeatedly heard, even through the media (ETV) itself.

Regardless of the repeated and usual viewers' complaints, relevant professionals' criticism, to the researcher's observation and knowledge, no improvement is being seen on ETV advertisements. Besides, no comprehensive research was conducted on the area. As one of the regular viewers of ETV and a student of social psychology, the researcher used to observe the advertisements critically and he used to share much of the public (viewers') concerns, criticisms and complaints on ETV advertisements. These concerns initiated him to conduct this study. Thus, the most important issues that this study addressed included investigation of the effectiveness of ETV commercials in light of public perception and principles of advertising. Finally, suggestions, to improve the quality of ETV commercials, were made.

1.2 Statement of the Problem

Advertising is not a means of hypnotizing people to a state of purchase (Weir, 1963). A good advertising is however, a service that aims to help the people buy intelligently (Heppner, 1956). Advertising is essentially communication – not a magic incantation. Consequently, the more credible it is, the more likely to gain cooperation from the person it is directed to (Weir, 1963).

There is no denying that people are influenced, strongly, by words. It is the realization of this that leads so many in advertising to inflate the words used, to step up their power" beyond the that which the true situation warrants. They forget that the mind eventually reacts to words as the body reacts to drugs: it builds resistance. In other words, Words can for a while blind the mind to certain defects or shortcomings lying in wait in the product. However, eventually, these are met and experienced –the product cannot be bought and used without this happening. No matter how much we increase the verbal dosage. We cannot escape the final facing up to fact (Weir, 1963).

If an advertiser cause consumers to buy his client's product because the claims he make for it –and, once they buy it, they find the product does not live up those claims – obviously, they will not buy it a second time. They will turn to another product. It is a scientific not a moral fact that a lack in the product cannot possibly be compensated for a lie in the advertising (Weir, 1963). The real problem with deception is that it destroys the advertising business. When advertising fails to build a sound and continuing acceptance of the products and services it proclaims, it can only harm the business it claims to help, it can only risk the security of all who depend on the business for employment (ibid).

The best way to make an effective advertising is therefore, to stick to the facts, to relate this to the individual wants and needs, to be interesting, to be even entertaining but in all we do, to prepare the viewer or the reader for the ultimate experiences he/she will have the product (Weir, 1963). Trying to achieve good advertising, any other way is placing our trust in magic (ibid). Most of the situations and claims in ETV advertisements are however, dishonest and unbelievable. That they are too much exaggerated, false, silly and misleading (Kedemait, 2006).

To be effective, advertising should also look fresh and new (Arens and Bovee, 1989). Insisting on the uncommon, the unusual, and the unexpected is one of the seven heavenly virtues that advertisers should strive for; otherwise, the viewer or the reader will insist on shutting him/her out (Schultz and Tannenbaum, 1988). However, most of ETV commercials seem similar to one another and seem dominated by few faces, voices and styles of presentations. Furthermore, a considerable number of advertising companies use the same person to advertise two similar products (Kedemait, 2006). If a person advertises about the qualities and benefits of using "harar beer" and the same person advertises the qualities and benefits of "bedele beer" which one of these advertisements is supposed to be believed by the viewer?

To be effective advertising should also inform the public about the benefits of the advertised product. If there is no benefit, advertising, no matter how creative, cannot be successful (ibid). If an ad does not answer the viewer's implicit question – what is in it for me? - it is unlikely to attract any real interest (Lane et al., 2008). Any advertisement must therefore, inform the reader or the viewer and seek to help him to raise the standard of his living (Walker, 1956). Most ETV commercials however, seem busy in presenting messages that have nothing to do with the benefit that consumer can get

from the advertised product or service. Such as history of a company, its commitments, its size etc

Researchers in the area of advertising have indicated that effective advertising is always relevant, whereby prospects can easily relate the advertising to their experience and to the role of the product in their lives (Lane et al, . 2008). Everything in an ad should be functional, should work together to persuade the reader/viewer that the product is worthwhile (Schultz and Tannenbaum, 1988). Most ETV commercials are however, full of irrelevant things, which say little or nothing about the advertised object. This current researcher usually wonders with what the relation between the advertised object and the things shown is.

The perception of the people towards the advertisement is more important than any thing else in determining its effectiveness. The more positive the audiences feeling about the advertising in general, the more attention they pay to the advertising; and the more they are persuaded by it (Mehata & Purvis, 1995). It makes no difference how good the advertising is; if it does not get a favorable response from the proper people (Pattis, 1984). However, the perception of the public towards ETV commercials seems unfavorable.

Besides, there are also some research findings, which indicate that the quality of ETV commercials is crying for exploration and honesty. For instance, Abel (2005), while studying audience satisfaction of ETV Amharic programs, has found that, from eighteen ETV programs, ETV advertisings were the second dissatisfying program next to local news programs.

This research was therefore, intended to answer the following basic research questions.

1. How do viewers perceive ETV Advertisements? (To what extent do viewers consider ETV commercials informative, relevant, trustworthy, simple, likeable and motivating?)
2. How do relevant professionals evaluate the quality of ETV commercials? (their attractiveness, informativeness, simplicity, relevance, and Persuasiveness)
3. What blunders of advertising are commonly committed in ETV commercials?

1.3 Objectives of the Study

The major objectives of this study are to determine the overall public attitude and perception towards ETV commercials and to examine the effectiveness of ETV commercials in light of public perception and principles of advertising.

1.3.1 Specific Objectives

1. To determine the overall viewers attitudes towards ETV commercials and their perceptions of ETV commercials', informativeness, relevance, likeability, simplicity, trustworthiness and stimulating ability.
2. To examine how relevant professionals evaluate ETV commercials quality (their attractiveness, informativeness, persuasiveness, relevance, and simplicity).
3. To point out the major blunders, referred by Schultz and Tannenbaum (1988) as deadly sins of advertising , committed in ETV commercials and suggest steps to improve them.

1.4 Operational Definitions

ETV Commercials: - the concept ETV commercials in this study refers to consumer advertisements that are transmitted through Ethiopian Television

Principles of Advertising: - refers to the guidelines or the virtues, which advertisers should strive for and blunder that they should avoid, to make an advertisement effective.

Public: - the word public in this study refers viewers as well as the relevant professionals

Public Perception: - this study the concept public perception refers to the favorable or unfavorable evaluation of the public towards ETV advertisements

Relevant professionals: - in this study the concept relevant professionals refers to individuals who are trained in either of the following three fields: Psychology, Journalism or marketing management

Viewers: - in this study, the concept of 'viewers' refers to people who often watch ETV advertisements (excluding professionals from the fields of journalism, marketing management, and psychology)

1.5 Scope of the Study

Although there are many persuasion programs in general, advertisements in particular, this study is confined to ETV commercials. Television was selected as a medium because most of the ads undertaken in this country are broadcasted through ETV. Out of the various ETV advertisements, the study is confined to the ETV Amharic commercials. Even from the Amharic ETV commercial advertisement programs, only 30 commercials have been randomly selected and content analyzed in light of the principles of advertising. Besides, to determine public perception towards ETV commercials, a sample of 100 viewers and 40 relevant professionals were taken only from the capital city of the country.

1.6 Significance of the Study

This research is expected to benefit advertisers, advertising agencies and the public at large. Advertisers and advertising agencies could benefit from the output of the study to determine the public perception and attitude towards ETV commercials. By understanding the perception of the public towards ETV commercials, the advertisers and advertising agencies can better strategize their advertising design. In addition to this, they could also be able to identify the major blunders that they commit in their advertisements. The public could also get genuine information about the goods and services that can be freely chosen to suit their desires and needs. Furthermore, the findings will further provide information new researchers who will plan to conduct similar research on advertisements in ETV advertisements.

1.7 Limitations of the Study

Given the limitation of time and resources, the researcher had to limit his sampling size. The population (audience and relevant professionals) of the study is limited to Addis Ababa due to the specified shortage of resources. Data that was collected through video recording of ETV commercials was also collected only during a period of six months on evening Amharic program and Sunday entertainment programs. The study would have been broader if more samples from other parts of the country and other related professionals were included. The results could have been much more generalize able had there been adequate time and resource available. This study is also restricted to ETV commercials, which limited the study's generalize ability about advertisements in Ethiopia.

1.8 Organization of the Report

This research report is organized in six chapters. The first chapter deals with the introduction of the study. The second chapter contains the review of related literature. The third chapter focuses on the methods, procedures and techniques employed in the study. The fourth chapter embraces the results of the study. The fifth chapter deals with the discussion of the findings. Finally, the last chapter deals with the summary, conclusions and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 The Concept and Historical Development of Advertising

2.1.1 The Concept of Advertising

2.1.1.1 Definition of advertising

There have been many definitions of advertising. For instance, Root (1994) has defined advertisement as any paid form of non-personal communication by an identified sponsor to promote a product or company. It is the dissemination of information concerning an idea, service, or products to compel action in accordance with the intent of the advertiser (Sandage, 1953). It is a communication process between the market place and individuals within the society (ibid). Advertising is a fast method of communicating with many people at the same time (Wilmshurst, 1985).

Furthermore, advertising is defined as the non-personal communication of information usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Arens and Bovee, 1989). And this is the researcher's favorite definition. Several aspects of this definition is worth elaborating. First, the non-personal component of the definition indicate that it is not face to face communication and hence, there is generally no opportunity for immediate feedback from the message recipient (except the in direct response advertising). Therefore, before the message is sent, the advertiser must attempt to understand how the audience will interpret and respond to the message.

The paid aspect of this definition reflects sponsors pay for the fact that the space or time for advertising message generally is bought or most advertising. For example,

Harar beer and coca-cola pay money to the media to carry the advertisements we see, hear and read.

The persuasive aspect indicates that companies usually sponsor advertising in order to convince people that their products will benefit them. Most advertising is intended to be persuasive-to win converts to a product, service or idea. Some advertisements, though, such as legal announcements, are intended merely to inform, not to persuade. In addition to promoting tangible products such as soap and soft drinks, advertising is also used extensively to help sell the services of bankers, and beauticians. And increasingly, advertising is being used to sell a wide variety of ideas-political, religious, economic, and social.

For a message to be considered an advertisement, the sponsor must be identified. Naturally, the sponsor usually wants to be to be identified-or else why advertise.

The media component of the definition indicates that advertising reaches us through various media. In addition to the traditional mass media-radio, television, newspapers, and magazines -advertising makes use of other means such as direct mail, shopping carts, blimps and videocassettes.

Briefly, an advertisement is a form of communication that typically attempts to persuade potential costumers to purchase or to prefer more of a particular brand of a product or service.

2.1.1.2 The Power and Benefits of Advertising

Advertising has the power to persuade, the power to influence the mind and shape destiny. It has the power to change markets and improve profit margins. It has short-

term power (conveying new information, building awareness, enhancing credibility, etc.) and long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.) (Thomas, 2007).

Concerning the benefits that advertising provides, the American Association of Advertising Agency has recognized that advertising bears a dual responsibility: - one is to the advertiser; the other is to the public. To the advertiser, it is a primary way of persuading people to buy his products or services. To the public, it is a primary way of knowing about the goods and services which can be freely chosen to suit the desires and needs of the individual (Pattis, 1984). It educates and informs the public in a persuasive manner about products, services, institutions, and ideas to effect changes in beliefs, attitudes, and behaviors among individuals (Sandage, cited in Kazatheva, 1997).

In main, advertisement has an important role in democratic societies by generating most of the operating revenue for newspapers, magazines, TV and radio broadcast Without advertising many media on which we rely up on for information, entertainment, and the exchange of ideas on public issues would not exist as we know them (Wright et al., 1982 cited in Yonatan, 2008). Similarly, Pattis, (1984) has indicated that without advertising most of the communications we take for granted would be very expensive or non-existent.

2.1.1.3 Objectives of Advertising

Most people believe that advertising is the same as marketing (the activity of selling a company's products and services) and public relations (the activity of selling a companies image and do no not see it as a communication tool. However, some like

Zeigler and Howard (1984) make a clear distinction between the marketing and the communication roles of advertising. According to him, the objective of the entire marketing process is to sell; advertising's job is to communicate --to a defined audience --information and a frame of mind, which is conducive to the buying action.

As advertising is the "persuasive media communications" aspect of the whole marketing program, advertising objectives are communications oriented. That is, they should take into account (1) the consumer who will be in on the receiving end of the communications, (2) the kind of behavioral result the communications are supposed to achieve, and (3) how the results will be measured, preferably within a specified period. This result should be measured in a communications context (Gilson and Berkman, 1980).

Advertising has a specific communication task to be accomplished with a specific target audience during a specific period. According to Kolter and Armstrong (2004), advertising objectives can be classified by primary purpose-whether the aim is to inform, persuade, or remind.

Informative advertising is used heavily when introducing a new product category. The company's objective is to build primary demand.

Persuasive advertising becomes more important as competition increases. Here, the company's objective is to build selective demand.

Some persuasive advertising have become comparative advertising in which a company directly or indirectly compares its brand with one or more brands. Comparative advertising has been used for products ranging from soft drinks computers to batteries, pain relievers, and rentals, and credit cards.

Reminder advertising is important for mature products; it keeps consumers thinking about the products. Extensive coca-cola television advertisements, primarily reminds about coca-cola rather than informing or persuading them.

2.1.1.4 Classifications of Advertisement

There are many different types of advertising. It may be classified by target audience (e.g., consumer, industrial), by geography (e.g, local, international), by medium (e.g., radio, television), or by its function or purpose (e.g., product advertising, noncommercial advertising, and direct-action advertising) (Areas and Bovee, 1989).

As stated in the above, target audiences can be either consumers or businesses. Most ads in the media are consumer advertisements. Business advertising is aimed at persons, businesses that buy or influence the purchase of industrial products used in the production of other goods, that become part of other products or that are used to conduct business, or it can also be aimed at marketing intermediaries to get their attention (Belch and Belch, 1990). It can also be aimed of professionals such as teachers, accountants, doctors, etc with the objectives of convincing them to buy and use the products to their clients in their work, recommending the products to their clients, and persuading them to use the products personally.

There is local, regional, national, or international advertising based on geography. Advertising can be grouped on the bases of the medium used to convey the message (e.g., TV, radio, or newspaper and magazines). An advertisement medium is any paid means used to present to target audience. Advertising can have different purposes to the sponsor. Some ads are to create profits for the advertisements. Some ads try to urge the target audience to action, others to create awareness.

Product advertising promotes goods and services. Non-product advertising sells ideas. While commercial advertising seeks profits, non-commercial advertising seeks additional donations, volunteer support, or a change in consumer behavior; some ads are aimed at bringing instant action on the part of the viewer or the reader while others have a long-term goal. The objective of awareness advertising is to create interest in and image for, a product and to influence viewers or readers to select a specific brand. Large companies try to address wider areas using retail advertising. Primary demand advertising tries to stimulate demand for the general public class. Selective demand advertising focuses on creating demand for a specific company's brands.

2.1.2 Brief Overview of the Historical Development of Advertising

2.1.2.1 Historical development of advertising in the world

Regarding the historical development of advertising, many people seem to think that advertising is a relatively new business, something that has only recently become a force in the economy. Nothing could be further from reality. Advertising in one form or another is as old as history (Pattis, 1984). The urge to advertise seems to be part of human nature, evidenced since ancient times. Perhaps the earliest known evidence of advertising is a Babylonian clay tablet dating to 3000 BC, which bears inscriptions for an ointment dealer, a scribe and a shoemaker (Lane *et al.*, 2008).

Concerning the historical development of advertising in general and the development of TV advertising in particular, Josephine (2004) said that while television commercials are less than a century old, the persuasion techniques date back to 3000 B.C. Advertising began early times when most people could not read and write. Moreover, the post-world II era has been marked by the growth of television advertising, intense

marketing competition, and increased attempts to differentiate products through positioning strategies and other techniques (Arens and Bovee, 1989).

Similarly, Mesifin (2004) has indicated that from the earliest days of the medium, television has been used as a vehicle for advertising in some countries. Since their inception in the late 1940s, television commercials have become by far the most effective, most pervasive, and most popular method of selling products and services of all sorts.

2.1.2.2 Historical Development of Advertising in Ethiopia

In ancient times, traders in Ethiopia used to advertise their products by cutting stones in symbols or drawings. There were also public criers –those who advertised their products by shouting their information walking up and down streets (Muna, 1996). Advertising in Ethiopia showed further development with the establishment of the Ethiopian printing press.

It was some hundred years ago, during Minilik's reign that the first press advertising appeared in the first Ethiopian newspaper, 'Aimro,' which advertised washing soap on August 2, 1914 publication. Following this beginning, there appeared in Addis Zemen, an Amharic newspaper, at the end of 1950s and beginning of the 1960s.

The increasing need for different items for local people and for foreigners during the Italian occupation raised competition, which led into development in the advertising sector. After the occupation, the same trend continued well into the 1950s and 1960s and early 1970s. Advertisements such as "wonji sugar, strengthens like an elephant, " and Philips with Wubshet Werkalemaw started to transmit commercials at that time. The National Lottery had started to use public criers at market places, and continued

commercial advertising after the 1974 Ethiopian Revolution. Only few advertising agencies existed before the revolution. Agencies such as Anbessa, which is one of the first advertising agencies, which Ato Wubshet, the advertising pioneer, opened up (Josef, 2005 cited in Kenaw, 2006).

Ato Wubshet, who has contributed to the development of advertising in Ethiopia, used to work first for the National Lottery. He used to prepare copies of advertising for newspapers, magazines or posters, and read them for radio and television as well (ibid).

Television broadcasting was inaugurated in Ethiopia on November 2, 1964, when Emperor Haileselesie II appeared on the nation's first television broadcast on the 33rd anniversary of his coronation (MOI, 1966 cited in Zewge, 2007). In 1969, E.C the Advertising and Distribution Agency was founded under the then Ministry of Information and Tourism. Its purpose was "to promote the advertising industry and to promote trade " in the country. However, after two years without doing much, the agency was contracted to Ethio-marketing, a private enterprise (ibid).

After the emperor, the Dergue Military regime nationalized most companies and all the advertising agencies and almost all commercial advertisements, except public announcements, vanished from the media scene. Following market opportunities –the mass importation of consumer goods, and liberalization and deregulation after the fall of the Dergue regime, the advertising sector in Ethiopia has begun flourishing. The advertising environment is booming both in variety and in volume nowadays. Therefore, it is common to see advertisements on television, radio and on the internet. Billboards and posters are also becoming quite common as a medium for advertisements (Yonathan, 2008).

In spite of these progresses, some research findings have indicated that their quality is crying for exploration and honesty. For instance, Kedemait (2006) has found that too many of ETV advertisements are too much exaggerated, false, silly and misleading as a result they are losing public trust. However, making exaggerated, unbelievable claims leaves readers or viewers incredulous and ill disposed to buying the product (Schultz and Tannenbaum, 1988).

Similarly, Abel (2005), while studying audience satisfaction of ETV Amharic programs, has found that, from eighteen ETV programs, ETV advertisements were the second dissatisfying program next to local news programs. Saying so much about the historical development in the world in general and in Ethiopia in particular, let us proceed to qualities and principles of advertising.

2.2 Qualities of and Principles of Effective Advertising

2.2.1 Qualities of Effective Advertising

While describing the qualities of an effective advertising (Mehta, 2000) has stated that an effective advertising is an ad people like looking at, believe and find utility with keeping up-to-date information about the product and services. Overall, positive attitude towards advertising messages is to be better-received and more effective among consumers. Advertising that is interesting, informative and trustworthy enables consumers to like the advertising in general and believe its values (Busha, 2007).

An effective advertising is an advertising that captures audiences' attention, provokes their curiosity and interest, presents buyer benefit, is specific, concrete, and factual, and believable (Starch, 1966). It stimulates consumers' attention, influences their feeling

and thinking in the information process, and increases their level of involvement (www.ciadvertising.org).

Similarly, Schultz and Tannenbaum (1988) have indicated that an effective advertisement is an advertisement that takes the customer's view, delivers sales messages, and demonstrates the benefits of the advertised products or services can provide and the problems that can be solved through it. Therefore, an effective advertisement is always directed to what the customer or prospect want to hear or see or is interested in, not just what the advertiser wants to say or to do.

The first task of an advertiser is therefore, to find out whom the target consumer really is and how his or her needs can be satisfied (Gilson and Berkman, 1980). Hence, to write an effective ad, the advertiser should know the customer as if he or she were his sister, brother or mother (ibid).

Effective advertising involves several works. The first work is on its ability to capture attention. Advertising should make consumers aware the advertised product or brand. The second work is its ability to get the name across to the consumer's mind. Effective advertising is one that causes the brand to be added to the consumer's consideration set. The third factor is, of course, to lead to the consumer's action -change attitudes and perception, and finally to purchase that brand (www.ciadvertising.org).

A good advertising is a service. As one advertising writer has stated:" the best modern advertising does not try to sell, it aims to help the people buy intelligently." Advertising, in all its forms, plays an important role in informing people's choices of products and services. Any advertisement, no matter how much hard sell it contains,

must inform the reader or the viewer and seek to help him raise the standard of his living (Heppner, 1956).

2.2.2 Principles of Effective Advertising

Are there formulae or hard and fast rules that advertisers should strictly abide when making advertisements? Weilbacher (1979) has stated that there is no single formula for writing effective commercial or successful advertising. If there were a sure fire formula for successful advertising, every one would use it. Then there would be no need for creative people. We would simply program a robot to create our ads and commercials and they would sell loads of products –to other robots (ibid). However, this does not mean that there are no virtues, which advertisers should strive for and blunder that they should avoid, to make their advertisement effective.

Regarding the principles that advertises should follow in order to make their advertisement effective; Schultz and Tannenbaum (1988) have clearly stated that though there are no rules that can make advertising effective. Researchers in the area have pinpointed some basic guidelines that can help and these are called the seven deadly sins and the seven heavenly virtues.

According to Schultz and Tannenbaum (1988), if an advertiser avoids the following seven deadly sins and strive for the seven heavenly virtues, he /she can probably be a master craft man of advertising.

The seven heavenly virtues (principles) that an advertiser should strive for and the seven deadly sins he/she should avoid so as to make his/her advertisement effective are discussed next.

The Seven Deadly Sins of Advertising

The first blunder that advertisers usually commit is, advertising the advertiser. This, concerns itself with messages the advertiser wants to hear rather than messages the consumer wants to hear. It usually is headlined with a bombastic claim-set in large type-that says something like "we stand for quality!" Or "we are proud of our record". This type of ad is commonplace. Lazy writers or egoistical advertisers, who only care about themselves, usually write it. The consumer has every right to ask, "Who cares about your quality or your records? What are you going to do for me -today?"

Making, unbelievable claims is the type of ad that represent the second deadly sin. This typically leaves readers or viewers incredulous and ill disposed to buy the product. You have seen head lines "(Brand Name)" overall the rest," "The greatest thing to come out of a pump since water "; "quite simply, the best; or "when you make the most advanced soap, what do you do for an encore?" It is almost a rule: the less information and the less salesmanship contained in the ad, the more numerous and inflated its adjectives.

The third deadly sin is called the "one foot plus teeth "syndrome. The people in the ads guilty of this sin are always standing within one foot of one another and are always smiling. They do not talk, act, or look like real people. They wink at you. They slap each other on the back. They say, "Gollee! and Wow!" when they see the product. The things they care, worry, or seem enthusiastic about are entirely contrived. They usually reflect the demographic definition of the target audience.

The fourth deadly sin involves Art for Art's Sake and Copy for Tom's Sake. Art is the art director. Tom is the copywriter. And they commit this sin because they are frustrated artists. Both attempts to create ads with elaborate pictures or drawings and

tons of high -blown rhetoric. Everything in an ad should be functional. Nothing should call attention to the mechanics of the ad, for example: showing the main illustration upside down. Good graphics and good headline, not a showy display of the creative person's skills, should work together to persuade the reader/viewer that the product is worthwhile.

Following the leader is the fifth deadly sin. We see it repeatedly. Somebody gets a greater idea for an ad. Then somebody else says; "Hey that is a great idea. Let's do something like it." And they do. And somebody else copies them. And, then again, somebody else copies them. This sin is most often evidenced in cigarette, beer, and soft drink advertising, when people are fearful of changing the look of the category. It is a truism in advertising-imitation is the sincerest form of boredom.

The sixth deadly sin is the sin of intimidation or the hard sell fallacy. It is a widespread belief in advertising that hard sell means battering down the consumer's resistance torturing him so much, that he will say uncle and buys your product. This kind of advertising is evidenced by layouts with mammoth type in print and loud, shouting announcers on TV. Often you will hear so- called selling lines loudly repeated. The hardest selling of all is gentle persuasion. Overwhelming rhetoric does not replace ideas or information.

Assuming customers will believe anything: there are advertisers who assume that the customer will believe anything. The arrogant advertisers who make this assumption are guilty of the seventh deadly sin. The follower of Barnum's claim that "there is a sucker born every minute" will propose the unbelievable and silly or (preposterous) exaggerated the truth and over write in an attempt to overwhelm. However, it has been

proven repeatedly that individuals accept advertising only if it agrees with their experience or common sense. The age of baloney has gone the way of medicine man.

Having put to rest the seven deadly sins, let us move to some of the principles that can lead to advertising that is more effective. Schultz and Tannenbaum (1988) called them the seven heavenly virtues.

The Seven Heavenly Virtues (Principles) of Advertising

Delivering a significant, competitive benefit or promise is the first heavenly virtue in all advertising. This promise may be either rational, emotional or a combination of both. It must come out of the product. It can be depicted in words, a picture, ideally, or in both. The promise may be implied by the tone and substance of the ads. Alternatively, it may be dramatize by an involving "story" that is inviting to read or to view. Generally, one basic element must be present for any advertising to succeed: The product or service must provide a benefit to the user. If there is no benefit, no advertising, no matter how creative, can be successful (Schultz and Tannenbaum, 1988). If an ad does not answer the viewers' implicit question – what is in it for me? - It is unlikely to attract any real interest (Lane, *et al.*, 2008).

Designing every ad in a way to build a long term personality is the second heavenly virtue. Every brand has what we call a personality Bank, which is the basis of the second heavenly virtue. In this bank are stored the perceptions of the brand-its personality. Every time an advertiser run a dull, offensive or misleading ad, he/ she make a withdrawal from the personality bank. Even when he /she come out with an inferior extension, he/she make a withdrawal. Every piece of communication, including advertisement and sales promotion, should make a deposit in the personality bank

instead of a withdrawal. Every ad should be designed to build a long-term personality that is always welcome in the customer's home, that almost make the advertising and the brand part of his or her life.

Keeping the ad specific is the third heavenly virtue. To be effective an advertiser should pin things down, present evidence -facts-and the consumer will reward you. He /she should not ever be too lazy to dig to the specifics. He/S should not ever be too complacent to present them in a fresh, uncomplicated way. Specifically he/she has to back up his/her promise, and he/she cements a sale.

Simplicity is the third heavenly virtue. A consumer is interested in only one thing. 'What is it for me? Therefore, an advertiser should tell him -be brief and be gone. Quickly the advertiser should tell the consumer what he/she is selling in an involving, warm manner. That is the secret good ad making.

Directness is the fifth heavenly virtue. An advertiser has to make his point quickly and unequivocally. To be obscure or over subtle in advertising is suicide. The average reader spends about a second and half before he turns the magazine page or tunes out the TV commercial. He does not read copy. He does not remember from one minute to the next what he has seen or read. There is a decisive moment in all advertising in which an advertiser either connect or throw away thousands and thousands of dollars.

Knowing one's customers is the sixth heavenly virtue. To acquire the next heavenly virtue, an advertiser should make sure that the ad talks to these customers in their language and depicts them the way they really are.

Insisting on the unusual, the uncommon, and the unexpected is the seventh heavenly virtue or principle that an advertiser should follow. An advertiser should insist on the unusual, the uncommon, the unexpected, otherwise, the viewer or the reader would insist on shutting him/her out. He/she has to make it a rule never to create trite, cliché – ridden advertising just because that is what everybody is doing.

2.2.3 Qualities of Effective TV Commercials

In addition to the qualities and principles of advertising in general, what specific qualities and principles does TV commercials have?

Some of the qualities that make TV commercial effective are simplicity, conciseness, credibility and attractiveness. Besides, researchers in the area of TV advertisement have come up with principles and qualities of making an effective commercial. The following are few of the principles research has shown to be true (Arens and Bovee, 1989).

The opening should be short, compelling, attention getter, the commercials should be entertaining, but the entertainment should be a means to an end and not interfere with the message. In addition, its general structure and the copy should be simple and easy to follow, the video should carry most of the weight, but the audio must support it, the demonstration should be interesting and believable –authentic and true to life, they should never appear to be a camera trick. Moreover, the commercial should be ethical, be in good taste, and not offend local mores. Characters become the living symbol of the product– they should be appealing, believable, and most of all, relevant.

2.3 Public Perception as a Measure of Advertising Effectiveness

Various research findings have shown that the perception of the public is very important in determining the effectiveness of advertisements, for instance, Patis (1984) has indicated that the perception of the people towards the advertisement is more important than any thing else in determining its effectiveness. It makes no difference how good the advertising is; if it does not get a favorable response from the proper people.

The more positive the audiences feeling about the advertising in general, the more attention they pay to the advertising; and the more they are persuaded by it (Mehata, & Purvis, 1995). Positive perception could result in positive response to a particular advertising stimulus and positive attitude toward the advertisement. This positive attitude could influence purchase intentions (Severn *et al.*, 1990) and even lead to the audience's brand choice without examination of beliefs on specific attributes, because it allows for the retrieval of an overall evaluation with minimal processing (Dotson and Hyatt, 2000 cited in Flouts and Ahmed, 2005).

Evidence suggests that the attitude towards the advertisement may classically condition the attitude towards the advertised brand (Batra *et al.*, 1986; Edell and Burke, 1987). In other words, a number of researchers have argued for the importance of the likeability of an advertisement as a predictor of advertising effectiveness Uiel and Uridgwater, 1990 cited in [http:// www. informaworld.com](http://www.informaworld.com))

Public attitude towards advertising in general have long been a focus of research. According to Schlosser *et al.*, (1999) the first large scale national survey of public opinion about advertising date back to the 1950s and 1960s by Bauer and Greyser

(1968) and Gallup (1959). Although the studies on advertising attitudes have varied widely in the types of samples used and the data methods employed, they have focused upon many of the some dimensions of judgment. Respondents typically have been asked about their not only overall attitudes towards advertisements, but also about their perceptions of advertising's trustworthiness, offensiveness, informative ness, entertainment values, and effect on product prices and values as well as about attitudes toward regulatory issues (ibid).

Generally, as various research findings have shown that the perception of the public is very important in determining the effectiveness of an advertisement, an attempt would therefore, be made to determine the perception and attitude of the public (audiences and relevant professionals) towards ETV commercials in this research.

CHAPTER THREE

RESEARCH METHOD

3.1 Study Design

A cross-sectional study was employed to determine the effectiveness of ETV commercials in light of public perception and principles of advertising. To this end, both qualitative and quantitative methods were used to collect the data and to answer the basic research questions.

3.2 Populations

The source populations of this study constitute people who live in Addis Ababa and who regularly watch ETV. According to a survey made by the Ethiopian Television and Radio Broadcasting Agency in 1994, E. C 76% of the total population of Ethiopia who own television live in Addis Ababa (cited in Kedemait, 2006). Due to this, the target population of viewers of the study is people who live in Addis Ababa and who usually watch ETV programs.

Professionals from the fields of Journalism, Social Psychology, and Marketing Management, whom the researcher believe could better evaluate the quality of ETV commercials, due to their relatedness with the issue, were also taken a target population of the related professionals.

Besides, advertisements aired through ETV Amharic program were taken as population of advertisements. The Amharic language programme advertisements were chosen because Amharic is a widely spoken national language and the program commands the

highest airtime and number of advertisement coming on ETV, they reach a number of viewers in the country.

3.3 Sampling Techniques

Purposive and convenience sampling techniques were used to select a sample of 40 relevant professional and 100 viewers respectively. As argued by different scholars informants are selected non-randomly because they possess particular characteristics (Frey *et al.*, cited in Yonathan, 2008). Hence, purposive sampling method was used to select 40 related professionals from the fields of Social Psychology, Journalism and Marketing Management. Then, the selected related professionals were asked about their attitude and perception on the current quality of ETV commercials, through questionnaire.

Besides, 100 viewers from three public entertainment centers ("kebele mezinagnas") were selected from a large number of viewers (audiences) watch ETV programs. Then the questionnaires were administered randomly to the viewers who were actually watching ETV, at the time when the researcher and his assistants went to the selected kebele entertainment centers.

Moreover, random sampling technique was used to select a sample of 30 commercials, from the 80 video-recorded commercials, to be content analyzed.

3.4 Tools

Questionnaire and video recording of ETV commercials were used as main data gathering instruments. Two types of questionnaires, one for relevant professionals and the other for the general audience, were designed. That is, a self-completion

questionnaire containing 22 questions, with both close-ended and open-ended questions, was designed and administered to the selected professionals.

To get the overall audience attitude and perception towards ETV advertisements, another questionnaire, self-completion questionnaire, containing 15 questions, with both close-ended and open-ended questions, was designed and administered to the selected samples of viewers. The questionnaire, that was distributed to the audiences was prepared in Amharic where as the questionnaire to the related professionals was prepared in English.

Besides, video recording of advertisements transmitted through ETV has been also taken as an other additional tool for collecting relevant data for the research.

3.5 Pilot Studies

Before the questionnaires were administered, they were pilot testes. The pilot tests were conducted on populations that are similar to the study population. The objective of conducting the pilot tests was to assess the relevance and reliability of the questionnaire, used in collecting the data for this research. They aimed at finding out ambiguities, omissions, and misunderstandings of each item. To this end, Cronbach's alphas were calculated for two of the questionnaires that were prepared for the audiences and relevant professionals. The reliability coefficients for the closed ended items were found to be 0.76 and 0.69 for the audiences and relevant professionals respectively. To improve the reliability of the questionnaire, ambiguous items were deleted and the rest items were made as pertinent as possible to study in the focus.

Even though the alpha coefficients of the pretest result of the study were not high, they were administered hoping that the alpha value would be improved in the larger sample.

3.6 Data Collection Procedures

Relevant data was collected from viewers, relevant professionals, and ETV Amharic Programs. The researcher and his assistants went to three public entertainment centers ("kebele mezinagnas") where a large number of viewers collectively watch ETV programs and administered the questionnaires on viewers who were actually watching the program at those moments(at the times the researcher and his assistants went to the entertainment centers.

Relevant professionals' evaluations of ETV commercials were also collected through questionnaires. That is, the researcher together with his assistants went to the professionals' working place and/or learning institutions, administered the questionnaires, and collected the completed questionnaires three days after their administration.

Besides, commercials transmitted from (Nov 16, 2008- to May 2, 2009) through ETV, on evening and Sunday time entertainments Amharic programs, were video recorded through VHS (recordable DVD).

3.7 Data Analysis

After all the required data were collected, analysis of data was made to answer the research questions stated. The data was analyzed using both qualitative and quantitative analysis methods. One sample t- test was computed to determine whether there is a significant difference between the sample means and the hypothesized population

means evaluation of ETV commercials' informativeness, attractiveness, credibility, likeability, and relevance as evaluated by viewers and relevant professionals. The existing differences were tested for statistical difference at the 0.05 significance levels.

In cases where the Likert scale was applied, mean score for each variable has been computed by converting the categorical replies to the numerical scale where by values 5, 4,3,2, and 1 were assigned for 'strongly agree', 'agree', 'uncertain,' 'agree', and 'strongly disagree' respectively (and the point 3 was regarded as an average).

The responses obtained through the open-ended questions were used to substantiate the interpretation, analysis and discussion of the findings of the research.

Besides, data that was obtained through video recording of ETV commercials was approached qualitatively. That is, content analysis, which is one of the most widely used research methodology in the media of mass communication, was used. Content analysis is used for analyzing messages in the media, including articles in newspapers, speeches made on radio and television and various forms of images portrayed (Kenaw, 2007). Therefore, the video-recorded commercials have been Content analyzed against the principles of advertising. Here, three judges, postgraduate students from the departments of psychology, have been involved in evaluating the quality of the video-recorded and sampled commercials.

After being given an orientation, on how to code their responses and on the meanings of each advertising blunder and or principle of advertising, by the investigator, the judges viewed the selected commercials and then they evaluated them in light of the principles of advertising being violated and/or blunders committed by each ad. Then, to

make the data more understandable the judges' responses were combined, changed into percentages, and presented in the form of graph and paragraph.

Finally, the reliability among the coders was calculated. Testing inter coders reliability helps to find out any inconsistency in the application of coding and insure that coders agree with the content. According to, Ton kiss cited in Ephrem, (2008) the degree of agreement between different coders' acts as a test of reliability of coding in content analysis as a whole. The test for reliability of coding is done by comparing the degree to which agree or disagree in coding categories assigned to them (Deacon *et al.*, 1999).

Hence, three judges have been involved in the content analysis of the video-recorded commercials. The judges have been given an orientation, on how to code their responses and the meanings of each principle of advertising. Then after, the judges viewed the video-recorded and sampled commercials and evaluated them on the coding sheet (see appendix III) provided by the researcher. The researcher moderated the whole process. At the end, the judges were able to attain the inter-coder reliability of about 88.5 %.

CHAPTER FOUR

RESULTS

To evaluate the effectiveness of ETV commercials in light of public perception and principles of advertising, qualitative and quantitative data were collected. The collected data were presented in the form of tables, graphs and paragraphs. The result section contains four major components. That is, demographic characteristics of respondents, audiences' perception, related professionals' perception and content analysis of ETV commercials.

4.1 Demographic Characteristics of Respondents

Table 1: Demographic Characteristics of Respondents

Participants	sex	N	%	Educational level			Occupation			Field of study		
				N	%		N	%		N	%	
Relevant professionals	M	27	77	Diploma	1	3	Instructor	15	43	Journalism	12	34
	F	8	23	BA	9	26	Journalist	2	6	Marketing management	5	14
				MA	25	71	Student	18	51	psychology	18	52
Total		35	100	Total	35	100	Total	35	100	Total	35	100
viewers	M	55	69	Primary education	13	16	Self private employed	16	20	-	-	-
	F	35	31	Secondary education	48	60	Government employee	8	10	-	-	-
				Tertiary education	19	24	unemployed	16	20	-	-	-
				-	-	-	students	40	50	-	-	-
Total		80	100		80	100	Total	80	100	-	-	-

As indicated in the above table one, 80 viewers and 35 relevant professionals were involved in the study. 55(69 %) of viewers and 27 (77 %) of the professionals are males and the remaining, 35(31 %) of the viewers and 8 (23 %) of the relevant professionals are females. The table also shows that majority of respondents are males.

Concerning relevant professionals' field of study and educational level, 12(34%), 5(14%), 18 (54%), of them are from the fields of Marketing Management, Journalism, and Psychology respectively. Whereby 25(71%), 9(26%) and 1 (3%) of holding an MA degree, BA degree, and diploma respectively. Regarding the related professionals' occupation 15(43%) of them are instructors, 2(6%) are journalists, 18 (54%) of them are postgraduate students in either of the above three fields.

From the above data (paragraph) we can understand that all, the related professionals, are better educated in either of the three fields and are still working in a related profession which can help them better evaluate the quality of ETV commercials and provide more deeper, relatively balanced and credible information.

With regard to audiences' occupation, 16(20%) of them are self and private employed 8(10%) are government employee, 16 (20%) of them are unemployed, 40(50%) of them are students. From this data, we can understand that the audiences represent people from different walks of lives.

Concerning the composition of the video-recorded commercials, the video-recorded 80 ETV commercials, represented a wide range products and services. Banking, insurance and real estate development enterprises represent (20%,) of the total commercials, foods and food products and drinks (beer, wine and soft drinks represent (18.5%), trading and commercial centers, furniture and home furnishing represent (15%),

hygiene, beauty and other personal care products, and closing, shoes and ornaments represent (11.25%). Leisure lime entertainments and hotels (8.75%), medical and clinics centers represent (7.5%), different training centers represent (6.5%) of the total commercials. The remaining products and services represent various commercials.

4.2. Relevant Professionals' Evaluation of ETV Commercials

In this part, the major findings are presented. Single mean t- test was used to see if there is statistically significant difference between the mean evaluation of relevant professionals and the hypothesized mean evaluation of ETV commercials' persuasiveness', relevance, trustworthiness, informative ness, and understandability

There were a group of 5, 4, 3, 4 and 2, items measuring ETV commercials' attractiveness, informative ness, understandability, relevance and persuasiveness respectively.

Table 2: One Sample t-test Result for Relevant Professionals' Evaluation of ETV Commercials' Attractiveness

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' Attractiveness	35	11.43	3.090	.522	-6.838	34	.000

As shown in the table above, the t- test revealed that there was a significant mean difference between the sample mean (11.43) and the hypothesized population mean (15) with a t- value of -6.838 at 34 df and 0.05 level of significance. That is, the absolute value of the obtained **t (- 6.838)** was significantly greater than the critical **t**

(2.03). Thus, the null hypothesis is to be rejected because our t- score is large and the probability of this being chance is so low and then the alternative hypothesis is to be retained, leading to the conclusion that relevant professionals perception of ETV commercials' attractiveness is below average. This implies that related professionals evaluate most ETV commercials as not attractive.

Table 3: One Sample t-test Result for Relevant Professionals' Evaluation of ETV Commercials' Informativeness

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' Informativeness	35	10.14	2.992	.506	-3.673	34	.001

As shown in the above table(3), the t- test revealed that there was a significant mean difference between the sample mean (10.14) and the hypothesized population mean (12) with a t- value of 2.03 at 34 df and 0.05level of significance. That is, the absolute value of the obtained t (-3.673) is significantly greater than the critical t (2.03). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that related professionals' perception of ETV commercials' informativeness is below average. This implies that relevant professionals evaluate most ETV commercials as not informative.

Table 4: One Sample t-test result for Relevant Professionals' Evaluation of ETV

Commercials' Simplicity

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' simplicity	35	7.23	2.486	.420	-4.215	34	.000

As shown in the above table(4), the t- test revealed that there was a significant mean difference between the sample mean (7.23) and the hypothesized population mean (9) with a t- value of -4.215 at 34 df and 0.05 level of significance. That is. the absolute value of the obtained t (-4.215) is significantly greater than the critical t (2.03). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that relevant professionals perception of ETV commercials' clarity is below average. This implies that relevant professionals evaluate most ETV as not simple (easily understandable).

Table 5: One Sample t-test Result for Relevant Professionals' Evaluation of ETV

Commercials' Relevance

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' Relevance	35	8.49	3.175	.537	-6.548	34	.000

As shown in the table above, the t- test revealed that there was a significant mean difference between the sample mean (8.49) and the hypothesized population mean (12) with a t- value of -6.548 at 34 df and 0.05 level of significance. That is. the absolute

value of the obtained t (-6.548) is significantly greater than the critical t (2.03). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that related professionals' evaluation of ETV commercials 'relevance is below average. This implies that relevant professionals evaluate most ETV commercials as full of irrelevant things and they are unable to present information that is directly related with consumers' benefits.

Table 6: One Sample t-test Result for Relevant Professionals' Evaluation of ETV Commercials' Persuasiveness

Variable	N	Mean	SD	Std. error of the mean	T-value	df	Sig (2-tailed)
ETV commercials' persuasiveness	35	4.57	1.335	.226	-6.332	34	.000

As shown in the above table, the t- test revealed that there was a significant mean difference between the sample (4.57) and the hypothesized population mean (6) with a t- value of -6.332 at 34 df and 0.05 level of significance. That is, the absolute value of the obtained t (-6.332) is significantly greater than the critical t (2.03). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that the perception of related professionals about ETV commercials' persuasiveness is below average. This implies that relevant professionals evaluate most ETV commercials as not persuasive.

4.3 Viewers' Perception of ETV Commercials

Similar to the responses of relevant professionals, viewers responses for the 13 closed ended items were presented on a five point Likert scale ranging from strongly agree (5) to strongly disagree (1). There were a group of 2, 2, 2, 2, 3 and 2, items measuring ETV commercials' informativeness, relevance and credibility understandability, and ability to motivate viewers to buy the advertised object respectively.

As stated above, viewers' perception of ETV commercials attractiveness, informativeness, relevance, understandability, trustworthiness, and likeability was also computed using one sample t-test.

Table 7: One Sample t-test Result for Viewers' Perception of ETV Commercials

Informativeness

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' informativeness	80	4.76	1.802	.201	-6.143	79	.000

As shown in the table above, the t- test revealed that there is a significant mean difference between the sample means (4.76) and the hypothesized population means (6) with a t- value of -6.143 at 79 df and 0.05 level of significance. That is. the absolute value of the obtained **t** is significantly greater than the critical **t**(1.99). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that informativeness of ETV commercials is perceived below average by viewers. This implies that viewers evaluate most ETV commercials as not informative.

Table 8: One Sample t-test Result for Viewers' Perception of ETV Commercials'

Relevance

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' relevance	80	4.88	2.113	.236	-4.762	79	.000

As shown in the table(8) above, the t- test revealed that there is a significant mean difference between the sample means (4.88) and the hypothesized population means (6) with a t- value of -6.762 at 79 df and 0.05 level of significance. That is, the obtained **t** is significantly greater than the critical **t**(1.99). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that viewers perceive the relevance of ETV commercials below average. This implies that viewers evaluate most ETV commercials as full of irrelevant things.

Table 9: One Sample t-test Result for Viewers' Perception of ETV Commercials

Trustworthiness

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' trustworthiness	80	5.54	1.800	.201	-2.299	79	.024

As shown in the table above, the t- test revealed that there is a significant mean difference between the sample means (5.54) and the hypothesized population means (6) with a t- value of -2.299 at 79 df and 0.05 level of significance. That is, the absolute

value of the obtained t (-2.999) is significantly greater than the critical t (1.99). Thus, the null hypothesis is to be rejected because our t - score is large and the probability of this being chance is so low and then the alternative hypothesis is to be retained, leading to the conclusion that the credibility of ETV commercials' is perceived below average by the audiences. This implies that viewers do not trust most ETV commercials.

Table 10: One Sample t-test Result for Viewers' Perception of ETV Commercials'

Simplicity

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' simplicity	80	5.26	1.954	.218	-3.337	79	.001

As shown in the table above, the t - test revealed that there is a significant mean difference between the sample means (5.26) and the hypothesized population means (6) with a t - value of -3.337 at 79 df and 0.05 level of significance. That is. the absolute value of the obtained t (-3.337) is significantly greater than the critical t (1.99). Thus, the null hypothesis is to be rejected because our t - score is large and the probability of this being chance is so low and then the alternative hypothesis is to be retained. Leading to the conclusion that the simplicity (easily understand ability) of ETV commercials' is perceived below average. This implies that viewers evaluate most ETV commercials as not easily understandable.

Table 11: One Sample t-test Result for Viewers' Perception of ETV

Commercials' Likeability

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' likeability	80	7.24	2.591	.290	4.271	79	.000

As shown in the table above, the t- test revealed that there is a significant mean difference between the sample means (7.24) and the hypothesized population means (9) with a t- value of 4.271 at 79 df and 0.05 level of significance. The obtained t (4.271) is significantly greater than the critical t (1.99). Thus, the null hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that audience perception of likeability of ETV commercials' below average. This implies that viewers do not like most ETV commercials.

Table 12: One Sample t-test Result for Audiences' Perception of ETV

Commercials' Stimulatingability

Variable	N	Mean	SD	Std. error of the mean	t-value	df	Sig (2-tailed)
ETV commercials' stimulating ability	80	5.83	2.277	.290	-.687	79	.494

As shown in the table above, the t- test revealed that there is a significant mean difference between the sample means (5.83) and the hypothesized population means (6) with a t- value of -.687 at 79 df and 0.05 level of significance That is, the absolute value of the obtained t (-.687) is significantly greater than the critical t (1.99). Thus, the null

hypothesis is to be rejected and the alternative hypothesis is to be retained, leading to the conclusion that the stimulating ability of ETV commercials is perceived as below average. This implies that viewers evaluate most ETV commercials as not able to motivate them to buy the advertised object.

4.4 Data Obtained from Content Analysis of the selected Commercials

The following table reveals the most commonly violated advertising principles and/ or the blunders committed in ETV commercials.

Table 13: Most Commonly Committed Advertising Blunders

NO	Principle of advertising being violated and or deadly sins being committed	No of Ads with the specified problem	% of the total sample	Rank
1	Inability to insist on the uncommon, unusual and unexpected (the ads are similar to one another)	24	80	1
2	Making silly, exaggerated and unbelievable claims	24	80	1
3	Inability to deliver competitive consumer benefit	22	73.3	3
4	The problem of specificity (pin things down, presenting evidences-Facts)	22	73.3	3
5	Art for art Sake	20	66.7	5
6	Advertising the advertiser	8	26	6
7	Inability to talk in consumer language, problem of simplicity	4	13	7

As depicted in the above table(13), content analysis of the recorded commercials reveal that similarity (inability to insist on the uncommon, unusual and unexpected) and making exaggerated, silly and unbelievable claims are two of the most commonly committed advertising blunders being observed in 80% of the commercials. Followed

by the inability to deliver competitive consumer benefit and the problem of specificity (inability to present evidences-facts), observed in 73 % of the commercials.

The presence of showy displays of advertiser's skill, which have nothing to do in persuading the viewer that the product is worthwhile, referred by Schultz and Tannenbaum (1988) as art for art sake, is the fifth commonly committed advertising blunder observed in 66.7% of the commercials. Advertising the advertiser and inability to use the consumer language are the relatively least occurring advertising blunders observed in 26% and 13% of the commercial respectively.

CHAPTER FIVE

DISCUSSION

The purpose of this research was to examine the effectiveness of ETV commercials in light of public perception and principles of advertising. In this section, the findings are discussed in relation to the major research. That is, the effectiveness of ETV advertisements was discussed in light of public perception, and in light of principles of advertising (deadly sins of advertising being committed).

5.1 Discussion on the Findings of Public Perception towards ETV

Commercials

The perception of the public towards the advertisement is more important than any thing else in determining its effectiveness. It makes no difference how good the advertising is, if it does not get a favorable response from the proper people (Pattis, 1984).

Evidence suggests that the attitude towards the advertisement may classically condition the attitude towards the advertised brand (Batra, *et al* 1986; Edell and Burke, 1987). In other words, a number of researchers have argued for the importance of the likeability of an advertisement as a predictor of advertising effectiveness (Uiel and Uridgwater, 1990 cited in <http://www.Informaworld.com/smpp/tittle-content>).

Similarly, Mehta (2000) has stated that to be effective, advertising is something people should like looking at, believe and find utility with keeping up-to date information about the product and services. The findings of this study have shown; however, that the overall attitudes of the public towards most ETV commercials have been found unfavorable.

Participants of this research have been asked not only about their overall attitude towards ETV commercials but also about their perception of ETV commercials' trustworthiness, informativeness, simplicity, persuasiveness, relevance and their ability to capture viewers' attention.

Findings of this study have shown that viewers have not only unfavorable overall attitude towards ETV commercials but they have also perceived most ETV commercials as not credible, informative, relevant, simple and persuasive.

The commercials' ability to capture the attention of viewers, which is the first requirement that advertisements should fulfill to persuade buyers (Ramaswamy and Nomakumari, 2002) has been also perceived as poor. This might be because of the commercials' similarity to one another, their inability to insist on the uncommon, unusual and unexpected.

The genuinely communicative advertisement stirs, stimulates, and brings into being relationships between the readers or the viewer and the product advertised that did not previously exist (Weir, 1963). The finding of this research however, has shown that almost all the relevant professionals have evaluated most ETV commercials as unable to motivate viewers. This might be because of many factors; some of the major one could be due to the commercials' problem of credibility, importance, persuasiveness, relevance and so on.

Another worth mentioning finding of this study is the problem of credibility. Advertising is essentially communication – not a magic incantation. Consequently, the more credible it is the more likely to gain cooperation from the person it is directed to (Weir, 1963). To be effective, advertising is something that people should like looking

at, believe and find utility with keeping up-to date information about the product and services (Mehta, 2000).

Findings of this study have shown, however, that in most ETV commercials the situation is not believable, most of the commercials are perceived, as deceptive and seem that they are losing public trust. The real problem with deception is that it destroys the advertising business (Weir, 1963). When advertising fails to build a sound and continuing acceptance of the products and services it proclaims, it can only harm the business it purports to help, it can only risk the security of all who depend on the business for employment (ibid).

The problem of relevance is other worth noting finding of this research. Researchers in the area of advertising have indicated that effective advertising is always relevant, whereby prospects can easily relate the advertising to their experience and to the role of the product in their lives (Lane *et al.*, 2008). The finding of this research, however, has indicated that both audiences and relevant professionals have perceived that the commercials do not directly address the problems that the product or service can solve and suggest how that solution makes consumers their life better. An ad may not motivate further action if it is not perceived to be relevant to the consumer's current needs.

Another related finding of this research is the problem of informativeness. Informativeness in ad has been operationally defined as the ability to tell or demonstrate consumers or prospects about the availability of special offers, guarantees or warranties, safety, nutrition and the like in the advertised products and or services. Then the participants of this research have been asked whether ETV commercials do inform them, their response was on the negative. An ad should however, inform the

public about the benefits of the advertised product. If there is no benefit, advertising, no matter how creative, cannot be successful (ibid). If an ad does not answer the viewers implicit question – what is in it for me?- it is unlikely to attract any real interest (Lane *et al.*, 2008). Any advertisement must inform the reader or the viewer and seek to help him to raise the standard of his living (Walker, 1956).

5.2 Content Analysis

Content analysis of ETV commercials reveals that most (80%) of ETV, commercials look similar to one another (do not insist on the unexpected, unusual and uncommon), that the same voices, the same faces, and the same style of presentation dominate them. Insisting on the uncommon, the unusual, and the unexpected however, is one of the seven heavenly virtues that advertisers should strive for; otherwise, the viewer or the reader will insist on shutting him/her out (Schultz and Tannenbaum, 1988). To be effective, advertising should therefore look fresh and new (Arens and Bovee, 1989).

In addition, the content analysis has also shown that most (80%) of ETV commercials make exaggerated, silly and unbelievable claims. This is a bit consistent with previous research findings. For instance, Kedemait (2006) has found that too many of ETV advertisements are too much exaggerated, false, silly and misleading. There is no denying that people are influenced, strongly, by words. It is the realization of this that leads so many in advertising to inflate the words used, "to step up their power" beyond that which the true situation warrants. We forget that the mind eventually reacts to words as the body reacts to drugs: it builds resistance. There is no doubt that advertising can bring about a purchase by overstating its case, but it can do this only once, and doing things only once is an expensive way of doing them (Weir, 1963).

Words can for a while blind the mind to certain defects. However, eventually, these are met and experienced –the product cannot be bought and used without this happening. No matter how much we increase the verbal dosage, we cannot escape the final facing up to fact (Weir, 1963). Making exaggerated, unbelievable claims is also, one of the deadly sins of advertising that typically leaves readers or viewers incredulous and ill - disposed to buying the product (Schultz and Tannenbaum, 1988). The best way to make an effective advertising is to stick to the facts, to relate this to the individual wants and needs, to be interesting, to be even entertaining but in all we do, to prepare the viewer or the reader for the ultimate experiences he/she will have the product (Weir, 1963). Trying to achieve good advertising, any other way is placing our trust in magic. Any advertiser who deceives the public must first deceive himself –by believing that anything but the facts can in the end, prevail (ibid).

Moreover, content analysis of the commercials has also shown that significant number (73 %) of ETV commercial do not deliver competitive consumer benefit. This finding happens to support the findings of the previous studies. For example, Kedemait (2006) has reported that the utility of the product, which is the most relevant and important information for consumers is not emphasized. Research findings however, have shown that, one basic element must be present for any advertising to succeed: The product or service must provide a benefit to the user. If there is no benefit, no advertising, no matter how creative, can be successful (Schultz and Tannenbaum, 1988).

Delivering a significant, competitive benefit is one of the heavenly virtues in all advertising that lead to advertising that is more effective. Good advertising understands that people do not buy products-they buy benefits (Schultz and Tannenbaum, 1988). A good advertising is a service. As one advertising writer has stated that the best modern

advertising does not try to sell, it aims to help the people buy intelligently. Advertising, in all its forms, plays an important role in informing people's choices of products and services. Any advertisement, no matter how much hard sell it contains, must inform the reader or the viewer and seek to help him to raise the standard of his living (Heppner, 1956). Generally, one basic element must be present for any advertising to succeed: The product or service must provide a benefit to the consumer. If there is no benefit, no advertising, no matter how creative, can be successful (ibid). If an ad does not answer the viewer's implicit question – what is in it for me? - It is unlikely to attract any real interest (Lane., *et al*, 2008).

The content analysis of the commercials has also found that most (73%) of ETV commercials do not also pin things down, present evidence- facts. Making things specific, backing up ones promises in ad is however, another heavenly virtue of advertising (Schultz and Tannenbaum, 1988).

Besides to the above most commonly committed blunders, content analysis of the commercials has also revealed that art for art sake is the other commonly committed advertising blunder (deadly sin) occurring in majority (66.7%) of the commercials. That is, the content analysis of the commercials reveals that there are many ETV commercials containing many non-functional things, things that have nothing to do in persuading the viewer that the product is worthwhile, and which might only show the advertiser's skill. Researchers in the field of advertising have however, stated that every thing in ad should be functional. Moreover, nothing should call to the mechanics of the ad (Schultz and Tannenbaum, 1988).

Another worth mentioning finding of the content analysis is that most ETV commercials that, concerns themselves with messages the advertiser wants to hear rather than messages that the consumer wants to hear. In other words, instead of directly addressing the problems that the product or service can solve and suggesting how that solution makes consumers' lives, most ETV commercials provide long history of a company, its size, its records, its commitments and its values, which have nothing with the benefit that consumers or prospects can get. Schultz and Tannenbaum (1988) refer such kinds of blunders as advertising the advertiser, which is however, one of the deadly sins of advertising.

Instead of presenting messages that are related to the company's history, commitments, values etc commercials should present message, which are directly related to consumers' lives and the role that the product can have in the consumers' lives. Personal relevance is very crucial in advertising that the ads should make a link between the consumer and the brand. It holds the messages at a distance, and evokes self-reoriented thoughts (<http://www.ciadvertising.org/>). Advertising messages gradually become "inner dialogue" by internalizing the brand into consumers' lives. "The self" is a key component in consumer persuasion because consumer purchases are made in the service of the self. Thus, it is essential to understand how consumers assign personal significance to advertising. By continuously stimulating consumers, advertising can work as a stimulus for either existent needs or potential needs (ibid).

The last, worth mentioning finding of the content analysis is the problem of simplicity. Contrary to the investigator's previous informal observation and expectation, content analysis of the commercials has revealed that only a very few (13%) of ETV commercials are unable to use the consumer language. In other words, there are a small

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This final chapter of the thesis deals with the summary of the major findings of the study. From these major findings of the study, conclusions are drawn and recommendations are made.

6.1 Summary

The main purpose of this study was to investigate the quality of ETV commercials in light of public perception and advertising principles. In order to carryout that purpose, the following basic questions were raised:

1. How do viewers perceive ETV commercial? (To what extent do viewers consider ETV commercials informative, relevant, trustworthy, simple, likeable and stimulating ability?)
2. How do relevant professionals evaluate the quality of ETV commercials?
(their attractiveness, informativeness, simplicity, relevance, and credibility)?
3. What blunders of advertising are commonly committed in ETV commercials?

The study was carried in Addis Ababa. Convenience and purposive and random sampling technique were employed for selecting ETV viewers, and relevant professionals and ETV commercials respectively.

The study employed two forms of data collecting instruments: questionnaires, and vide-recording of ETV commercials. 100 copies and 40 copies of questionnaires have been

distributed for viewers and relevant professionals respectively. 80 (80%) copies of the questionnaires distributed for viewers and 35(87.5%) of the questionnaires distributed for the relevant professionals were properly filled and returned and used for analysis purpose. Besides, to the questionnaires, video recording of ETV commercials was also taken as data collecting instrument.

Data obtained from these sources were analyzed using both qualitative and quantitative methods of analysis. That is, the data obtained through questionnaire, were analyzed using one sample t- test, while the data that was collected through video recording of the ads was content analyzed. The analyses made support the following major findings:

- ◀ Viewers have not only unfavorable overall attitude towards ETV commercials but they have also perceived most ETV commercials as not credible, informative, relevant, easily understand able and persuasive.
- ◀ The relevant professionals have evaluated the quality of ETV commercials not only as low but, they have also evaluated them as they are unable to:- attract viewers' attention, inform viewers about the benefits of the advertised product and relate it with the consumers lives, get public get public trust, and persuade and stimulate viewers to buy the advertised product or service.
- ◀ Content analysis of the commercials has indicated that making exaggerated, silly and unbelievable claims, inability to insist on the uncommon, unusual and unexpected and are two of the most commonly committed advertising blunders being observed in 80% of the commercials.

Besides, Inability to deliver competitive consumer benefit and inability to present evidences -facts are the next mostly committed advertising blunders occurring in about 73 % of the commercials. Moreover, the presence of showy displays of advertiser's skill, which have no thing to do in persuading the viewer that the product is worthwhile, is the 5th most commonly committed advertising blunder observed in 66.7% of the commercial. Advertising the advertiser and inability to use the consumer language are relatively least commonly occurring advertising blunders observed in 26% and 13% of the commercials respectively.

6.2 Conclusions

From the study, the following conclusions are made. Most ETV commercials are not effective in getting a favorable perception. Besides, most ETV commercials have serious quality problems. That is, the situation in most ETV commercials is silly, exaggerated, and unbelievable. Moreover, too many of the ETV commercials do not deliver competitive consumer benefit, facts and evidences. In addition, most of the commercials are similar to one another.

Furthermore, too many ETV commercials do not relate the benefit of the advertised product with consumer needs and wants. On top of this, many of ETV commercials are full of irrelevant things present. Such as a company's size, its records, its commitments etc., instead of demonstrating, dramatizing or depicting the benefits of the advertised product or service. Some ETV commercials are also are full of jargons, and they cannot be easily understood equally by every consumer.

6.3 Recommendations

Based on the findings of the study and conclusions made, the following recommendations are forwarded as possible solutions to the problem investigated.

To change the existing unfavorable public attitude and get public trust, acceptance and thereby to improve the effectiveness of ETV advertisements, advertising people and advertising agencies should run advertising that is fresh, honest, informative and entertaining. They should also involve new individuals (new faces and new voices) and fresh ways of presentation in their ads, stick to the facts and relate the advertised product to the personal needs of the consumer, inform the viewer and help him to raise the standard of his living, instead of listing numerous and inflated adjectives, making exaggerated and unbelievable claims. The number and redundancy of commercials, transmitted at a time, should also be minimized.

Moreover, the advertising people should take research-based actions to improve the existing condition. Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals (Ogilvy, 1985).

Furthermore, only ETV commercials have been studied here, conditions of print, radio, and billboard advertising in Ethiopia may be somewhat different. Therefore, future research should be conducted on them.

REFERENCES

- Abel Adamu (2005). **Audience Satisfaction with Ethiopian Television evening Amharic Program.** Unpublished MA Thesis, AAU
- Alemu Sime (2005), **Assessment of ETV Advertisement Ethics.**" Unpublished MA Thesis, AAU
- Alwitt, L. F. and Prabhaker, P. R. (1994). Identifying Who Dislikes Television Advertising: Not by Demographics Alone:
Journal of Advertising Research (34: 6). P17-29
- Amare Asgedom (1998). Content Analysis Methodology and Application to Curriculum Evaluation. **Institute of Educational Research (IER) Flambeau**, 6(1), Addis Ababa University
- Andualem Getahun (2004). **The Effect of Length, Content, and Repetition on the Effectiveness of Advertisements:** Unpublished MA Thesis, AAU
- Arens, W.F. and Bovee, C. L. (1989). **Contemporary Advertising** (5th ed.) Illinois; Richard D. Irwin, Inc.
- Baron, R. A. and Byrne, D. (1984). **Social Psychology** (4th ed). Newton, Massachusetts, Ally and Bacon, Inc,
- Baron, R. A. and Byrne, D. (2003). **Social Psychology** (7th ed). Prentice-Hall, Inc.
- Baron, R. A. and Byrne, D. (2005). **Social Psychology** (10th ed). New Delhi Prentice-hall of Plc

Belch, G. E. and Belch, M.A. (1990). **Introduction to Advertising and Promotion Management**, Richard D. Irwin .Inc

Berger, W. (2005). **Advertising Today**. London: Phaldon Press limited,

Brannan, T. (1993). **The Effective Advertiser**. London, Butterworth –Heinemann Ltd.

Cohen, R. (1964). **Attitude Change and Social Influence**: New York:, Basic Books, Inc, Publishers

Coleman, D. (2007). **Quality Key to Effective Advertising**, Retrieved from the Internet <http://www.mcvuk.com>

Deribie Mekonnen (2004). **An Assessment for Cinema Screen in Advertisement Potential in Ethiopian**, MA Thesis, AAU

Eyasu Negash (2008). **An Analysis of Audience Reception**: the Perspectives of Audiences of the Voice of Addis Chamber, unpublished MA Thesis, AAU

Franzoi, S.L. (2000). **Social Psychology**. (2nd ed). Boston; McGraw Hill.

Genanew Ayalneh (2006). **Evaluation of Ethiopian Television Advertisements in Relation to Consumer Protection**, MA Thesis, AAU

Gilson and Berkman (1980). **Advertising Concepts and Strategies**, published in the United States by, Random House, Inc

Heppner, H. W. (1956). **Modern Advertising Practices and Principles**, McGraw-Hill Book Company, Inc

- Harland, E. S. (1967). **Advertising and Displaying Merchandize**. Southwest Publishing Company
- Kedemawit Girmay (2006). **Customers' Attitude towards ETV Advertisements**
Unpublished MA Thesis, AAU.
- Kenaw Gebresslasie (2006). **The Portrayal of Women in Ethiopian Television Advertisements**. Unpublished MA Thesis, AAU.
- Kenntoft, J, & Neglen, J. (2007). **Standardization and Adaptation in Television Advertising**. Bachelor thesis in industrial marketing department business and social sciences division of business administration and management
- Kolter, P. & Armstrong, G. (2004). **Principles of Marketing**. (10th ed) New Delhi Prentice Hall of India Pld.
- Kohlbacher, F. (2006). The use of Qualitative Content Analysis in Case Studies
Forum Qualitative Sozialforschung/Forum: Qualitative Social Research [**Online Journal**], 7(1), Art, 21 <http://www.qualitative-research.net/fqs>
- Lane, W. R., King, K. W. & Russell, J. T. (2008). **Kleppner is Advertising Procedure** (17th ed). New Jersey, Pearson Hall.
- Leiss, W. Kline. , S & Jally, S. (1990). **Social Communication in Advertising**. (2nd ed). Nelson Canada, a division of Thomson Canada Ltd
- Mehta, A. (2000). "Advertising Attitude and Advertising Effectiveness", **Journal of Advertising Research**, pp. 66-77

Mehata, A. & Purvis, S. C. (1995). **When Attitudes towards Advertising in general Influence Advertising Success.**

Mike Palmquist (1980). **Content Analysis:**

<http://www.colostate.edu/Depts/WritingCenter/references/research/content/page2.htm>

Muna, A. (1996). **The use of Language in Lion Advertising Agency.** Unpublished MA Thesis, AAU

Myers, D. G. (1993). **Social Psychology** (4th ed). Ny: McGraw-Hill

Ogilvy, D. (1985). **Ogilvy on Advertising.** Multimedia Publications (UK) Ltd

Kazatheva, O. V. (1997). **Fine Print in Television Advertising:** a Context Analysis, Texas Tech University

Pattis, S.W. (1984). **Opportunities in Advertising** (VGM Career Horizons .A Division of National Textbook Company)

Ramaswamy, S. & Namakumai, S. (2002). **Marketing Management** (3rd ed). Delhi; Macmillan.

Reardon, K. (1991). **Persuasion in Practice.** Sage Publications, Inc.

Russell, J. H. (1993). **Kleppner's advertising procedure** (12th ed). New Jersey, Prentice hall.

Sally, M & Phil, L (1998). **Likeability as a Measure of Advertising Effectiveness:**

case of financial services' journal of marketing communications, 44:2, 63-85
<http://www.informaworld.com/terms-and-conditions-of-access.pdf>

Schultz, D, E & Tannenbaum, S, I (1988). **Essentials of advertisement** (2nd edition).
Lincolnwood Illinois, Published by NTC
Business Book an Imprint of National Text Book company

Schlosser A.E., S. & Kanfer, A. (1999) "Survey of internet users' attitude toward
Internet advertising", **journal of interactive marketing**, vol. 13 No. 3.

Starch, D. (1966). **Measuring Advertising Readership and Result**. New York
McGraw-Hill. Inc

Thomas, J. W. (2007). **Advertising Effectiveness**.
http://www.decisionanalyst.com/publ_art/AdEffectiveness.dai

Tseday Woubshet (2006). **Cultural and Social Values in Advertising: the case of
Amharic Programming of Ethiopian Television**
Unpublished MA Thesis, AAU.

Veloutsou and Ahmed (2005). Perception of sex Appeal in Print Advertising by
Young female Anglo-Saxon and Second Generation
Asian-Islamic British **Journal of Promotion Management**
11(2/3) <http://enlighten.lib.gla.ac.uk>

Weir, W. (1963). **Truth in Advertising and other Heresies** New York, By the
McGraw-Hill Book Company, Inc

Weilbacher, W. M. (1979). **Advertising**, McMillan Publishing co, Inc

Wilmshurst, J. (1985). **The Fundamentals of Advertising**. London. William
Heinemann Ltd

Wright, John S., Winter Willis L. & Zeigler, Sherilyn k (1982). **Advertising**
USA. Rand Mc Nally and Company

Yonathan Alemu (2008). **Cross-Cultural Reception Analysis of Selected
Commercials On Ethiopian Television (ETV) Amharic Program,**
Unpublished MA Thesis, AAU.

Zewge Abate (2007). **Mapping the Ethiopian Television Landscape: Legal and
Audience Perspectives.** Unpublished MA Thesis, AAU

Appendix I

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF EDUCATION
DEPARTMENT OF PSYCHOLOGY

A Questionnaire to Be Filled by Related Professionals

This questionnaire is designed to gather data from selected professionals for the preparation of a thesis titled "**ETV Commercial in light of Public Perception and Principles Advertising.**" The thesis is undertaken as a partial fulfilment of the requirements for the Master of Social Psychology Degree. The data that you will provide are valuable for the success of the research to the extent they are accurate and/or valid. I would therefore kindly ask you to be honest in responding to the questions. I can assure that your responses will remain anonymous and will be used only for the purpose of the mentioned research.

Thank you for your cooperation in advance.

Part I. General Information

Mark 'x' in the boxes or fill in the blank space.

1. Sex Male Female
2. Occupation _____
3. Educational level _____
4. Field of study: Journalism Social Psychology Marketing management
if others specify _____
5. Do you frequently watch ETV advertisements? Yes No
6. If your answer for question number 5 is 'yes' please continue answering the following questions.

Part II. Questions regarding ETV advertisements

Indicate the extent to which you agree or disagree with each of the following statements by putting "X" mark on one of the choices

Key: SA = Strongly agree

D = Disagree

A = Agree

SD = Strongly Disagree

UN = Uncertain

No	Statements	SA	A	UN	D	SD
	Attractiveness					
1	<i>Most ETV commercial advertisements look fresh and new</i>					
2	<i>The opening statements of most ETV advertisements are able to attract the attention of audiences</i>					
3	<i>Most of ETV commercials advertisements are entertaining (hold the viewers' attention)</i>					
4	<i>Most ETV commercial are entertainig</i>					
5	<i>Too many of ETV commercials are similar to one another</i>					
	Informativness					
6	<i>Most ETV commercials help consumer buy intelligently (provide information that help to make an informed choice)</i>					
7	<i>Most of ETV advertisements advertise the ingredients that make the product possible, not the price or the benefits of the product or service</i>					
8	<i>Most of ETV commercial advertisements, promise benefits early and repeat the benefit a number of times</i>					
9	<i>Most of ETV commercials identify the brand early</i>					
	Simplicity					
10	<i>Most ETV advertisements use language which majority of the audiences can understand easily</i>					
11	<i>Most of ETV advertisements are brief and simple</i>					
12	<i>Most of the words of ETV commercial advertisements are short, realistic, and conversational</i>					

<i>NO</i>	<i>Statements</i>	<i>SA</i>	<i>A</i>	<i>UN</i>	<i>D</i>	<i>SD</i>
	<i>Relevance</i>					
13	<i>Most of ETV advertisements are full of irrelevant things</i>					
14	<i>In most ETV advertisements, everything is functional</i>					
15	<i>Most ETV commercials utilize much of their time to convey relevant information that help consumers to make purchase decision</i>					
16	<i>Most of ETV commercials present a long history of a company, its size, its values, its commitment—rather than directly addressing the problems that the product or service can solve and suggest how that solution makes life better for the potential consumers</i>					
	<i>Persuasiveness</i>					
17	<i>In most ETV commercials the situation is believable</i>					
18	<i>Too many of ETV commercials are reliable</i>					

III . Open ended Questions

1. *How do you generally evaluate the quality of the current ETV commercial?*

2. *What major drawbacks do you commonly observe in most ETV commercial advertisements?*

3. *What do you think should be made to improve the quality of ETV commercials?*

4. *What additional comments do you have on ETV commercials?*

Thank you for your time !

Appendix-II

በአዲስ አበባ ዩኒቨርሲቲ
ድህረ ምረቃ ት/ቤት
በሥነ-ትምህርት ኮሌጅ
የሳይኮሎጂ ትምህርት ክፍል

በኢትዮጵያ ቴሌቭዥን ተመልካቾች የሚሞላ መጠይቅ

የመጠይቁ ዓላማ :- ይህ መጠይቅ ተመልካቾች በኢትዮጵያ ቴሌቭዥን የሚተላለፉ የንግድ ማስታወቂያዎች ላይ ያላቸውን አመለካከት ለማወቅ የተዘጋጀ ነው። ለዚህም ሲባል በሁለት ክፍል 15 ዓረፍተ ነገሮችና ጥያቄዎች ቀርበዋል። በክፍል አንድ ላይ 13 ዓረፍተ ነገሮች የተዘጋጁ ሲሆን በእያንዳንዱ ዓረፍተ ነገር አቅጣጫ አምስት አማራጮች ቀርበዋል። እነዚህም፡- በጣም እስማማለሁ፣ እስማማለሁ፣ እርግጠኛ አይደለሁም፣ አልስማማም እና በጣም አልስማማም በማለት የተለዩ ሲሆን ዓረፍተ ነገሩን በሚገባ ከተረዱ በኋላ እያንዳንዱ ዓረፍተ ነገር እስከ ምን ደረጃ የሚቀበሉ ወይም የማይቀበሉ መሆኑን በሳጥኑ ውስጥ የ«/» ምልክት በማድረግ ይገለጹ። በክፍል ሁለት ለቀረቡት 2 ጥያቄዎች ደግሞ ያሎትን ሐሳብ ነፃ ሆነው እንዲገልጹ እጠይቃለሁ።

መመሪያ:- የፁሁፋ መጠይቅ ላይ ያሉትን ጥያቄዎች መልስ በሚሰጡበት ጊዜ የሚከተሉትን ነጥቦች ልብ ይበሉ።

- ስምን በመጠይቁ ላይ መፃፍ አስፈላጊ አይደለም።
- የሚሰጡት ምላሽ የጥናቱን ስኬታማነት ስለሚወሰነው መጠይቁን በጥንቃቄ እንዲመልሱ በትህትና እንጠይቃለን።

I. ግላዊ መረጃ

- 1. ዕድሜ _____
- 2. ፆታ _____
- 3. ሥራ _____
- 4. የት/ት ደረጃ _____

II. የኢትዮጵያ ቴሌቭዥን የንግድ ማስታወቂያዎችን የተመለከቱ ጥያቄዎች

ተ. ቁ	ዓረፍተ ነገር	በጣም እስማማለሁ	እስማማለሁ	እርግጠኛ አይደለሁም	አልስማማም	በጣም አልስማማም
1	አብዛኞቹ የኢ.ቲ.ቪ ማስታወቂያዎች መረጃ ኖሮህ መግዛት የምፈልገውን ነገር መርጠህ እንድትገዝ ያግዙሉ ::					
2	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ከሚተዋወቀው ዕቃ ወይም አገልግሎት የሚገኘው ጥቅም በግልፅ ይናገራሉ እንዲሁም ያሳያሉ::					
3	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ከሚተዋወቀው ነገር ተዛማጅነት በሌላቸው ነገሮች የተሞሉ ናቸው::	-				
4	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች መልእክቶች ተጠቃሚው ከሚተዋወቀው ዕቃ ወይም አገልግሎት ከማያገኘው ጥቅም እና ፍላጎት ጋር የተዛመዱ ናቸው::					
5	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ውሸት እና አሳሳች ናቸው::	-				
6	አብዛኞቹ የኢ.ቲ.ቪ ማስታወቂያዎች ተአማኝ ናቸው::					
7	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያ ግልፅና የተሟላ ትርጉም የሚሰጡ ናቸው::					
8	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያ ለመረዳት አስቸጋሪ ናቸው::	-				
9	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ያስልጥኛል ::	-				
10	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ይረብሹኛል ::	-				
11	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች ያስጠሉኛል	-				
12	አብዛኞቹ የኢ.ቲ.ቪ የንግድ ማስታወቂያዎች የሚተወወቀውን ዕቃ እንድትገዛ የሚያነሳሱ ናቸው::					
13	አብዛኞቹ የኢ/ያ ቴሌቭዥን የንግድ ማስታወቂያዎች ማራኪና አስቂኝ ናቸው::					

ክፍል ሁለት

1. በኢ.ቲ.ቪ የሚተላለፉ ማስታወቂያዎች ላይ ያለዎት አጠቃላይ አመለካከት ምንድን ነው?

2. በኢ.ቲ.ቪ የሚተላለፉ የንግድ ማስታወቂያዎች ጥራት ለማሻሻል ምን ቢደረግ ጥሩ ነው ይላሉ?

DECLARATION

I, the undersigned, declare that this thesis is my original work and that all the sources of materials used for the thesis have been duly acknowledged.

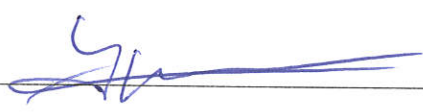
NAME: MULU TEMERE

SIGNATURE: 

PLACE: A.A.U

Date of Submission JULY 11, 2009

I the undersigned, declare that this thesis has been submitted for examination with my approval as a university advisor.

Signature 

Place _____

Date _____