

Addis Ababa University
College of Business Economics
Master of Business Administration Program



THE INFLUENCE OF ADVERTISING MEDIA CHOICE ON
CONSUMERS` BUYING BEHAVIOR.
(SELECTED ETHIOPIAN PRIVATE COMMERCIAL BANKS)

A Thesis Submitted to the Department of Management in Partial Fulfillment
of the Requirements for the Degree of Master in Business Administration.

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DECLARATION

I hereby declare that this work entitled “THE INFLUENCE OF ADVERTISING MEDIA CHOICE ON CONSUMERS BUYING BEHAVIOR. (IN SELECTED ETHIOPIAN PRIVATE COMMERCIAL BANKS) ” is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

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Fikru Dejene W/mariam

June, 2019

Abstract

Extant literature shows the way of communication and the information contained in the advertising is not strong and pertinent enough to attract the attention of the consumers. Advertising must be consistent enough so that it can be accepted and bring an effect on consumers' buying behavior when judged against information previously processed and held. This study aimed at examining the influence of demographic and socio-cultural factors, advertisement media choice used on consumers' buying behavior in selected Ethiopian private banks. We used bank age to stratify population in our attempt to capture heterogeneous behavior. Sample banks were randomly selected from each stratum while top three big branches of these banks were included purposefully. Finally grab sampling was used to capture perceptions of 384 customers of which 362 (94%) were valid for further analysis. The study used descriptive statistics, Chi-square, ANNOVA and linear regression to analyze differences among groups and effect of input variables on the outcome variable. Results indicate education and advertisement objective influence consumer buying behavior. Likewise, only broadcast media of the four media the sector uses significantly and positively influence buying behavior. Accordingly, the study concludes demographic factors, media selection and advertisement objective influencing consumer buying behavior in the Ethiopian private banking sector. Finally, we recommend private banks to focus on using broadcast media than others, persuasion advertisement objective to be more on persuasion, content attractive enough for educated, youth and middle age customers.

Keyword: Consumer buying behavior, media advertisement, bank advertisement

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List of Acronyms

ADS	Advertisement
AIDA	Attention, Interest, Desire and Action
ANOVA	Analysis of variance
BB	Buying Behavior
CBE	Commercial Bank of Ethiopia
CBO	Cooperative Bank of Oromia
DGB	Dejub Global Bank
FDRE	Federal Democratic Republic of Ethiopia
NBE	National bank of Ethiopia
PBE	Private Banks of Ethiopia
SPSS	Software package for social science
TV	Television
USA	united States of America
VIF	Variance Inflation Factor

Chapter One

Introduction

1.1 Background the study

Advertising and promotion are an integral part of our social and economical systems. In our complex society, advertisement has involved in to vital communications system for both consumers and business. The ability of advertisement and other promotional method to deliver carefully prepared message to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporation to small retailers increasingly rely on advertisement and promotion to help them market products and service. In market based economics consumers have learned to rely on advertising and other forms of promotion for information them can use in marketing purchase decision.(Belch,2003)

Egyptian and ancient Greek s used the papyrus for advertising and rock pointing was also used. Advertising in English in magazines as we known today dates back to the end of the 17th century and news paper advertising in American began during the first part of the 18th century with advertisements for estates with growth of mass media and different forms and avenues of communication like radio, TV, newspapers, magazines and of course the internet in 20th century, advertising stated becoming an important aspect for commercialization of products. People started understanding the potential of advertisements and it become a business with establishment of advertisement agencies with the first advertisement agency is US open in 1841(Shoaff, available at; <http://ezinearticles .com/>).

Today advertising is multi-billion industry employing hundreds of people and affecting billions of people`s lives worldwide. Yet, seeing as advertising clutter has increased tremendously and it more intense than ever, it is vital that companies differentiate themselves from competitors by creating even more powerful, entertaining and innovative advertising messages that affect consumers` buying behavior as well as sponsoring different events. The end point of any production or manufacturing activities is to increase the awareness and persuasion of the users. Therefore, whatever product or service that is produced must satisfy the need of consumers adequately and to maximize satisfaction when money utilize equals the utility of the offer

received in exchanged for the money. Advertising is one of the major tools companies use to direct persuasive communications to target buyers and publics. The spender includes not only business firms but museums, professionals & social organization that advertised their cause to various target public (Narty, 2010)

The selection of banking advertising means depends on bank`s target group. Most banking institution address their advertising holder of small accounts and thus advertising their product or service through the mass media, the press and television are the preferred means for large banks that have branches across the country. The most common communication methods are television, print advertisement& outdoor advertising. Radio advertisements are not very commonly used in banking sector (Mylonakis, 2008)

In unstable global financial markets the necessity to attract and retain consumers in the banking sector becomes especially topical. One of the perspective tools increasing economic effectiveness of financial institution is advertising. Peculiarities of advertising bank product and service are determined by their uniqueness. Their ``Intangible`` characterand inseparable connection between the clients` trust & stabilityof banking institution. The banks` advertising effectiveness is the quality of information reporting to potential and existent consumers during an advertising campaign aiming at forming the bank image and awareness of the bank product and service as well as gaining certain economic result determined before and after the transmission of advertising message (Shakhove&Panasenko ,2012).

Advertising is form of marketing communication used to promote or sell something. Usually a business`s product or service. According to Dhaliwal(2016) advertising is considered as major and important element for the economic growth of the marketers and different companies in competition advertising is usually a paid form of publicity by some sponsor and reached through varies media such as television, radio advertisement, outdoor advertisement, newspaper, magazine, mail or modern media such as website & text message furthermore the developments and technology advancements have turned advertising to more power full in its impact and effect. The important question of marketers is all those media advertisement positively influence the consumers` buying behavior.

In general advertising plays a major role in modern life. It shape the altitude of the society and individual and inevitably influence customers buying behavior the consumer has to contend with huge amount of information and be able to make a choice, draw conclusions and make important decisions. The most important task for a business advertising itself is to present its product or service in such manner that the whole environment around the buyer turns in to positive emotional stimulus (Jakstien, Susnien, Narbutas, 2008).

At most literatures agree that researcher think advertisement affect consumers` buying behavior. They believe that different advertisement tools have their own role and objective will have impact on consumers` buying behavior. Therefore, this study will examine the influence of advertising media choice on consumers` buying behavior in the case of selected Private commercial Banks of Ethiopia.

1.2 Statement of the problem

In today`s competitive and volatile environment all marketers including banks communicate with their target markets through advertising. The way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers (Mittal and Pachauri, 2013).

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

In unstable global financial markets the necessity to attract and retain consumers in the banking sector becomes especially topical. One of the perspective tools increasing economic effectiveness of financial institution is advertising. Peculiarities of advertising bank product and service are determined by their uniqueness. The banks` advertising effectiveness is the quality of information reporting to potential and existent consumers during an advertising campaign aiming at forming the bank image and awareness of the bank product and service as well as gaining certain economic result determined before and after the transmission of advertising message (Shakhove &Panasenکو,2012).

The bank executive and policy makers are involved in allocating sound budget for advertisement. They are also required to take sound decision with regarding to the types of media to be used (Mittal & Pachauri, 2013).

Advertising is form of marketing communication used to promote or sell something. Usually a business`s product or service. According to Dhaliwal (2016) advertising is considered as major and important element for the economic growth of the marketers and different companies in competition advertising is usually a paid form of publicity by some sponsor and reached through varies media such as television, radio advertisement, outdoor advertisement, newspaper, magazine, mail or modern media such as website & text message furthermore the developments and technology advancements have turned advertising to more power full in its impact and effect. But, the important question for a marketer is “do all these media advertisements positively influence the consumers’ buying behavior?” If media advertisement is not create any positive change in consumers’ buying behavior, all the resources such as money, time and efforts spent on media advertisement will go in vain. Most business institutions do not assess the effect of their advertisement and can’t empathize with the persons to whom the advertising is being directed; they do not know how the customers feel about their products or services and how is important their products or services to their target market. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in their buying behaviors` in the Banking Sector (Mylonakis, 2008). These theories also apply to Private Banks of Ethiopia media advertisement that the banks was doesn’t know how the customers feel about the products and services and how is important and impact its ads on its customers’ buying behavior.

previous related studies have been focused on different factors that affect consumers` buying behavior for instance Awan, Ismail, Majeed & Ghazal (2016) used five factors which are necessity, pleasure, dominance, brand recall & stimulation and other some researchers used three factors (Narity, 2012) that used product characteristics, physiological variable & exogenous or external variable. Niazi, Siddiquie, Shah & Hanjre (2012) used that two factors that are emotional response & environmental response furthermore (Ahmed & Ashefaq, 2013) used those five factors such as quality of product , price of product, persuasiveness information & entertainment, brand image & celebrating endorsement. Whereas, (Amir, 2015) used that for factors print media, radio, television & online. Fatima & Lodina (2015) also used two factors that are

consumer awareness and consumer perception. As the above literatures written by different scholars indicate studies which were conducted on the effect of advertisement on consumers` buying behavior by taking two and three factors however, some studies were conducted by taking four and five factors or variables. Each and every study used only specific factors; they may not comprise all factors that exactly indicate the influence of advertising media choice on consumers` buying behavior.

1.3 Research Question

1.3.1 Central Research Question

- What are the demographic, socio- cultural, informational, media type and media objective factors that influence consumer buying behavior in the Ethiopian private commercial banking sector?

1.3.2 Sub Research Questions

- Which advertisement media influence the consumers` buying behavior?
- Does objective message advertisement influence the consumers` buying behavior?

1.4 Objective of the study

1.4.1 General Objective

The general objective of the study was to examine the influence of advertising media choice and objective on consumers` buying behavior on the banking sector in the case of selected Private Commercial Banks of Ethiopia.

1.4.2 Specific objective

- ❖ To examine the influence of advertising media choice on consumers` buying behavior
- ❖ To examine the influence of advertising message objective on consumers` buying behavior.

1.5 Research Hypothesis

- H₁:- printing media ads have positive significant influence on consumer buying behavior.
- H₂:- Broadcast media ads have positive significant influence on consumer buying behavior.
- H₃:- Out doors media ads have positive significant influence on consumer buying behavior.
- H₄:- social media ads have positive significant influence on consumer buying behavior.
- H₅:- Objective of media ads messages has positive significant effect on consumer buying behavior.

1.6 Definition of terms

Consumer's behavior: the process by which individual search for, select, purchase, use and dispose of goods and service. In satisfaction of their needs and wants the study of consumer behavior does not only include reasons for buying but also the consumption process of the consumer behavior does not only include reasons for buying but also the conception process of the consumer at large (Eagle,2011).

Buying behavior: is slightly difference from consumer behavior as it emphasize on the actual buyer (purchasing) behavior of the consumer and the factor influence the decision making process. This is referred by (Solomon et.al, 2006)in their explanation of consumer research broadening from its original focus on buying behavior to its focus in the general consumer behavior also taking into consideration what happening before and after the purchase.

1.7 significance of the study

The study might have both theoretical and practical usefulness. The finding was make stakeholders like shareholder, management staffs, employees' customers, investors, government institutions and etc have been benefited from the outcome of this study by having the correct information and awareness about the effect of advertisement on consumers buying behavior and the factors that influence consumers to respond to media advertising. since the result of the study has been be positive influence on consumers` buying behavior, the stakeholder can be motivate

to assist the business and build trust which can lead to increase consensus for the strengthen of the business ; ensure to be engage in the process.

The implications of the study result will help private banks of Ethiopia to take media advertising more seriously and adopt the right and effective media usage strategies to influence customers` buying behavior, so as to give a better exposure in the fast growing competitive markets. It will be highly significant to marketing management staffs to examine the influence of advertisement on consumer`s buying behavior on banking sector to prioritize and allocate resource the effective media planning strategies, and measure return on investment on media advertisement. The shareholder to know the implementation of the decision passed regarding media and promotions, the effect will bring on the consumers purchasing behavior. Theoretical this study also cover away for other researcher to conduct further survey on this area and serve as reference material for student and marketing.

1.8 The scope of the study

The research paper was focused on the influence of advertising media choice and objective on customers` buying behavior in only one sector ; private commercial banks of Ethiopia in Addis Ababa Branches, This study is only influence of advertising media choice and objective on consumers` buying behavior was covered in the study but, other components of advertising brand preference & consumers buying behavior like information search, evaluation of alternative , purchase decision & post purchase evaluation could not be reached to be carefully not to be broader or not to be narrower in contents scope. Data collection was delimited to nine private bank of Ethiopia in Addis Ababa Branches of customers this is one of delimitation.

1.9 Limitation of the study

Usually researches suffer from all inherent problems of studies was conducted based on survey questionnaires and this study may also face the same fact initially it is hardly possible to place sufficient questions in the questionnaires to cover each aspect of given subject. Moreover, the use of questionnaires can also cause bias or incorrect results if unknowledgeable people fill in the questionnaires. In addition it has been impracticable to conclude the result of the research to the industry level because the research is base only on the conclusion to be obtained from private

banks of Ethiopia. In addition of technical limitation the research output might have also suffer if the customers under investigation are without interest to actively participate in the research. On the top of that absence of adequate studies and organized data especially empirical literature both qualitative and quantitative data regarding the study variable (especially in banking sector) which has been useful to lay a more relevant factual base for study and lack of time to utilize maximum effort due to other work pressure some of the limitation

1.10 Organization of the study

The final research has been structured in to five chapters. The first chapter is introduction (background of the study, banking industry in Ethiopia, statement of the problem, objective, research hypothesis, definition terms, significant of the study, scope of the study and limitation of the study) the second chapter is literature review which was present the theoretical framework of the subject matter. The research design and methodology is present in chapter three. The fourth part is data discussion and analysis, finally based on result of the study summery of finding and the recommendation are present

Chapter Two: Literature Review

2.1 Concept and Definition of Advertisement

Advertisement is an effective way to influence the mind of viewers and gives viewers“ exposure towards a particular product or service Katke (2007). Advertising play an important role in business demonstration and is a useful instrument to attract and influence customers. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment. In the present digital world, everything like culture, habits of the people, technology and etc. are on their way to becoming globalized. The fast tempo of globalization is thus minimizing the distance among customers.

Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promote ideas, goods and service in manner consisted with the achievement of the advertiser`s objective the delivery of consumers satisfaction and the development of social and economic welfare(Cohen,1988)

Advertising forms one component of the promotion mix. It has become very popular and useful and has reached the statues of an independent discipline. It has grown at very fast pace and has become a special field of study. It has been driven from the Latin word `advert` which means to turn around, to draw attention to any subject or purpose. It is paid and non-personal form of presentation and promotion of ideas, good and service by an identified sponsor. There is also an identified media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information in to them by this method, he tries to popularize the product or service which is the basic aim of the activity (Khan,2006).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential

consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

2.2 Objective of advertisement

Each advertisement is specific communication that must be effective, not just for one customer, but for many target buyers. The objectives of advertising were traditionally stated in terms of direct sales. Now, it is to view advertising as having communication objectives that seek to inform, persuade, and remind potential customers of the worth of the product. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising program.

An advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind (Rai, 2013). Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes, and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications; this involves the study of consumers' behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Rai, 2013).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors' advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina Belay, 2012).

Advertising has power to persuade and influence and it has the power to change markets and improve profit margins (Jerry,2007). On top of these, several researches showed that advertising has the power of communicate new information, create awareness, and build reputation and image in the minds of potential customers or even existing once. Advertising is one of the most visible marketing activities. In general, academicians posit that advertising is successful in building consumer – based product or service (Wang et al,2009)

All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai, 2013).

Advertising objective is specific communication task &achievement level to be accomplished with specific audience in specific period of time(Kotler and Keller,2013) according to objective correspond to different stage in the hierarchy –of – effect model.

Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products.

Persuasive advertising aims to create liking, preference, conviction and purchase product or service.

Reminder advertising aims to stimulate repeated purchase of product and services.

Reinforcement advertising aims to convince current purchases that they made the right choice.

H5: Objective of media ads messages have significant effect on consumer`s buying behavior

2.3 Importance of Advertisement

According to (Balch & Balch, 2003) there are several reasons why advertising is such important part of money marketers` promotional mixes. First, it can be very cost –effective method for communicating with large audiences advertising can be used to create images and symbolic appeals for company, a very important capability for companies selling product or service that are difficult to differentiate on functional attributes. Even when other elements of marketing

program have not been successful, advertisement has the ability to strike a responsive chord with customers.

According to Rahman (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes. The role of advertisement changes unto what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996), as cited by Vivekananthan, (2010).

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmed, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an

important factor in the campaigns to achieve such societal-oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse. (singh, 2012)

2.4 Negative effect of advertisement

Advertising is the most visible activity of business what a company may have doing privately for money year suddenly becomes public the moment it start is to adverse advertising is widely criticized not only for the role it plays in selling product or service but also for the way it influence our society. As a selling tool, advertising is attacked for its excess. Some critics charge that, at it worst. advertising is down right on truthful and at bets it present only positive information about product others charge that advertising manipulate people psychology to buy thing that can't afford by promising greater sex appeal or improved social status still others attack advertising for being offensive in bad taste or simply too excessive (Bov`ee & Arens,1989)

Advertising is superficial. The basic criticism of advertising here is that it frequently carries little, if any, actual product information. What it does carry is said to be hollow ad-speak. Ads are rhetorical; there is no pure "information." All information in ads is services that are very difficult to differentiate. It has the ability to strike a responsive chord with consumers when other elements of the marketing program have not been successful (Belch, and Belch 1990). According to Kotler (2000), both the businesses and individual sellers should ask themselves what should the advertising of their products and services are and what impact on the customer should it make.

The most painful negative effect of advertising is the complete and utter degradation of some forms of art. Almost nothing you see on television or hear on the radio is done for the sake of creativity. Everything you see or hear now is meant to sell you something. All the singers are singing about something you should buy, all the dancers are dancing around a new perfume, all the cartoons are telling you what to get your kids for Christmas (Nartey, 2010).

Advertising Creates Needs. A common cry among critics is that advertising creates and makes people buy things they do not really need or even want. The argument is that consumers are relatively easy to seduce into wanting the next shiny bauble offered by marketers. Advertising Promotes Materialism. It is also claimed that individuals' wants and aspirations may be distorted by advertising. The longstanding argument is that in societies characterized by heavy advertising, there is a tendency for conformity and status-seeking behavior, both of which are considered as materialistic and superficial. Advertising Perpetuates Stereotypes. Advertisers often portray their target customer in advertisements, with the hope that individuals will relate to the ad and attend to its message. Critics charge that this practice yields a very negative effect-it perpetuates stereotypes (Arens, Schaefer & Weigol, 2009).

2.5 Types of media advertisement

In today's world, there are a myriad outlets in order to achieve the functional goals of advertising. These media outlets are competing for consumer's attention.

There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides) Armstrong and Kotler (2003)

Print advertising: one of the oldest and the most popular media of advertising, print media has better reach can be even be used for copy extension advertisement it include newspaper, magazine, brochures and fliers.[http://www.the balancemb.com./types of advertisement. Mediums](http://www.thebalancemb.com/types_of_advertisement_Mediums)).

Printing ads is Newspaper, Magazine, Brochures, Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depend

on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper(Narty,2010).

H₁: printing media ads have significant effect on consumer`s buying behavior

Broad cast advertising: is very popular advertising medium that consensuses of several branches like **Television, &Radio** The television advertisement have been very popular ever seen they were introduced. The cost of television advertisement advertising often depends on the duration of advertisement,. The radio might have lost its charm owing to new age media, however it remains the choice of small –scale advertiser (Manhor, 2011).

Television is one of the most recreation sources for women because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal, 2008).

A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013).

H₂: Broadcast media ads have significant effect on consumer`s buying behavior

Outdoor advertising: billboards, kiosk & event are used of different tools to gain customer attention. The billboards are presented all around of the city & that is attracting the attention of

the customers. Kiosks are an easy out late of the product & serve as information to customers. Therefore outdoor advertising is an effective advertising tools.(Management study Gide,2013).

H₃: Outdoor media ads have significant effect on consumer`s buying behavior

Social Media Advertising: twitter, face book, website ads (Erickson D.2008) indicate that the millennium generation is playing the leading role in social network usage, it is clear indication that social media can be viewed as an important channel and tools to interact with the target audience

Social media can be defined as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Moreover, Social Media Advertising can be defined as An online Ads that incorporates user interactions that the consumer has agree to display and be shared.

H₄: Social media ads have significant effect on consumer`s buying behavior

Covert advertising: is unique kinds of advertising in which product or particular brand is in corporate in some entertainment and media channels like movies, television shows or even sports. There are no commercial in the entertainment but the brand or the product is subtly (sometimes evidently) showcased in the entertainment show (Management study Gide, 2013).

Surrogate advertising: is prominently seen in cases where advertising a particular product is banned by law. Advertisements for products like cigarettes or alcohol which are in furious to health are prohibited by law in several countries. Common example include fosters and kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising (Manohar,2013).

Celebrating advertising: is getting smarter and smarter and the modern- day consumer is getting immune to the exaggerated claims made in majority of advertisements, there exists a section of advertisers that still bank up on celebrities and their popularity for advertising campaigns, which consists of all sorts of all advertising including , television ads or even print advertisements. How effective these ads are, is something that each consumer himself can determine (Manohar,2011)

Public servant advertising: advertising for social cause.is a technique that make use of advertising as an effective communication medium to convey social relevant messages about important matter and social welfare cause like AIDS, energy conservation , political integrity , deforestation , illiteracy , poverty and so on (Alina,2010).

2.6 Classification of advertising

The nature and purpose of advertising differ from one industry to another across situation according (Balch & Bach,2006). It categorize as below;

National advertising: done by large companies on a nationwide basic or in most regions of the country. Most of the aids for well- known companies and brands that are seen on prime –time TV or in other major national or regional media are example of national advertising (Belch&Belch,2006).

Retail/local advertising: done to encourage consumers to shape at specific store, using local service, or patronize a particular establishment. It tends to emphasize specific patronage motive such a price , hours of operation , service atmosphere , image or merchandise assortment it concerned with building store traffic , so their promotions often take the form of direct – action advertising designed to produce immediate store traffic and sales.

Primary versus selective- demand advertising: primary demand advertising is designed to stimulate demand for the general product class or entire industry. Selective – demand advertising focus on creating demand for specific company’s brands. Most advertising for products and service is concerned with stimulation selective demand and emphasize reasons for purchasing a particular brand.

Business to business advertisement: advertising targeted at individuals who buy or influence the purchase of industrial goods or service for their companies. Industrial goods are products that either becomes a physical part of another product are used in manufacturing other goods or are used to help companies conduct its business. Business service such as insurance, travel service, and health care are also include in this categories.

2.7 Advertising model

Advertising model is according to AIDA (Attention – Interest-Desire- Action) model develop by (Schramm, 1995) the decision by consumer to purchase a particular product or service begin when the product captures his or her attention this is followed by developing an interest for that product or service, Which is followed by the desire for that product or service to fulfill his or her needs. Therefore the consumer decides to take action, which is to purchase to product or service. Advertising simply means selling but for this one need a creativity of mind with the work of beauty and art. Advertising has been a subject discussed over centuries ago, mostly in the 20th and 21st centuries whether advertising increases prices or lower prices one of the most controversial issues.

2.8 Consumers` buying behavior

Consumer`s buying behavior is the sum of total of consumer altitude, preference, intention& decision regarding the consumers behavior in the market place when purchase a product or service (<http://study.com>).

Consumer behavior as activities of people engaged in actual or potential use of market items whether products, service information or ideas (Achumba, 1996). Consumer behavior as the act of individuals who make decision to spend their available resource (money, time& effort) on consumption of related item (Engle, 1995).

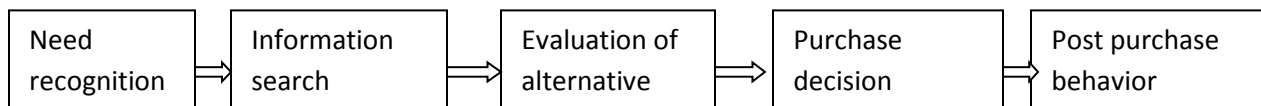
Consumer buying behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption. Marketers` success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among

different types of customers. For example, purchase decisions may be influenced by the personality or lifestyle of the consumer (Belch & Belch, 2003).

2.9 Stage of consumer`s buying process

It is useful to examine the various concepts and how they influence buyer behavior, promotional planners must also understand the process that underlines the actual act of making purchase. The consumer purchase decision process is generally viewed as consisting of sequential steps or stages that the buyer passes through in making purchase decision (Belch & Belch, 1990).

Figure 2. 1: Five steps need recognition model



Problem Recognition: Problem recognition is the beginning level of consumer decision-making process. It occurs when consumers realize that there are some deviations between their actual state and ideal or desired state (Howard et al. 2000).

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

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

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

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

2.10 Factors influencing consumer's buying behavior

The factors that influence consumer behavior can be grouped into **personal, psychological, cultural and social factors** (Schurr & Ozanne, 1985)

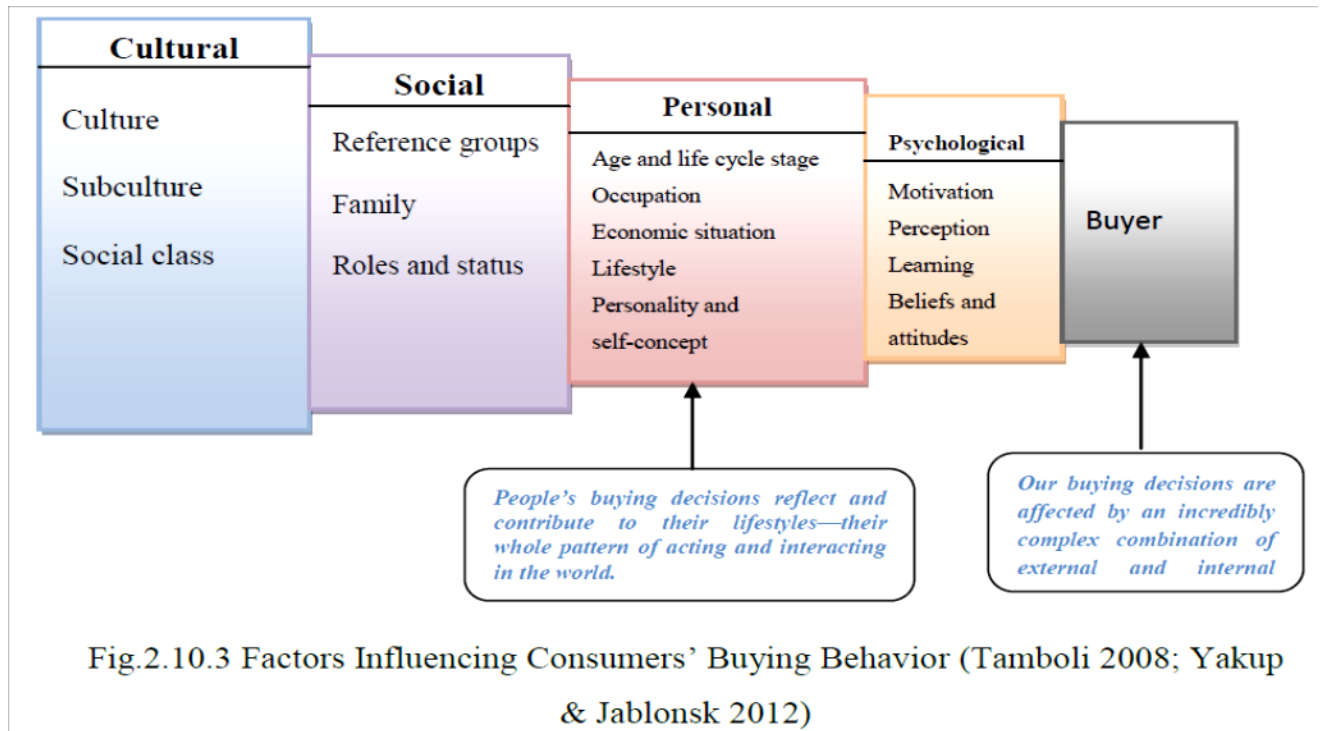
Personal factors: that influence the consumers buying behavior it include i, age & life cycle stage ii, occupation, economic situation, life style & iii. Personality & self concept (Amir, 2015).

Psychological factors: is the study of individual which include motivation, perception, learning, belief & attitudes. These entire factors are critical to an understanding of consumer behavior & help us need of individuals & their experience and personality characteristic influence buying behavior (Flavian, 2006).

Culture factor: the set of basic value perception, wants & behavior learned by a members of society from family & other important institution (Amir, 2015).

Social factors: is the study of group which individual from group, their acts as sometimes quite difference from action of those very individual when they are operate alone, the influence of group membership family & social class consumers buying behavior are important for the study of consumer behavior (Flavian, 2006)

Figure 2.2: Factors influence consumers buying behavior



2.11 Empirical Literature Review

(Rehan, 2014) in the research on how advertising affects the buying behavior of consumers in Pakistan. The result shows a correlation that advertising is positively correlated with buying behavior at 0.414, which means consumer buying behavior is impacted by advertisement.

(Sarwar and Ysamin 2012) The research on the effect of different media ads on consumer purchase intention in the Bangladesh fast food industry. They have been assessed through three different media advertisements including commercial ads, print ads, and online ads. The result of the research shows that consumers have found online advertising more interesting compared to media and print ads, and this is due to the rapid growth of internet users.

Niazi (2011) The research on the effect of advertising & its influence on consumer buying behavior reveals that there is a huge relationship between advertisement & consumer buying behavior, and it also established a relationship between environmental response & consumer buying behaviors.

(Nirmala & Pais 2012) advertisement and its impact on consumer buying behavior on health care product in Bangalore city it reveal that the advertisements are attract and the viewers able to recall the advertisement but at the same time the viewers opened that advertisement should be made informative. The findings of his study advertisements have both positive & negative impact on viewers.

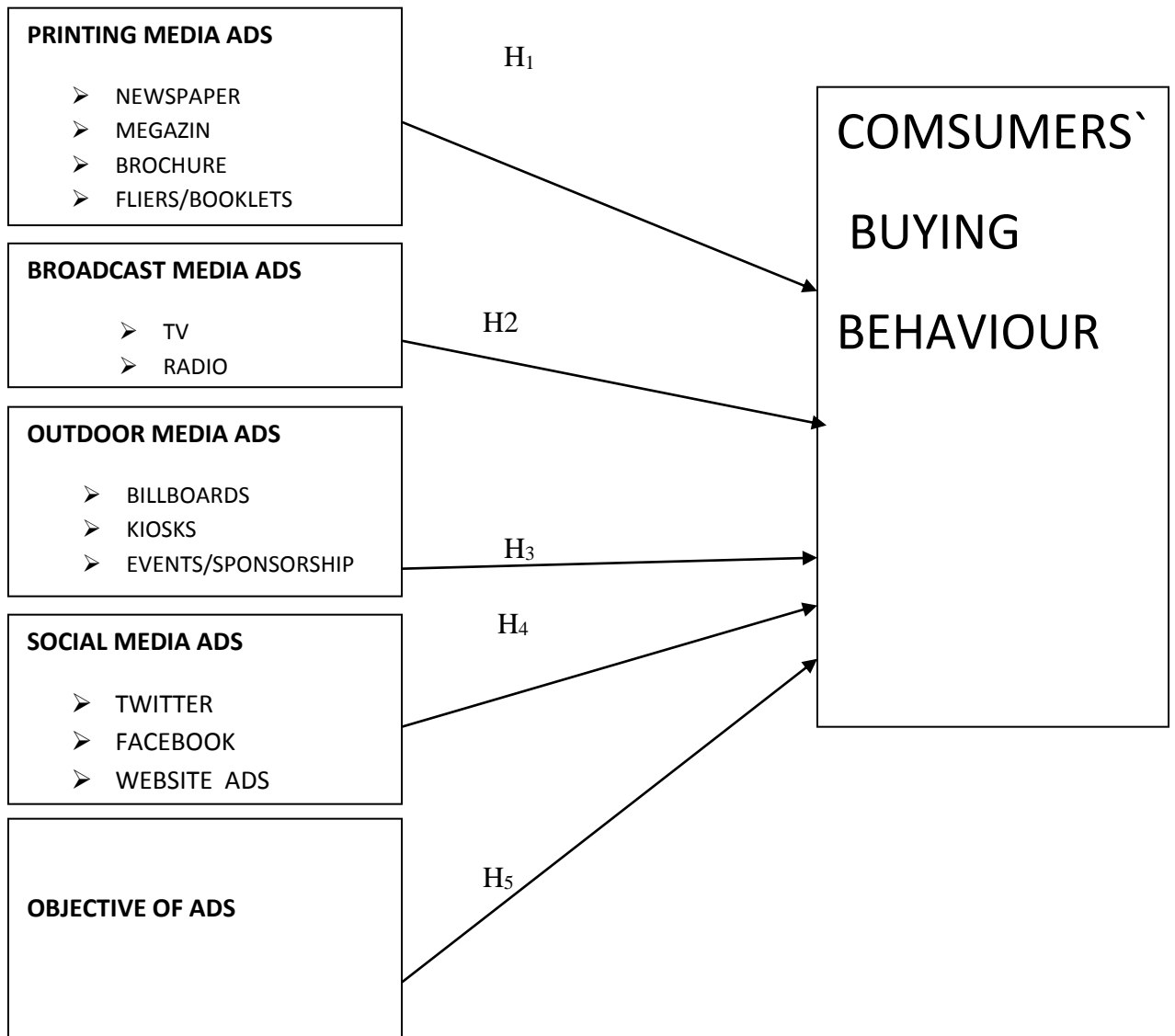
Gramm (1969) conduct a study consideration of advertising expenditures aggregate demand and stabilization based on the findings of the study that there is no positive relationship between advertising & aggregate consumption.

According to Byabalo (2009) a consumers purchase decision by city majority of purchase decision is highly influence by social reference group & price.

2.12 Conceptual frameworks

The following conceptual framework is developed based the above literature review & taken from varies concept developed by different researchers media used for independent variable (Mhalet, 2016) and (Amir,2015),(Haque & Sarwer ,2012). Therefore, conceptual framework was developing which include media advertising and objective ads message that influence consumers` buying behavior. There are two variable in this research study, that are dependent variable and independent variable for dependent variable it is consumer`s buying behavior on banking service in private banks of Ethiopia, For that independent variable media advertisement such as media for advertisement & objective of advertising

Figure 2.3: Source, adopted from (Mahalet, 2016, Amir, 2015, Haque & Sarwer ,2012).



Chapter Three: Research Methodology

3.1 Introduction

In this chapter include banking industry in Ethiopia, research approach, research methods, research design it include research strategies, data collection, research measures, population, sampling & sample size and finally validity & reliability of the questionnaire.

3.2 Banking Industry in Ethiopia

Modern Banking in Ethiopia was started in the year 1905 when the Bank of Abyssinia was established. Bank of Abyssinia was formed under a 50 years franchise agreement made with the National Bank of Egypt, which was owned by the British and it operate around twenty six years and the liquidation formally on August 29, 1931. During this time, the Bank of Abyssinia was replaced by the Bank of Ethiopia (NBE, 2010).

Bank of Ethiopia was a national Bank and one of the first indigenous banks in Africa (NBE, 2010). The Bank of Ethiopia operated until 1935 and ceased to function because of the Italian invasion. After evacuation of Italians, the State Bank of Ethiopia was established on November 30, 1943 with a capital of One Million Marian Treasury of the Ministry of Finance. Pursuant to the Monetary and Banking Law of 1963, the State Bank of Ethiopia that had served as both a central and a commercial bank was dissolved and split into the National Bank of Ethiopia and Commercial Bank of Ethiopia S.C. National Bank of Ethiopia`s activities are central banking activities whereas Commercial Bank of Ethiopia`s duty is performing business (normal banking operations).

In 1974 change of government and the command economic system, this had prevailed in the country, the Commercial Bank of Ethiopia S.C and other banks and financial institutions were nationalized on January 1st, 1975. The nationalized banks were re-organized in one Commercial Bank of Ethiopia and two specialized banks, the Agricultural and Industrial Bank (AIB), renamed as the Development Bank of Ethiopia (DBE) and a Housing and Savings Bank (HSB) currently named as the Construction and Business Bank (CBB) (NBE, 2010).

Following the fall of Derge regime in 1991 and the change of economic policy directions, financial institutions were re-organized to operate towards a market oriented policy framework. Accordingly the country enumerated policy and proclamation for operation. The Licensing and Supervision of Banking Business No.84/1994 under Monetary and Banking Proclamation No.83/1994 had allowed the establishment of private banks and has marked the beginning of new era in the Ethiopian banking sector. As a result of the enactment of the banking legislations in the country in the 1990s, a good number of private banks have been established. Currently, after the proclamation of 1994, there are 18 banks in Ethiopia. Out of which 16 are private commercial banks, one governmental commercial bank and one state owned banks. The first private bank of Ethiopia is Awash International Bank which was established in 1994 by 486 shareholders paving a way to the establishment of related private banks such as Dashen Bank (1995), Abyssinia Bank (1996), Wgegan Bank (1997), United Bank (1998), Nib International Bank (1999), Cooperative Bank of Oromia (2004), Lion International Bank (2006), Zemen Bank (2006), Oromia International Bank (2008), Buna International Bank (2009), Birhan International Bank (2009), Abay Bank (2010), Addis International Bank (2011), Dehub Global Bank (2012) and Enat Bank (2013).

3.3 Research approach

According Saunders et al (2012) there are two basic research approaches have been identified namely inductive & deductive approach. This research uses deductive reasoning approach because its framework or research hypotheses are built based on the previous studies and this approach is searching for an explanation of the causal relationships between variables by collecting data in most cases using a quantitative method. It helps in generalizing from the chosen sample to the whole population (Sekaran, 2003).

3.4 Research method

There are three types of research methods namely qualitative, quantitative & mixed research designs. The selection of appropriate research design for study depends on the objective of the research, the availability of data, the urgency of the decisions and the costs of collecting data (Zikmund, 2000).

This study uses quantitative research design. This research involves the collection of primary data samples with the intention of projecting the results on a wider population.

Therefore, this research was suitable to examine the relationship between component of advertising media choice, advertising objective message and consumers buying behavior. This method also selected because of it uses numerical data to collect information that can be used to explain as well as determine the connections amongst variables.

3.5 Research design

The research design is the preparation of conditions for the collection and analysis of the data required either to solve the research problem or to achieve the research purpose (Kothari 2004)

According to Kothari (2014) there are three types of research, exploratory, descriptive & explanatory research. Descriptive research set out of describes and to interpret what is. It looks at individuals, groups, institutions, methods and material in order to describe, compare, contrast, classify analyze and interpret the entity and events that constitute the varies field of inquiry. It aims to describe the estate of affairs as it exists. On the other hand, explanatory research, aims at establishing the cause and effect relationship between variable. Exploratory research is often conducted in new areas of inquiry (Bhattacharjee, 2012). This study will apply both Descriptive & explanatory research design. The reason for selecting descriptive research design is to describe the influence of advertisement media choice and objective message on consumers` behavior and to determine the different factors that stimulate consumers to respond to media advertisement in banking sector of private bank of Ethiopia. And explanatory research because it aimed to test the relationship between the dependent variables (advertising media and objective message advertisement) and independent variables (consumers buying behavior).

Research strategies help researchers to provide data that can be answer the research question or achieve the research objective, even though there are many research strategies such as experiment, survey, case study, action research & grounded theory (Saunders et.al, 2009).

This study use survey strategy because the data collected from survey strategy can be use to suggest possible explanation of the relationship between variables.

3.5.1 Data collection

3.5.1 Types of data

There are two types of data: primary data and secondary data. Primary data is data that is observed or collected directly from firsthand experience (Leroy, 2012). According to Gerber Nel, and Kotze,(2005) . The primary data collection method is divided in to three namely survey, observation and experiment. Whereas the secondary data document analysis to supplement the primary data along with a number of books, journals and articles on a specific issue. Based on the research questions and objectives, this study employed both primary data &secondary data.

3.5.1.2 Data collection technique

A questioner is considered to be key tools in collecting data and it is mostly widely used tools in social research (Lancaster, 2005). It contains standardize questioners where by all respondent may understand in the same way because avoid any misinterpretation and reliability loss that may uncounted during translation process in local language in Amharic. Therefore this study collects data using questioner because study are descriptive & explanatory research.

3.5.1. 3 Time horizon of the collect data

Based on the time horizon data collection divided in to cross-sectional and longitudinal data (Saunders et al, 2012). This study used a cross-sectional data it considered only the current level of advertisement media choice and consumers buying behavior existing in private banks of Ethiopia.

3.5.2 Research measures

The dependent and independent variable are for this study and their measurement. The independent variables are advertisement media which include printing advertising, broadcasting advertising, outdoor advertising, social media advertising and objective advertising message. While dependent variable is consumer buying behavior. Each construct was measured with

multi- item scale these items were extracted from previous researchers (see in the appendix A). Items were measured on five points ranging from ``1= strong disagree to 5= strongly agree``.

3.5.3 Study population, sampling and sample size

3.5.3.1 Study population

population is the group of interest to the researcher that group to whom the researcher would like to generalize the result of the study(Creswell,2009).The population used for this study private Banks of Ethiopia in Addis Ababa city. The sample units are all customers of private Banks of Ethiopia in Addis Ababa city branches. The elements that make up the population are called the sampling units. Sampling units were the target population elements available for selection during the sampling process. The Sampling units for this study were all customers' serves as opening new account and existing customers using varies bank products. The reason is that the researcher believed that all customer of the bank knew or experienced the service of the organization due to some reasons that they have been served with this bank.

3.5.3.2 Sampling

This study is use both stratified random and convenience sampling technique was used to undertake the study to complete the structure questionnaire the basis for the researcher to use this technique was to gather information about the component part of private banks in Ethiopia. The cut of year will set due to the importance of experience in the industry. The selection of banks should be in operation before the fiscal year 2017/2018. In line with this 16 private banks fall in the sample frame there are three peer groups in Ethiopia's private banks. Each peer forms strata and sampling within each stratum will be select and as the result the researcher distributes questioners to the selected banks. According to bank groupings based on their age of operation there are three peer groups of private banks in Ethiopia. The first groups are banks who are involved in operation more than eighteen years, the second peer group who worked between nine and eighteen years & the third peer group who involved in operation less than nine years because of time and budget constraint to survey all the aforementioned banks, Selection of sample is based on stratification of banks according to their peer groups, grouped in terms of their age of operation in the banking industries to get well experience and relevant data. The researcher

randomly select nine banks constituted the sample was selected (tree samples from the peers) and proportional sample of respondents from each nine selected bank where each and every item in the population has an equal chance of inclusion in the sample.

Subsequently using convenience sampling method to concentration of top three higher customer`s branch can be distributing the questionnaires from each nine selected bank plus it was easier for the student researcher in accessing sample of respondents.

Table 3.1 Number of customer from each Bank

	Number of customers	
Private Banks of Ethiopia	Dec-2018	Year established
Awash	1,889,938	1994
Dashen	2,111,693	1995
Abyssinia	1,147,784	1996
Wegagen	1,139,657	1997
United	867,661	1998
NIB	762,231	1999
Peer-1	7,051,303	
CBO	5,126,566	2004
Lion	667,347	2006
OIB	1,255,449	2008
Zemen	58,209	2008
Bunna	442,671	2009
Berhan	615,061	2009
Peer-2	8,165,303	
Abay	537,871	2010
Addis	111,185	2011
DGB	111,984	2012
Enat	88,559	2012
Peer-3	849,599	

Source; Number customers data receiving from strategic planning and marketing department of OIB (Dec, 2018)

3.5.3.3 Sample size

According to Narangajavaen (2007) summarize that there were for strategic to decide sample size including census for small populations, imitating a sample size of similar studies. According to Sekaran (2003) sample size of 300-500 is adequate for most researchers.

In order to determine the sample size an estimation of the expected population of success must be considered Kothari (2004). In this case, more conservative proportionate of success (p) which is 50% was selected together with a level of confidence of 95% (Z). A sampling error no greater than 5% (e)

$$n_0 = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.05)^2} = 384 \quad \text{where no- sample size}$$

Z- Standard variant at a given confidence level

p- Estimated proportion of success

q- (1-p) or estimated the proportionate of failures

e- Acceptable error

Table 3.2 Questioner Distribution proportionate by number of customer from sampling each Bank

S.N	Name of Bank	Number of customers on Dec31,2018	Distributed Questionnaire		Returned Questionnaire	
			No.	%	No.	%
1	Awash	1,889,938	63	16.36	59	15.36
2	Abyssinia	1,211,693	40	10.49	38	9.90
3	United	867,661	29	7.51	28	7.29
4	CBO	5,126,566	170	44.37	159	41.41
5	Oromia	1,255,449	42	10.86	39	10.16
6	Buna	442,671	15	3.83	15	3.91
7	Abay	537,871	18	4.65	16	4.17
8	DGB	111,984	4	0.97	4	1.04
9	Addis	111,185	4	0.96	4	1.04
Total		11,555,018	384	100	362	94.27

3.6. Data capturing

The entire filled questionnaires were collected from each respondent according to the time line provided for data collection and ready for analysis. Once the questionnaires had been completed, the researcher then coded and analyzed.

3.7. Data analysis methods

The purpose of analysis is to build up a sort of empirical model where relationships are carefully brought out so that some meaningful inferences can be drawn Zikmund (2003). It was necessary to employ statistical techniques to analyze the information, as this study was quantitative in nature; the following statistical techniques were used to analyze the gathered data.

3.7.1. Descriptive Statistics

To provide descriptive information for the consumer profile and characteristics, frequencies were used. Moreover, research question one and two were addressed by employing descriptive statistics. According to Andy Field (2006), frequencies refer to the number of times various subcategories of ascertain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can be easily obtained.

3.7.2. Correlation

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

As mentioned previously, the hypotheses of the study were concerned with establishing a relationship between advertisement media choice, objective message influence and consumers buying behavior. The relationship between these two variables was investigated using two-tailed

Pearson analysis. This provided correlation coefficients which indicated the strength and direction of linear relationship.

Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. One of the commonly used, Pearson’s correlation test was used to examine the associations between advertisement media components and consumers buying behavior. Afterwards, the correlation coefficient (r) was examined to see if there is a strong or weak relationship between the variables. A correlation coefficient (r) closer to -1 or +1 means the two variables are closely related. In contrast, when r is close to 0, it means the two variables are weakly correlated (Coakes, 2005).

According to Cohen (1998), strength of correlations can be interpreted as follows: Strength of Correlation. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. A coefficient of +/- 1.0 indicates that a perfect relationship exists b/n the two variables. Coefficient of 0.0 means no relationship exists between the variables. The following table shows the magnitude and direction of the correlation coefficient.

Table 3.3: Magnitude and Direction of the Correlation Coefficient

Measure of Association	Descriptive Adjective
- + .10 to - + .29	small effect (weak)
- + .30 to - + .49	medium effect (moderate)
- + .50 to - + 1.0	large effect(strong)

Source: Cohen (1998)

Depending on this assumption, all basic constructs were included into the correlation analysis and a bi- variety two tailed correlation analysis was done.

The results are presented in Table 3.4 below.

Table 3.4 Correlation analysis

Correlations

		Printing advertisement	Broad cast advertisement	Outdoor advertisement	Social media advertisement	Objective of message advertisement	Advertisements	Consumers buying behaviour
Printing advertisement	Pearson Correlation	1						
Broad cast advertisement	Pearson Correlation	.516**	1					
Outdoor advertisement	Pearson Correlation	.211**	.176**	1				
Social media advertisement	Pearson Correlation	.065	.081	.389**	1			
Objective of message advertisement	Pearson Correlation	.109*	.098	.194**	.058	1		
Advertisements	Pearson Correlation	.664**	.640**	.665**	.529**	.466**	1	
Consumer buying behaviour	Pearson Correlation	.165**	.318**	.116*	-.020	.237**	.273**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter the result of the study are analyzed, presented and interpreted in detail. After collecting data by questioners, this chapter presented quantitative statistic in order to analysis data and test hypothesis. Subsequent section discuss the test for reliability and validity analysis, description of respondent profile, their altitude towards the advertisement and consumers` buying behavior were analyzed using descriptive statistical tools finally, the result of correlation analysis multiple regression analysis and one way ANOVAs are presented.

Response rate, also known as completion rate, refers to the ratio of number of respondents who answered the survey to the total number of respondent in the sample (Leroy, 2012) it is likely that data may not fully collect the questionnaire. The study distributed 384 and actually collected 362 usable questionnaires (response rate of 94.27%) remaining 24 are not returned by customers. Table4.1 depicts the response rate of the sample. The table illustrates the distribution of questioners across the nine private banks of Ethiopia along with the response rate.

Table 4.1 Response rate

S.N	Name of Bank	Number of customers on Dec31,2018	Distributed Questionnaire		Returned Questionnaire	
			No.	%	No.	%
1	Awash	1,889,938	63	16.36	59	15.36
2	Abyssinia	1,211,693	40	10.49	38	9.90
3	United	867,661	29	7.51	28	7.29
4	CBO	5,126,566	170	44.37	159	41.41
5	Oromia	1,255,449	42	10.86	39	10.16
6	Buna	442,671	15	3.83	15	3.91
7	Abay	537,871	18	4.65	16	4.17
8	DGB	111,984	4	0.97	4	1.04
9	Addis	111,185	4	0.96	4	1.04
Total		11,555,018	384	100	362	94.27

4.2 Questionnaire Pilot Testing

Questionnaire is a common tool used to collect data in business research. This questionnaire should be piloted to redesign the questionnaire to ensure that respondents have no problems answering the questions and to assess the validity and reliability of the questions (Saunders et al.2009). This test should be undertaken for pre-testing the questionnaire. The objectives of the pilot study were to make sure that the respondents understand the questions in the survey, to ask feedback for improvements to the instrument from respondent. The responses showed the general ease of completion of the questionnaire, and there were no comments or improvement suggestions from the respondents. Therefore, no further adjustments were needed. In addition, are liability test was conducted to examine the internal consistency of the instruments employed in this study.

4.2.1 Testing for Non-Response Bias

Test for non-response bias needs to be conducted because it is likely that data may not fully collect if the instrument is questionnaire and some questionnaires distributed but may not be collected. In this study 384 questionnaires were distributed but actually collected 362 usable questionnaires (response rate of 94%) were collected. Therefore, there is a need to test for non response rate to check if there is any mean difference between late and early respondents using independent t-test.

4.2.2 Validity Test

Validity refers to the extent to which an instrument measures what it is supposed to measure (Bryman and Bell, 2007). A measure`s validity relies on the definitions of the variable which is used to design the measure. There are different types of validity such as content, external, construct (convergent and discriminant) validity. The questionnaire was evaluated by respondents (bank customers), PhD candidates and university lecturers and they responded that the contents included in the questionnaire were good and easy to understand implying that the

instrument fulfills content validity. The questionnaire has adequate sample size to make inference about the population as a result it fulfils external validity or the study can generalize about the population based on the sample.

4.2.2 Reliability Test

After coding and entry of data into SPSS version 20, reliability test was conducted.

Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. A Cronbach's alpha coefficient, a widely used measure of internal consistency, was calculated to determine the reliability of the items. Cronbach's alpha is a reliability metric used to evaluate the extent to which item responses derived from a scale correlate with each other.

In order to check that measures are reliability or not the researcher used cronbach's coefficient which range from 0 (observe items are not consistence) to 1 (they completely) to test alpha the readability to measures (Cronbach 1951).

Internally consistency will be acceptable if cronbach's alpha is high (George & Mallery, 2003) and ought to be equal or above .70 or .60 (Hair et al. 2010). Hence, a Cronbach's Alpha score of 0.65 and above was chosen as the acceptable reliability coefficient. Accordingly, the result of the test indicated that the items used in the instrument are reliable. Cronbach-alpha was run using SPSS 20 version and all of the scales used for this study are found to be reliable as their respective alpha values are higher than 0.70, and for closer to 1.

The results of the Cronbach's alpha test are presented below in Table 4.2

Table 4.2 Reliability test for constructs

Constructs	Number of items	Cronbach's alpha
Printing media advertising	6	.702
Broadcasting media advertising	6	.701
Outdoor media advertising	6	.720
Social media advertising	6	.712
Advertising of Massage Objective	6	.717
Consumer buying behavior dimension	9	.712

Source: Survey Result (2019)

4.3 Profile of the Respondents

This section describes the general characteristics of the samples used in this study. Thus, descriptive statistics of the data are presented using percentages, frequency distribution tables, graphs and charts.

Personal characteristics

In this section, five personal characteristics of the respondents were probed. The motivation behind designing the questions in this section was to find out the implication which the personal characteristics have on consumers buying behavior.

- Gender

The first personal characteristic analyzed in this study is gender of the private banking consumers that responded to the questionnaire. This was done in order to obtain information with regards to whether the respondents were male or female. Demographic statistics are provided here under, with the table.

Table 4.3 Gender composition of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
female	89	24.6	24.6	24.6
Valid Male	273	75.4	75.4	100.0
Total	362	100.0	100.0	

Source: Survey Result (2019)

According to Table 4.3 out of the 362 valid respondents, from gender perspective 75% or 273 respondents were males and the remaining 25 % or 89 respondents were females. This implies that respondents were the numbers of male respondents are a higher than female respondent. The study demonstrated that even though the bank has been serving both sexes, males are the dominant ones. It might be the culture of our society in which males are the dominant bank users.

- Age

As can be shown on the frequency table and graph below, all participants in the study were older than 30 years of age. Out of total valid 362 respondents the majority of respondent's age group was between 30 and 45, which is 47.2%. The age between 18 and 29 years old amounted to 37.8% ranking second followed by respondents between 30 and 45, The last age group was made of respondents with age range of above 46 (14.9 %). This indicates that most of the sample population was the adult age group. One possible explanation for the dominance of adult respondents could be that they are more likely to be engaged in the different activities of the economy that enabled them to open accounts in the bank. As the result, these age groups have been exposed to media advertisement because their desire was aroused towards getting the right information about products and services that satisfy their unmet needs and wants.

Table 4.4 Age composition of Respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	137	37.8	37.8	37.8
30-45	171	47.2	47.2	85.1
46 above	54	14.9	14.9	100.0
Total	362	100.0	100.0	

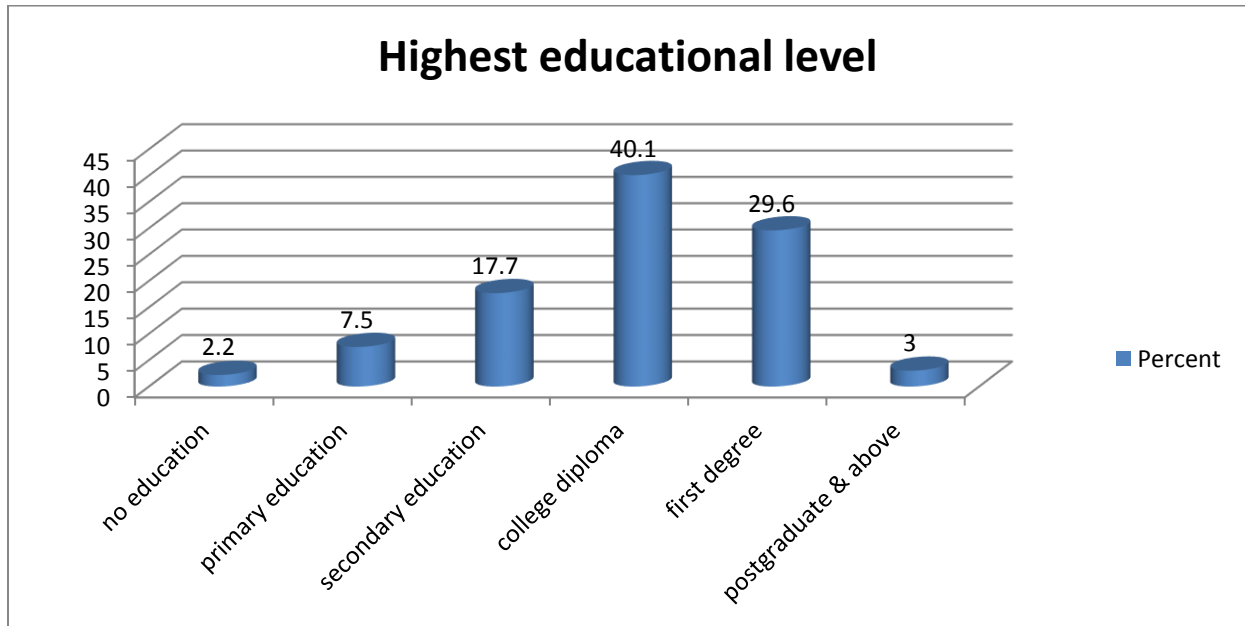
Source: Survey Result (2019)

- Education Level

The following table shows respondents educational level in six categories. When we see the educational level of private banks sector customers, most are college diploma holders amounting to 145 respondents (40%). The second highest respondent group was composed of individuals who have acquired a first degree. These were 107 in number and amounted to 30%. Individuals with secondary education completed are the third groups which were 64 out of the total respondents (17.7%). 27(7.5%) of the respondents completed primary education school, 11 (3.0%) had their second degrees and above, and the final range is 8 (2.2%) consumers of bank sector had no educational level. Thus, from this result one might conclude that the effect of advertisement on media was appeared more on a higher educational background. This indicates

that the country, Ethiopia, is producing educated people who are active in the economic development of the country. As the result, there is also higher money exchange in the economy.

Figure 4.1 Educational Level of Respondent



Source: Survey Result (2019)

Regarding educational level of the respondents, from the above graph, one can see that the educational backgrounds of the respondents range from no formal education to a master’s degree with a higher proportion being attributed to college diploma holder.

- **Position**

As can be seen from the table below the majority of respondents earned employed (50.6%) followed by those respondents who entrepreneur/ self employed who account for 18.5% of the total respondent. 15.2% are respondents junior manager next to entrepreneur/ self employed . 9.10% are respondent student. The remaining is senior manager 6.6%.

Table 4.5: position of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
employed	183	50.6	50.6	50.6
senior manager	24	6.6	6.6	57.2
junior manager	55	15.2	15.2	72.4
entrepreneur/self employed	67	18.5	18.5	90.9
student	33	9.1	9.1	100.0
Total	362	100.0	100.0	

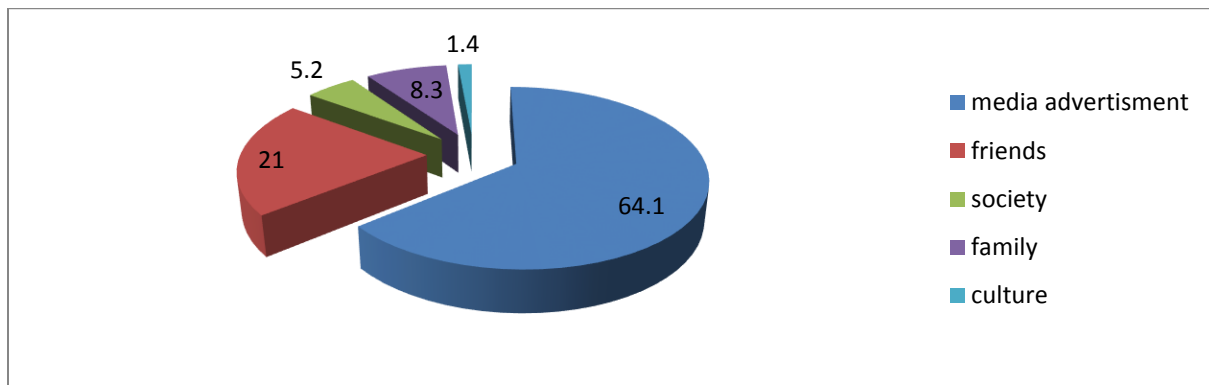
Source: Survey Result (2019)

4.4. Descriptive Results and Analysis

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

4.4.1 Factors that motivate Consumers Buying Behavior

Figure 4.2 Factors that motivate Consumers Buying Behavior

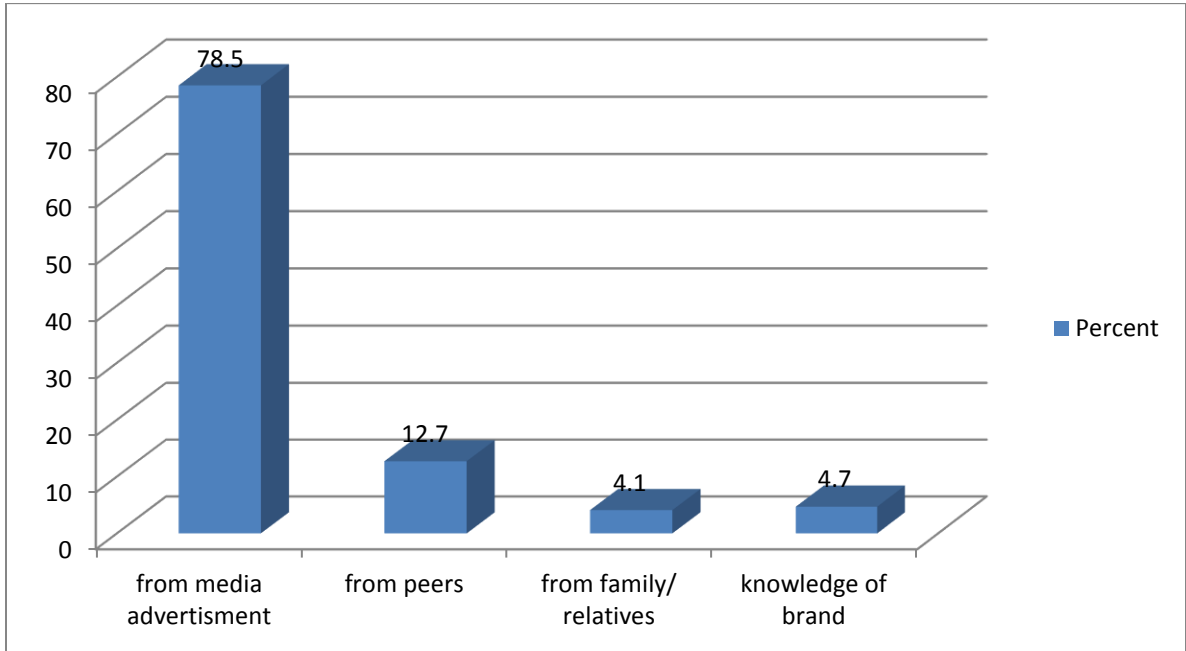


Source: Survey Result (2019)

From Figure 4.2 it is clear that 64.1% of the respondents were motivated by media advertisement to buying the service/product. And 21%, 8.3%, 5.2% and 1.4% of the respondents were motivated by friends, family, society, and culture respectively. Among the factors culture had least contribution. Due to this fact, most of the respondents were influenced by media advertisement. Therefore, one might conclude that consumers' main source of information of banks are media advertisement and advertisement informed consumers would be benefited from the products and services that can be provided or offered. And also, informed consumers if there is a need of changes.

4.4.2. Source of Information, Influencing Consumers Buying Behavior

Figure 4.3 Source of information, influence Consumers Buying Behavior



Source: Survey Result (2019)

From Figure 4.3, it is clear that 78.5% of the respondents got banking services/products information from media advertisement. The remaining, 12.7%, 4.1%, and 4.7% of the respondents got information from peers, from family/relatives & from knowledge of brand respectively. There were some reasons for this scenario, according to respondent most bank

consumers were motivated by peers next to media advertisement the reason behind this was high communication trend about banking product/service among each friends.

4.4.3. Overview of Respondents’ Perception

The analysis of this section was done using descriptive statistic by using mean scores and standard deviations for each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable. The interpretation was made based on Btawee (1987), as cited by Hailu (2013), measurement scale intervals or range: Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

4.4.3.1 Attitude on Banking Sector Media Advertisements

The descriptive statistics computed per dimension by analyzing the customer's responses to the questions concerning advertisement is summarized in the following table.

Table- 4.6 Descriptive statistics of components of media Advertisement

	Statement	Mean	Std. Deviation
Printing media advertisement	Printing advertisement changes perception towards service	3.85	.925
	I doubt buying a service because of printing advertisement	2.72	.806
	I buy services because of printing advertisement	3.46	.941
	Printing advertising makes people purchase banking services	3.35	1.018
	Printing advertising makes people to be banks loyal	3.36	.937
	Printing advertising are unrealistic and exaggerated	3.05	.739

Broadcast advertisement media	Broadcasting advertisement changes perception towards service	3.90	.738
	I doubt buying a service because of Broadcasting advertisement	2.94	.932
	I buy services because of Broadcasting advertisement	3.85	1.011
	Broadcasting advertising makes people purchase banking services	3.42	.816
	Broadcasting advertising makes people to be banks loyal	3.70	.767
	Broadcasting advertising are unrealistic and exaggerated	2.79	.990
Outdoor media advertisement	Outdoor advertisement changes perception towards service	3.55	.791
	I doubt buying a service because of Outdoor advertisement	2.78	.918
	I buy services because of Outdoor advertisement	3.29	.978
	Outdoor advertising makes people purchase banking services	3.21	.931
	Outdoor advertising makes people to be banks loyal	3.19	1.011
	Outdoor advertising are unrealistic and exaggerated	2.58	.777
Social media advertisement	Social media advertisement changes perception towards a service	3.46	.884
	I doubt buying a service because of Social media advertisement	3.07	.809
	I buy services because of Social media advertisement	3.35	.943
	Social media advertising makes people purchase banking services	3.37	.842
	Social media advertising makes people to be banks loyal	3.27	.877
	Social media advertising are unrealistic and exaggerated	3.17	.921
	Objective of advertisement message changes perception towards a service	3.75	.763
	I doubt buying a service because of Objective of advertisement message	2.95	.809

Message objective advertisement	I buy services because of Objective of advertisement message	3.56	.860
	Objective of advertisement message makes people purchase banking services	3.37	.822
	Objective of advertisement message makes people to be banks loyal	3.58	.805
	Objective of advertisement are unrealistic and exaggerated	2.72	.900

Source: Survey Result (2019)

Table 4.6 shows the mean and standard deviation of the respondents' answers. The mean represents the average of the respondents' answer. A mean that is low shows that most respondents disagreed with the statements and vice versa. In the case of each component of advertisement, print advertisement, broadcast advertisement, outdoor advertisement, social media advertisement and objective of message advertisement it observed that most of the respondents still perceive these advertisements of bank product/service on an average or moderate scale. The mean scores of print advertisement, broadcast advertisement, outdoor advertisement, social media advertisement and objective of message advertisement, with 3.29, 3.40, 3.13, 3.24 and 3.29 respectively, show that most respondents had on average more or less neutral attitude to the specific predictor variable.

4.4.3.2 Perception on the Consumers Buying Behavior

The descriptive analysis on the consumers buying behavior of the banking sectors is presented in this section. Based on the Steenkamp model the section consumers buying behavior dimension is total of nine questions were used. Respondents were asked to select the extent to which they agree or disagree to the statement using a five-point Likert scale, where 1 = strongly disagree, 2 =disagree, 3 = Neutral, 4 = agree, and 5 = strongly agree. The descriptive statistics of consumers buying behavior dimensions is presented in Table 4.7

Table 4.7 Descriptive statistics of consumers buying behavior dimension

	Statement	Mean	Std. Deviation
Consumer buying behavior dimension	Even through certain bank product s/services are available in number of in different banks. I tend to buy the same bank.	3.00	1.095
	I think of myself as a Bank-loyal consumer.	3.04	.984
	When I see a new service on the advertisement, I'm not afraid of giving it a try.	3.23	1.034
	I am very cautious in trying new or different product/service due to advertisement.	3.20	.968
	I usually use the same kinds of service on a regular basis.	3.08	1.136
	I get very bored listening to others about their services.	2.86	.977
	I like to browse about advertisement even when I don't plan to use anything.	3.41	1.012
	I don't like to talk my friend about the bank being used.	3.57	.847
	I often read advertisement just out of curiosity.	3.10	1.070

Source: Survey Result (2019)

Table 4.7 shows the analyses of consumers buying behavior as it is described with the relevant behavior dimensions. In the case of overall consumer behavior, the mean was 3.12. This shows that most respondents had more or less average or moderate response to the statements. It also shows that respondents are average aware of banking product/ service In addition; the customers have a moderate perception regarding their buying behavior. This section presented the descriptive statistics of the two marketing concepts analyzed in this study, which are Advertisement media and consumers buying behavior. From the results it is observed that most respondents have an average attitude towards the various media advertisements of private banking sector product/ service. This leads the researcher to think customers may have other ways of gaining information about the various product/service aside from the previously analyzed advertisement media. This leads to the next analysis of the study, which focuses on

the relationship between the various forms of advertisement media and consumers buying behavior.

4.5 Regression Results and Analysis

4.5.1 Data Testing

To evaluate the effect of advertisement media, this research looked at 5 predictive variables that include print media ads, broadcast ads, outdoor ads, social media ads and objective of message ads. The outcome variable for this study was consumers buying behavior multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. Multiple regression, also allows you to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained (LaerdStatistics, 2013). Multiple regression analysis was conducted to examine the effect of advertisement on customer buying behavior. The significance level of 0.05 was used with 95% confidence interval.

In this survey, five hypotheses were developed to study the individual effect of the five components print media ads, broadcast ads, outdoor ads, social media ads and objective of message ads on consumers buying behavior.

According to Andy Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables.

- **Normality Test**

Normality focuses on the extent to which the sample data distributes according to normal distribution (Hair et al., 2010). The researcher used skewness and kurtosis to evaluate the normality of the observed items. Skewness is “a measure of the asymmetry of the probability distribution of a real-valued random variable” . On the other hand, kurtosis refers to “the peaked or flatness of the distribution compared to the normal distribution” (Landau and Everitt, 2003).

Values of skewness can be positive, negative, or zero. Skewness' s value, which is zero, indicates a perfectly symmetrical distribution, whilst a positive skewness value indicates that the tail on the right side is longer. On the contrary, a negative value refers to left- tailed. On the other hand, a kurtosis value is zero for normal distributions, whilst it is negative for flat distributions (low kurtosis) and a positive value for peaked distributions (high Kurtosis). As a rule of thumb, the values of skewness and kurtosis should be between -1 and +1 in order to obtain a reasonably normal distribution (Bachman, 2004).

Table 4.8: Descriptive Statistics of Normality

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Printing advertisement	362	-.493	.128	-.118	.256
Broad cast advertisement	362	-.475	.128	.771	.256
Outdoor advertisement	362	-.717	.128	.971	.256
Social media advertisement	362	-.008	.128	-.307	.256
Objective of message advertisement	362	-.244	.128	1.193	.256
Consumers buying behavior	362	.128	.128	-.220	.256

Source: Survey Result (2019)

Table 4.10 displays the normality of the variables using Skewness and Kurtosis. All the variables are between the range -1 and +1 except the Kurtosis of objective of message advertisement (1.193) is outside the range. However, since the sample size for each of the groups in the comparison is greater than 25, central limit theorem can be applied. The theorem states the sampling distribution of statistics will follow a normal distribution, and the use of the statistical test with this variable is appropriate Zachary and Craig (2006). Hence all the variables fulfilled the assumption of normality.

- **Adequacy of Sample Size**

The size of the sample has a direct effect on the statistical power of the significance testing in multiple regressions, which refers to the probability of detecting statistically significant R-square or a regression coefficient at a specified significance level (Ho, 2006).

Ho (2006) also suggested the sample size (the number of cases) to be at least 20 times more than the number of independent variables, as a rule of thumb, in order to get the desired level of statistical power. Given this rule of thumb, the number of cases used for this study (362 respondents) is well over the required criteria.

- **Test for Multicollinearity**

Before proceeding to the multiple regression analysis, the researcher tested the existence of multicollinearity problem. In regression it occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable. That means when the independent variables in this model are highly correlated with one another, they are basically measuring the same thing or they both convey essentially the same information.

To indicate if multicollinearity was violated, the tolerance and VIF were evaluated as can be seen from table 4.12. The tolerance values for each of the variables scales ranged from .717 to .956 which are not less than .20; thus, further verifying that the assumption is not violated.

No multicollinearity was also verified by the VIF values which ranged from 1.180 to 1.395. These values are under 10 suggesting that the assumption of no multicollinearity is tenable (Tabachnick & Fidell, 2007). This implies that the data is suitable for conducting multiple regression analysis.

4.5.2 Model Fit

Model fit was seen among the various components of advertisement on media, for the purpose of this survey, only five were selected as media of advertisement. The effect of these five independent variables; print ads, broadcast ads, outdoor ads, social media ads and objective of message ads were examined on the dependent variable i.e. consumers buying behavior using multiple regression.

Table 4.9 ANOVA table of buying behavior

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.148	5	2.830	12.544	.000 ^b
	Residual	80.301	356	.226		
	Total	94.449	361			

a. Dependent Variable: Consumers buying behavior

b. Predictors: (Constant), Objective of message advertisement, Social media advertisement, Broad cast advertisement, Outdoor advertisement, Printing advertisement

Source: Survey Result (2019)

The above ANOVA table shows the acceptability of the model. It shows the overall significance of the model from a statistical perspective. As the significance p-value shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

4.5.3 Regression Results and Discussion

There are three parts in this. Namely, the relationship between advertisement media and consumers' buying behavior, overall advertisement and consumers' buying behavior and advertising effectiveness by demographic profile of respondents.

4.5.3.1 Relationship between Advertisement Media and Consumers' Buying Behavior

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

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

Source: Adopted from the Literature

Where:

Y = Consumers' Buying Behavior

α = the constant

β = slope of the independent variables($X_1+X_2+X_3+X_4+X_5$)

X_1 = Print Media Advertisement

X_2 = Broadcast Media Advertisement

X_3 = Outdoor Media Advertisement

X_4 = Social Media Advertisement

X_5 = Objective of Message Advertisement

ϵ = the error number

Table 4.10: Summary of regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.550	.273		5.677	.000	1.013	2.087		
Printing	-.019	.052	-.022	-.376	.707	-.121	.082	.717	1.395
Broad cast	.297	.056	.305	5.323	.000	.187	.406	.728	1.374
Outdoor	.055	.053	.058	1.047	.296	-.048	.158	.788	1.269
Social media	-.077	.053	-.078	-1.460	.145	-.181	.027	.847	1.180
Objective of message	.215	.053	.203	4.067	.000	.111	.319	.956	1.046

a. Dependent Variable: Consumers buying behaviour

Source: Survey Result (2019)

The above table shows the constant, beta value and p-value of the variables to examine the significance of set hypothesis. The significance level of print ads, broadcast ads, outdoor ads, social media ads and objective of message ads variable is P-value which are .707, .000, .296, .145 and .000 respectively. And their standardized coefficients are -0.022, 0.305, 0.058, -0.078 & 0.203. The prediction equation for the “effect of components of advertisement on media towards consumers buying behavior” is given as;

$$Y_1 = 1.55 + -0.022X_1 + 0.305X_2 + 0.058X_3 + -0.078X_4 + 0.203X_5$$

Five of the advertisement components include; broadcast ads, outdoor ads and objective of message ads measures have positive effect on consumers' buying behavior. But the rest of print & social media ads measures have negative effect on consumers buying behavior.

The p-value of print ads, outdoor ads and social media ads are above 0.05 which implies that it has no significant relationship with buying behavior. Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with broadcast ads and objective of message ads, were accepted and the remaining hypothesis (which are related to print ads, outdoor ads and social media ads) were not supported.

One of the specific objectives of the study set out to examine types of advertisement was the most contributing independent variable among the outlined advertisement media in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change independent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

The t-test was also used to test the significance of the coefficient of each independent variable.

In general as table 4.10 clearly shows, among the five predictors, multiple linear regressions (Beta coefficients) analysis revealed that, broadcast advertisement (television and radio) is the first most significant variable for consumers buying behavior followed by objective of message advertisement. On the other hand, print advertisements (newspaper and magazines), outdoor

advertisement (Billboards, posters, Street furniture, transits, interiors and exterior of vehicles···) and social media advertisement (website,& face book···) have no significant effect on buying behavior of consumers as it is explained by the significance level $p>0.05$. This indicates that, in banking sector users do not significantly consider the print ads, outdoor ads and social media ads associated with banking sector product/service in their buying decisions.

The influence of broadcast ads and objective of message ads are 0.305 and 0.203 respectively. This indicates the predicted change in the dependent variable for every unit increase in that predictor. This signifies that for every additional point or value in broadcast advertisement one could predict a gain of 30.5% change on the buying behavior provided that other variables being held constant. The same is true for objective of message advertisement: for every additional unit of objective of message advertisement one could predict a gain of 20.3% change on the buying behavior preference provided that other variables being held constant.

Looking at to what extent printing media advertisement had influence on consumers' buying behavior, the survey indicates that print media advertisement had no significant effect ($P>.05$) on buying behavior of bank consumers in private banks of Ethiopia. It can also be observed from the descriptive statistics conducted on the attitude of customers on print advertisements. Most of the respondents do not have a high positive attitude towards this advertisement of bank product/service. Respondents have shown a moderate attitude towards the print advertisements with Mean = 3.29 and SD =.48.Hence, hypothesis 1 is not supported.

This result is not consistent with the study by Sarwr and Yasmin (2012) who analyzed the effect of different media ads on consumers purchase intension in Bangladesh. They found that print media such as newspapers, flyers, etc. had significant impact on consumers buying behavior.

The extent of broadcast media advertisement influence on consumers buying behavior towards bank products/service consumed in private banks in Ethiopia was also seen. When conducting the descriptive statistics on attitude of customers on broadcast advertisement the mean response of respondents was 3.40 and standard deviation of .525which implies respondents had a moderate attitude towards broadcast media advertisement.

Nonetheless, the regression result reveals that broadcast media advertisement had a statistically significant effect ($\beta = 0.305$, $P < .05$). Hence, hypothesis 2 is supported.

A study by Sarwr and Yasmin (2012) the effect of different media ads on consumers purchase intention is consistent with the above outcome. The results of the study showed that broadcast advertisement such as TV and radio by Fast Food Company have significant effect on consumers buying behavior.

The influence of outdoor media advertisement on consumers buying behavior towards bank products/service consumed in private banks in Ethiopia has also been examined. Descriptive statistics revealed that attitude of customers on outdoor media advertisement had a mean of 3.13 which implies respondents had a moderate attitude towards outdoor media advertisement.

Empirical findings reveal that outdoor media advertisement had no significant effect ($P > .05$) on the consumers' buying behavior. Outdoor media advertisement includes billboards, posters, street furniture, transits, interiors and exterior of vehicles. Hence, hypothesis 3 is not supported.

This result is not consistent with the findings of Mustafa Gülmez, Olgun Kitapci and Şükran Karaca (2014) who conducted the effects of outdoor advertisement on consumers' buying behavior and found that people generally have positive effect on buying behavior opinions about outdoor advertisements. They stated that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and, their physical size lends them an effective visual impact.

The influence of social media advertisement (twitter, face book and website ...) on consumers buying behavior was also checked. The findings of the study indicate that social media advertisement had no significant effect on buying behavior of bank consumers of private banks of Ethiopia. Descriptive statistics also shows responses of attitude of customers towards outdoor media advertisements had a mean of 3.13 which implies that respondents had a moderate attitude towards social media advertisement.

Regression results of the study also shows social media advertisement had a negative but insignificant effect on consumers buying behavior ($\beta = -0.078$ and $P > .05$).

Accordingly, hypothesis 4 is not supported.

Findings of a study by Ngowi (2015) “the effectiveness of internet advertising on consumer behavior” is inconsistent with the above outcome as his study found that internet advertising influenced purchase decision of the customers. The study established that internet advertising is a key determinant of purchase decision of the customers. The study also established that internet advertising has significant relationship with purchase decision of the consumers.

The influence of objective of message advertisement on consumers buying behavior was also seen. Descriptive statistics reveals that respondents’ mean response was 3.29 and standard deviation of .482.

Empirical findings of the study show that message advertisement had a statistically significant positive effect on consumers buying behavior ($\beta = .203$ and $p < .05$). Hence, hypothesis 5 is supported.

The table below depicts a summary of the overall outcome of the research hypotheses.

Table 4.11: Summary of Hypothesis Testing

Hypothesis	β	p	Finding
H ₁ :- Printing media ads have positive significant influence on consumer buying behavior	.022	>.05	Not supported
H ₂ :- Broadcast media ads have positive significant influence on consumer buying behavior	.305	<.05	supported
H ₃ :- Out doors media ads have positive significant influence on consumer buying behavior	.058	>.05	Not supported
H ₄ :- Social media ads have positive significant influence on consumer buying behavior	.078	>.05	Not supported
H ₅ :- Objective of media ads messages has positive significant influence on consumer buying behavior	.203	<.05	supported

4.5.3.2 Relationship between Overall Advertisement and Consumers' Buying Behavior

The relationship of the overall advertising effectiveness and buying behavior was analyzed through simple linear regression model. This was used to examine the influence of advertisement media choice on the variation in the behavior of private banks of Ethiopia customers. In this case, buying behavior is the dependent variable and advertisement is the independent variable

Table 4.12 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.273 ^a	.074	.072	.49280	.689

Source: Survey Result (2019)

For the regression equation involving consumers' buying behavior, the R square value of the model is given by 0.074 and the adjusted R square is 0.072, which implies that about 7% of the variation in the dependent variable is explained by the independent variables

Table 4.13: ANOVA for the effect of advertisement on buying behavior

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.024	1	7.024	28.923	.000 ^b
Residual	87.425	360	.243		
Total	94.449	361			

a. Dependent Variable: Consumers buying behavior

b. Predictors: (Constant), advertisements

Source: Survey Result (2019)

The above ANOVA table shows the acceptability of the model. It shows the overall significance of the model from a statistical perspective. As the significance p-value shows (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

As can be seen from the table below, no problem of multicollinearity was found as the VIF value was 1 and the tolerance value was 1 for both independent variables. The result of the regression analysis is presented as follows.

Table 4.14: Regression coefficient for buying behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.670	.272		6.138	.000	1.135	2.205		
Advertisements	.445	.083	.273	5.378	.000	.282	.608	1.000	1.000

a. Dependent Variable: Consumers buying behavior

Source: Survey Result (2019)

The prediction equation for this hypothesis, i.e. there is a positive and significant relationship between advertisements and buying behavior is;

$$BB = \beta_0 + \beta_1 (\text{ad})$$

Where; BB = buying behavior, β_0 = Constant or intercept, β_1 = Slope, and ad =Advertisement

Subsequently, the result from the regression will be

$$BB = 1.67 + 0.273(\text{adv.})$$

Overall advertisement has a positive relation with buying behavior. The result of the study revealed there is a positive and significant influence of advertisement on consumer buying

behavior this is shown by the regression analysis constructed. The p-value of advertisement is below 0.05 which implies that it has significant relationship with buying behavior. This result is consistent with the findings of (Rehan, 2014) who conducted a research on how advertising affect the buying behavior of consumers' in Pakistan. The correlation result show advertising is positively correlated with consumers' buying behavior at 0.414 this means consumer buying behavior is impacted by advertisement.

4.5.3.3 Advertising Effectiveness by Demographic Profile of Respondents

In order to analyze whether demographic profile variables of the customers significantly determine advertising, One-way ANOVA model was implemented. The one-way ANOVA was applied to compare demographic characteristics (age, position and education) and investigate how they are related with advertisement.

A.) Age

Subjects were divided into three groups according to their age (from 18-29, 30-45 and greater than 46). As the analysis on the table below shows, the significance level (p value=0.080) is greater than the cut-off 0.05 ($F = 2.537, p > 0.05$). Therefore, the age difference between customers is insignificant to determine advertising effectiveness in the case of bank sector products/services. Thus, the advertisements of bank sector products/service have equal influence on all age group respondents.

Table 4.15: One-way ANOVA for age

ANOVA					
Advertisements					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.495	2	.247	2.537	.080
Within Groups	34.992	359	.097		
Total	35.487	361			

Source: Survey Result (2019)

B.) Educational Level

The one-way ANOVA was also made to explore the effect of educational background of customers on the advertisement effectiveness of the bank sector products/service. The subjects were divided into six groups (no educational, elementary school, high school graduate, college diploma, first degree and post graduate degree and above). The result from table 4.17 shows that there is statistically significance since $p=0.022$ in advertising for education groups ($F=2.679$ $p<0.05$). Therefore, the educational background of customers significantly determines the influence of advertisement in the case of bank sector. Thus, the advertisements of bank sector products/service have varying effect on the different educational level of respondents.

Table 4.16: One-way ANOVA for Educational level

ANOVA

Advertisements					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.287	5	.257	2.679	.022
Within Groups	34.200	356	.096		
Total	35.487	361			

Source: Survey Result (2019)

C.) Positional Level

Respondents were divided into five groups according to their position (employed, junior manager, senior manager, entrepreneur/self-employed, and student). As the analysis on the table below shows, the significance level (p -value=0.000) is less than 0.05 ($P<0.05$). Therefore, the difference in position level between customers is significant to determine advertising effectiveness in the case of bank sector. Thus, the advertisements of bank sector products/service have varying effect on the different positional level of respondents.

Table 4.17 One-way ANOVA for positional level

Advertisements					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.120	4	.780	8.603	.000
Within Groups	32.367	357	.091		
Total	35.487	361			

Source: Survey Result (2019)

Chapter Five: Summary, Conclusion and Recommendation

This chapter presents, based on the empirical findings of the study, summary, conclusion and recommendations forwarded.

5.1 Summary

Some advertisements are kept in our minds while most messages of advertisement are easily forgotten. The marketers' main objective is to reach the right and effective media usage strategies to influence customers buying behavior. This study was conducted with the aim of identifying the types of advertisements that influence the consumers' buying behavior and to recognize the most effective media choice that influences the behavior of customers.

The study captured four types of advertisements (namely print advertisement, broadcast, outdoor and social media advertisement) and their effect on buying behavior focusing on bank products/ services consumed in private banks of Ethiopia. After making analysis of the primary and secondary data through descriptive analysis, correlation, regression, and one way ANOVA, the following points are presented as the major findings:

Demographic characteristics respondent (age, position and education) implies are related with advertisement.

Demographic background of the respondents indicates that majority of the respondents (75%) are male and the remaining (25%) are female. This implies that respondents were the numbers of male respondents are a higher than female respondent. The study demonstrated that even though the bank has been serving both sexes, males are the dominant ones. It might be the culture of our society in which males are the dominant bank users.

The age group between 30 to 45 takes the largest share of the respondents. This indicates that most of the sample population was the adult age group. One possible explanation for the dominance of adult respondents could be that they are more likely to be engaged in the different activities of the economy that enabled them to open accounts in the bank. As the result, these age

groups have been exposed to media advertisement because their desire was aroused towards getting the right information about products and services that satisfy their unmet needs and wants.

Advertisement is perceived differently among different respondents who have attained different educational levels. More or less, individuals who are on a higher educational scale are more affected by advertisements. Thus, the advertisements of bank products/service have varying effect on respondents with the different educational level.

Media advertisement was the first choice by most of the respondents and media advertisement contributed the largest percentage on motivating and influencing consumers for buying decision. Descriptive statistics of perception of respondents towards over all advertisement shows a moderate mean value.

Correlation among print advertisements, broadcast advertisement, outdoor advertisement, social media advertisement and objective of message advertisement was found to be moderate.

Printing, broadcast, outdoor and objective of message advertisement are positively correlated with buying behavior of customers. But, social media advertisement had a negative and weak level of correlation with consumers' buying behavior.

5.2 Conclusion

The objective of the study was to examine the influence of advertising media choice and objective on consumers` buying behavior on the banking sector in the case of selected Private Commercial Banks of Ethiopia.

During the study the researcher found that private banking sector uses varies advertising strategies namely printing, broadcast, outdoor & social media. Through those advertising strategies the private banks of Ethiopia have been able to attract more consumers.

Empirical findings of the study show that both descriptive and inferential results were consistent as both objective of advertisement and broadcast media assumed higher effect on consumers buying behavior.

The researcher conclude that advertisement plays a very significant influence consumers` buying behavior by providing attractive advertisement of message and make them decide to buying the product/service.

The most of consumers are affected by advertisement in buying behavior broadcast advertisement that is television & radio have more impact on consumer buying behavior more than other advertisement media.

Generally there are two major conclusions from this study. First objective of advertisement and broadcast media significantly and positively affect consumer buying behavior in the Ethiopian private commercial banking sector. Second, advertising media has a higher effect than advertising objective.

5.3 Recommendations

- This study clearly shows that broadcast media advertisement significantly affects consumers` buying behavior in Ethiopian private banking. The implication is that marketers in the sector should consider the use of broadcast media advertising in their promotional endeavors so as to grab consumers` attention of their product/service.
- To make the objective of advertisement more effective it would better if the banks prioritize as persuasive, reminding and informative.
- Since more than 3/4 of the customers have completed secondary school, the media advertising section and objective should consider this reality.
- Given most (85%) of respondents are young and middle age the advertising media and advertisement objective should be more relevant to this section of the population.

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Appendices

Appendix A: Questionnaire

Measures of research questions (sources of questionnaire)

Constructs	Items	References
	General Knowledge of Consumers	MEWEAL NEGASH(2015)
Printing	Printing advertisement changes perception towards a service	
	I doubt buying a service because of printing advertisement	
	I buy services because of printing advertisement	
	printing advertising makes people purchase banking services	
	printing advertising makes people to be banks loyal	
	printing advertising are unrealistic and exaggerated	
Broadcasting	Broadcasting advertisement changes perception towards a service	MALEMBO AMIR(2015)
	I doubt buying a service because of Broadcasting advertisement	
	I buy services because of Broadcasting advertisement	
	Broadcasting advertising makes people purchase banking services	
	Broadcasting advertising makes people to be banks loyal	
	Broadcasting advertising are unrealistic and exaggerated	
Outdoor	Outdoor advertisement changes perception towards a service	
	I doubt buying a service because of Outdoor advertisement	
	I buy services because of	

	Outdoor advertisement	
	Outdoor advertising makes people purchase banking services	
	Outdoor advertising makes people to be banks loyal	
	Outdoor advertising are unrealistic and exaggerated	
Social media	Social media advertisement changes perception towards a service	
	I doubt buying a service because of Social media advertisement	
	I buy services because of Social media advertisement	
	Social media advertising makes people purchase banking services	
	Social media advertising makes people to be banks loyal	
	Social media advertising are unrealistic and exaggerated	
Advertisement of message objective	Advertisement of message objective changes perception towards a service	
	I doubt buying a service because of Advertisement of message objective	
	I buy services because of Advertisement of message objective	
	Advertisement of message objective makes people purchase banking services	
	Advertisement of message objective makes people to be banks loyal	
	Advertisement of message objective Are unrealistic and exaggerated	
	Even through certain bank product s/services are available in number of in different banks. I tend to buy the same banks.	
	I think of myself as a Bank-loyal consumer.	
	When I see a new service on the advertisement, I'm not afraid of giving it a try.	Hans Baumgatner,

CONSUMERS BUYING BEHAVIOUR DIMENSION	I am very cautious in trying new or different product/service due to advertisement.	Jan.Benedict E.M Steenkamp(1996)
	I usually use the same kinds of service on a regular basis.	
	I get very bored listening to others about their services.	
	I like to browse about advertisement even when I don't plan to use anything.	
	I don't like to talk my friend about the bank being used.	
	I often read advertisement just out of curiosity.	

AppendixB (English Questionnaire)



College Of Business and Economics Graduate Program of MBA

Questionnaire on "The Effect of Advertising media and objective on consumers` buying behavior in banking sector: The Case of selected Private commercial Banks of Ethiopia"

Dear Respondent,

The questionnaire is designed to seek information on the influence of advertising media choice on consumers` buying behavior in banking sector: The Case of Private Banks of Ethiopia, in Partial Fulfillment for the award of Master of Business administration in Management. The overall objective of this questionnaire is to gather first-hand information on the aforementioned issue. The information gathered will be accessed only by the student researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated. Thank you in advance for your cooperation.

Note: kindly put a (√) mark with the option that reflects your level of agreement with the given statement.

I. Section One: Consumers Profile

1. Age : 18-29 31-45 >46
2. Sex: Male Female
3. Position of the respondent: Employed Senior Manager Junior Manager
Entrepreneur / Self Employed Student other
4. Educational level: No education Primary education Secondary education College Diploma First Degree Postgraduate Degree & above

II. Section Two: General Knowledge of Consumers

1. Which factors make you to use the banks services?

a. Media Advertisement

- b. Friends
- c. Society
- d. Family
- e. Culture

2. From what source did you get Bank's information?

- A. From Media Advertisement
- B. From peers
- C. From family / relatives
- D. Knowledge of brand

III. Section Three: The effect Advertisement on consumer's buying behavior

A. Printing media (Newspaper/Magazine, Brochure & Booklets) advertising						
	Statements	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Printing advertisement changes perception towards a service	1	2	3	4	5
2	I doubt buying a service because of printing advertisement	1	2	3	4	5
3	I buy services because of printing advertisement	1	2	3	4	5
4	printing advertising makes people purchase banking services	1	2	3	4	5
5	printing advertising makes people to be banks loyal	1	2	3	4	5
6	printing advertising are unrealistic and exaggerated	1	2	3	4	5
B. Broadcasting media (Television & Radio) advertising						

	Statements	Strongly Disagree(1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Broadcasting advertisement changes perception towards a service	1	2	3	4	5
2	I doubt buying a service because of Broadcasting advertisement	1	2	3	4	5
3	I buy services because of Broadcasting advertisement	1	2	3	4	5
4	Broadcasting advertising makes people purchase banking services	1	2	3	4	5
5	Broadcasting advertising makes people to be banks loyal	1	2	3	4	5
6	Broadcasting advertising are unrealistic and exaggerated	1	2	3	4	5

C. Outdoor media (Billboard, Kiosk & Event/Sponsors) advertising

	Statements	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Outdoor advertisement changes perception towards a service	1	2	3	4	5
2	I doubt buying a service because of Outdoor advertisement	1	2	3	4	5
3	I buy services because of Outdoor advertisement	1	2	3	4	5
4	Outdoor advertising makes people purchase banking services	1	2	3	4	5
5	Outdoor advertising makes people to be banks loyal	1	2	3	4	5

6	Outdoor advertising are unrealistic and exaggerated	1	2	3	4	5
D. Social media (Face book, Twitter & Website) advertising						
	Statements	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Social media advertisement changes perception towards a service	1	2	3	4	5
2	I doubt buying a service because of Social media advertisement	1	2	3	4	5
3	I buy services because of Social media advertisement	1	2	3	4	5
4	Social media advertising makes people purchase banking services	1	2	3	4	5
5	Social media advertising makes people to be banks loyal	1	2	3	4	5
6	Social media advertising are unrealistic and exaggerated	1	2	3	4	5
E. Advertisement of Massage Objective						
	Statements	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Advertisement of message objective changes perception towards a service	1	2	3	4	5
2	I doubt buying a service because of Advertisement of message objective	1	2	3	4	5
3	I buy services because of	1	2	3	4	5

	Advertisement of message objective					
4	Advertisement of message objective makes people purchase banking services	1	2	3	4	5
5	Advertisement of message objective makes people to be banks loyal	1	2	3	4	5
6	Advertisement of message objective are unrealistic and exaggerated	1	2	3	4	5

F. Consumer buying behavior dimension

	Statements	Strongly Disagree(1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
1	Even through certain bank product s/services are available in number of in different banks. I tend to buy the same banks.	1	2	3	4	5
2	I think of myself as a Bank-loyal consumer.	1	2	3	4	5
3	When I see a new service on the advertisement, I'm not afraid of giving it a try.	1	2	3	4	5
4	I am very cautious in trying new or different product/service due to advertisement.	1	2	3	4	5
5	I usually use the same kinds of service on a regular basis.	1	2	3	4	5

6	I get very bored listening to others about their services.	1	2	3	4	5
7	I like to browse about advertisement even when I don't plan to use anything.	1	2	3	4	5
8	I don't like to talk my friend about the bank being used.	1	2	3	4	5
9	I often read advertisement just out of curiosity.	1	2	3	4	5

Thank you very much for your cooperation

APPENDIX C (Amharic Questionnaire)



**በአዲስ አበባ ዩኒቨርሲቲ ቢዝነስ እና ኢኮኖሚክስ ኮሌጅ
ውድ የጥናቱ ተሳታፊ**

ስሜ ፍቅሩ ደጀኔ ይባላል በአዲስ አበባ ዩኒቨርሲቲ ንግድ አስተዳደር የማስትሬት ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጽሁፌን በማዘጋጀት ላይ እገኛለሁ። ጥናቱ የሚያተኩረው የአትዮጵያ የግል ባንኮች ማስታወቂያ ላይ ነው። ይህ መጠይቅ ሶስት ክፍሎች ያሉት ሲሆን የመጀመሪያው ናሁለተኛው ክፍል ስለ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ ስለ ሚመርጡት ማስታወቂያ ሚዲያ በደንበኞቹ የመገልገል ባህሪ ላይ የሚኖረውን ተጽዕኖ ያሎትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየኩኝ የሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾ እንደሚያደርግ እየገለፅኩ ለሚያደርጉልኝ ትብብር ከልብ አመሰግናለሁ። ለሚኖሮት ማንኛውም ጥያቄ ወይም አስተያየት በሞባይል ቁጥሪ 0911 96 18 85 ሊያገኙኝ ይችላሉ።

ማስታወሻ: ከእናንተ ጋር በሚስማማው ሳጥን ውስጥ (✓) ይህን ምልክት ያስገቡ/ይጠቀሙ።

I. ክፍል አንድ: የግል መረጃዎች

- 1. ዕድሜ: 18-29 30-45 >46
- 2. ጾታ: ወንድ ሴት
- 3. ኃላፊነት: ሠራተኛ ከፍተኛ አስተዳደር ጀምሮ አስተዳደር ስራ ፈጣሪ/ በግል ስራ ሌላ
- 4. የትምህርት ደረጃ: የለ የመጀመሪያ ደረጃ ትምህርት የሁለተኛ ደረጃ ትምህርት የኮሌጅ-ዲፕሎማ የመጀመሪያ ዲግሪ ሁለተኛ ዲግሪ እና ከዚያ በላይ

II. ክፍል ሁለት: ጠቅላላ የደንበኛው ዕውቀት

- 1. ከሚከተለት ውስጥ የባንኩ ደንበኛ እንዲሆኑ ያስቻሉዎት ምክንያት የትኛው ነው?
 - ሀ. ከማስታወቂያ
 - ለ. ጓደኛ
 - ሐ. ማህበረሰቡ
 - መ ቤተሰብ
 - ሠ. ባህል
- 2. ከሚከተለት ውስጥ የባንኩን መረጃ የሚያገኙት ከምን ምንጭ ነው?
 - ሀ. ከማስታወቂያ

ለ. ከጓደኛ

ሐ. ከቤተሰብ/ ከዘመድ አዝማድ

መ. ከስሙ በመነሳት

III. ክፍሌ ሶስት: የማስታወቂያ ተፅእኖ ዳሰሳ

ሀ. የህትመት (ጋዜጣ/መፅሔት፣ ብሮ፣ በራሪወረቀት) ማስታወቂያ						
መግለጫ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)	
1 የህትመት ማስታወቂያ ለአገልግሎቱ ያለንን አመለካከት ይለውጣል ::	1	2	3	4	5	
2 በህትመት ማስታወቂያ ላይ አይቆይም አገልግሎት መግዛቴን እርግጠኛ አይደልሁም ::	1	2	3	4	5	
3 በህትመት ማስታወቂያ ላይ አይቆይም አገልግሎት እገዛለሁ ::	1	2	3	4	5	
4 የህትመት ማስታወቂያ ሰውን የባንክ አገልግሎትን እንዲጠቀም ያደርጋል ::	1	2	3	4	5	
5 የህትመት ማስታወቂያ ሰውን የባንክ ተገልጋይ ያደርጋል ::	1	2	3	4	5	
6 የህትመት ላይ የሚወጣው ማስታወቂያ ስለ አገልግሎቱ እውነት ያልሆነ እና የተጋነነ ሆኖ ነው የሚቀርበው ::	1	2	3	4	5	
ለ. የብሮድካስት (ቴሌቪዥን፣ ሬዲዮ) ማስታወቂያ						
መግለጫ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)	
1 የብሮድካስት ማስታወቂያ ለአገልግሎቱ ያለንን አመለካከት ይለውጣል ::	1	2	3	4	5	
2 በብሮድካስት ማስታወቂያ ላይ አይቆይም አገልግሎት መግዛቴን	1	2	3	4	5	

	እርግጠኛ አይደለም፡፡					
3	ብብሮድካስት ማስታወቂያ ላይ አይቼ አገልግሎት እገዛለሁ፡፡	1	2	3	4	5
4	የብሮድካስት ማስታወቂያ ሰውን የባንክ አገልግሎትን እንዲጠቀም ያደርጋል፡፡	1	2	3	4	5
5	የብሮድካስት ማስታወቂያ ሰውን የባንኩ ታማኝ ተገልጋይ ያደርጋል፡፡	1	2	3	4	5
6	የብሮድካስት ላይ የሚወጣው ማስታወቂያ ስለ አገልግሎቱ እውነት ያልሆነ እና የተጋነነ ሆኖ ነው የሚቀርበው፡፡	1	2	3	4	5

ሐ. የውጭ(ቢልቦርድ፣ውነቶች፣ ኪወስክ) ማስታወቂያ

መግለጫ	ባጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	ባጣም እስማማለሁ (5)
1 የውጭ ማስታወቂያ ለአገልግሎቱ ያለንን አመለካከት ይለውጣል፡፡	1	2	3	4	5
2 በውጭ ማስታወቂያ ላይ አይቼ አገልግሎት መግዛቴን እርግጠኛ አይደለሁም፡፡	1	2	3	4	5
3 በውጭ ማስታወቂያ ላይ አይቼ አገልግሎት እገዛለሁ፡፡	1	2	3	4	5
4 የውጭ ማስታወቂያ ሰውን የባንክ አገልግሎትን እንዲጠቀም ያደርጋል፡፡	1	2	3	4	5
5 የውጭ ማስታወቂያ ሰውን የባንኩ ታማኝ ተገልጋይ ያደርጋል፡፡	1	2	3	4	5
6 የውጭ ላይ የሚወጣው ማስታወቂያ ስለ አገልግሎቱ እውነት ያልሆነ እና የተጋነነ ሆኖ ነው የሚቀርበው፡፡	1	2	3	4	5

መ. የማህበራዊ ድረገጽ(ፌስቡክ፣ቴዎተር፣ዌብሳይት) ማስታወቂያ

	ባጣም	አልስማማም	ገለልተኛ	እስማማለሁ	ባጣም
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	መግለጫ	አልስማማም(1)	(2)	(3)	(4)	እስማማለሁ (5)
1	የማህበራዊ ድረገጽ ማስታወቂያ ለአገልግሎቱ ያለንን አመለካከት ይለውጣል : :	1	2	3	4	5
2	በማህበራዊ ድረገጽ ማስታወቂያ ላይ አይቼ አገልግሎት መግዛቴን እርግጠኛ አይደልሁም: :	1	2	3	4	5
3	በማህበራዊ ድረገጽ ማስታወቂያ ላይ አይቼ አገልግሎት እገዛለሁ: :	1	2	3	4	5
4	የማህበራዊ ድረገጽ ማስታወቂያ ሰውን የባንክ አገልግሎትን እንዲጠቀም ያደርጋል: :	1	2	3	4	5
5	የማህበራዊ ድረገጽ ማስታወቂያ ሰውን የባንኩ ታማኝ ተገልጋይ ያደርጋል: :	1	2	3	4	5
6	የማህበራዊ ድረገጽ ላይ የሚወጣው ማስታወቂያ ስለ አገልግሎቱ እውነት ያልሆነ እና የተጋነነ ሆኖ ነው የሚቀርበው: .:	1	2	3	4	5

ሠ. የማስታወቂያው መልእክት ትኩረት

	መግለጫ	ባጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	ባጣም እስማማለሁ (5)
1	የማስታወቂያ መልእክት ትኩረት ለአገልግሎቱ ያለንን አመለካከት ይለውጣል : :	1	2	3	4	5
2	በማስታወቂያ መልእክት ትኩረት ምክኒያት አገልግሎት መግዛቴን እርግጠኛ አይደልሁም: :	1	2	3	4	5
3	በማስታወቂያ መልእክት ትኩረት ምክኒያት አይቼ አገልግሎት እገዛለሁ: :	1	2	3	4	5
4	የማስታወቂያ መልእክት ትኩረት ሰውን	1	2	3	4	5

	የባንክ አገልግሎትን እንዲጠቀም ያደርጋል፡ :					
5	የማስታወቂያ መልእክት ተኩረት ሰውን የባንኩ ታማኝ ተገልጋይ ያደርጋል፡ :	1	2	3	4	5
6	የማስታወቂያ መልእክት ተኩረት የሚወጣው ማስታወቂያ ስለ አገልግሎቱ እውነት ያልሆነ እና የተጋነነ ሆኖ ነው የሚቀርበው፡ ፡.	1	2	3	4	5

ፈ. የደንበኞች የመገልገል ባህሪ ልኬት

መግለጫ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1 ማስታወቂያ አይቼ የምንጠቀመው ባንክ ከመቀየር አሁን በምንጠቀመው ባንክ መቀጠል እመርጣለሁ፡ ፡	1	2	3	4	5
2 ራሴን ለባንኩ ታማኝ ደንበኛ አርጌ እቆጥራለሁ፡ ፡	1	2	3	4	5
3 አዲስ የባንክ ማስታወቂያ ስመለከት ለመጠቀም ወደሁዋላ አልልም፡ ፡	1	2	3	4	5
4 በማስታወቂያ ያየሁትን አዲስ ነገር ለመጠቀም ጠንቁቅ ነኝ፡ ፡	1	2	3	4	5
5 ማስታወቂያ ቢኖርም ባይኖርም ሁልጊዜ ተመሳሳይ የሆነ ባንክ እጠቀማለሁ፡ ፡	1	2	3	4	5
6 ሌሎች ስለተጠቀሙት ባንክ ሲነግሩኝ በጣም ይሰለቸኛል፡ ፡	1	2	3	4	5
7 የመጠቀም እቅድ እንካን ባይኖረኝ ማስታወቂያዎች ማየት እወዳለሁ፡ ፡	1	2	3	4	5
8 ስለምጠቀመው ባንክ ለጉደኞቼ ማውራት አልወድም፡ ፡	1	2	3	4	5
9 በአጋጣሚ ማስታወቂያዎችን አነባለሁ፡ ፡	1	2	3	4	5

ለትብብራችሁ እጅግ በጣም አመሰግናለሁ!!!

Appendix D

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.704
Approx. Chi-Square		6398.396
Bartlett's Test of Sphericity	df	741
	Sig.	.000

Communalities

	Initial	Extraction
Printing advertisement changes perception towards a service	1.000	.705
I doubt buying a service because of printing advertisement	1.000	.723
I buy services because of printing advertisement	1.000	.778
Printing advertising makes people purchase banking services	1.000	.854
Printing advertising makes people to be banks loyal	1.000	.808
Printing advertising are unrealistic and exaggerated	1.000	.654
Broadcasting advertisement changes perception towards a service	1.000	.671
I doubt buying a service because of Broadcasting advertisement	1.000	.777
I buy services because of Broadcasting advertisement	1.000	.704
Broadcasting advertising makes people purchase banking services	1.000	.710

Broadcasting advertising makes people to be banks loyal	1.000	.706
Broadcasting advertising are unrealstic and exaggerated	1.000	.712
Outdoor advertisment changes perception towardsa service	1.000	.639
I doubt buying a service because of Outdoor advertisment	1.000	.757
I buy services because of Outdoor advertisment	1.000	.766
Outdoor advertising makes people purchase banking services	1.000	.748
Outdoor advertising makes people to be banks loyal	1.000	.808
Outdoor advertising are unrealstic and exaggerated	1.000	.691
Social media advertisment changes perception towards a service	1.000	.563
I doubt buying a service because of Social media advertisment	1.000	.670
I buy services because of Social media advertisment	1.000	.795
Social media advertising makes people purchase banking services	1.000	.742
Social media advertising makes people to be banks loyal	1.000	.733
Social media advertising are unrealstic and exaggerated	1.000	.623

Objective of advertisement message changes perception towards a service	1.000	.550
I doubt buying a service because of Objective of advertisement message	1.000	.698
I buy services because of Objective of advertisement message	1.000	.738
Objective of advertisement message makes people purchase banking services	1.000	.711
Objective of advertisement message makes people to be banks loyal	1.000	.671
Objective of advertisement message are unrealistic and exaggerated	1.000	.674
I would rather stick with a Bank I usually buy than try something. I am not very sure of.	1.000	.688
I think of myself as a Bank-loyal consumer.	1.000	.693
When I see a new service on the advertisement, I'm not afraid of giving it a try.	1.000	.583
I am very cautious in trying new or different product/service due to advertisement.	1.000	.576
I usually use the same kinds of service on a regular basis.	1.000	.576
I get very bored listening to others about their services.	1.000	.657
I like to browse about advertisement even when I don't plan to use anything.	1.000	.576

I don't like to talk my friend about the bank being used.	1.000	.736
I often read advertisement just out of curiosity.	1.000	.667

Extraction Method: Principal Component Analysis.

Case Processing Summary

	Printing advertisement	Broad cast advertisement	Outdoor advertisement	Social media advertisement	Objective of message advertisement	advertisements
Series or Sequence Length	362	362	362	362	362	362
Number of Missing Values in the Plot	0	0	0	0	0	0
User-Missing System-Missing	0	0	0	0	0	0

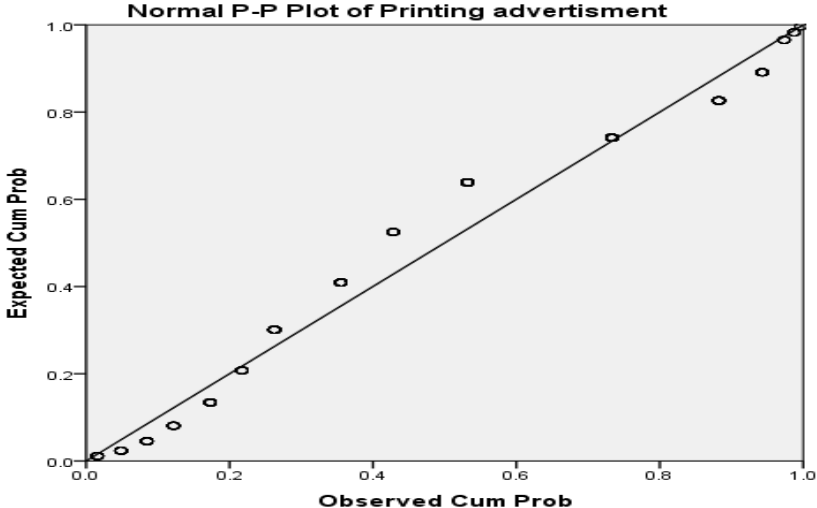
The cases are unweighted.

Estimated Distribution Parameters

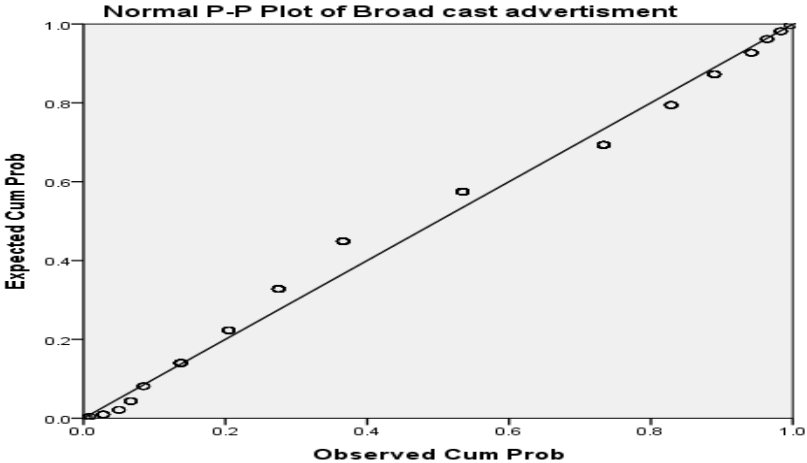
	Printing advertisement	Broad cast advertisement	Outdoor advertisement	Social media advertisement	Objective of message advertisement	advertisements
Normal Distribution	3.2974	3.4010	3.1335	3.2417	3.2947	3.2737
Location Scale	.56992	.52583	.53600	.51341	.48290	.31353

The cases are unweighted.

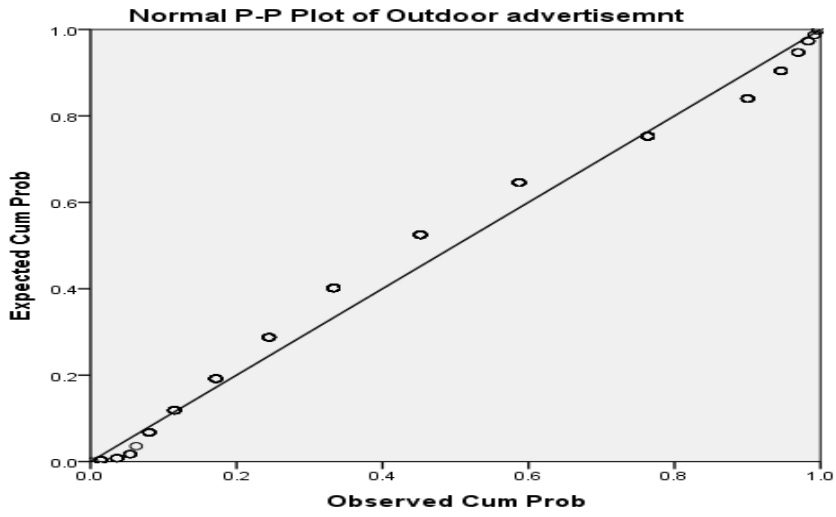
Print sum



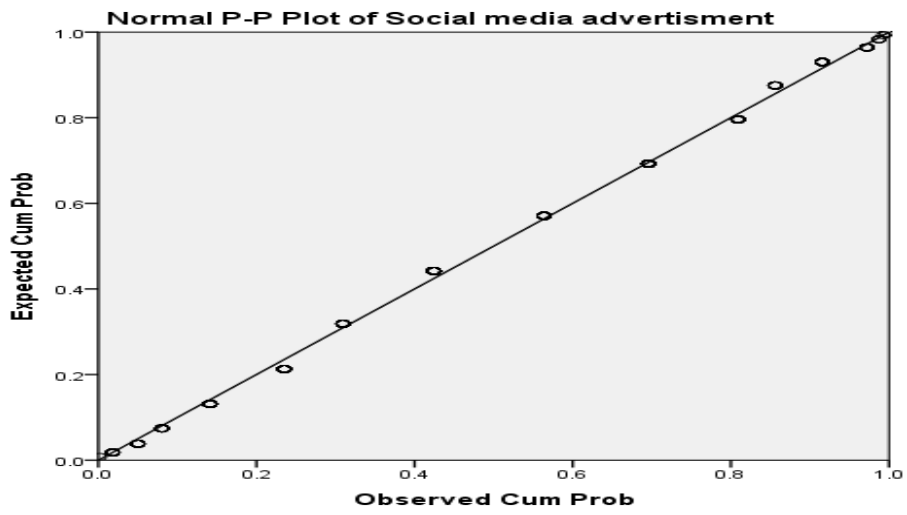
Broadcast sum



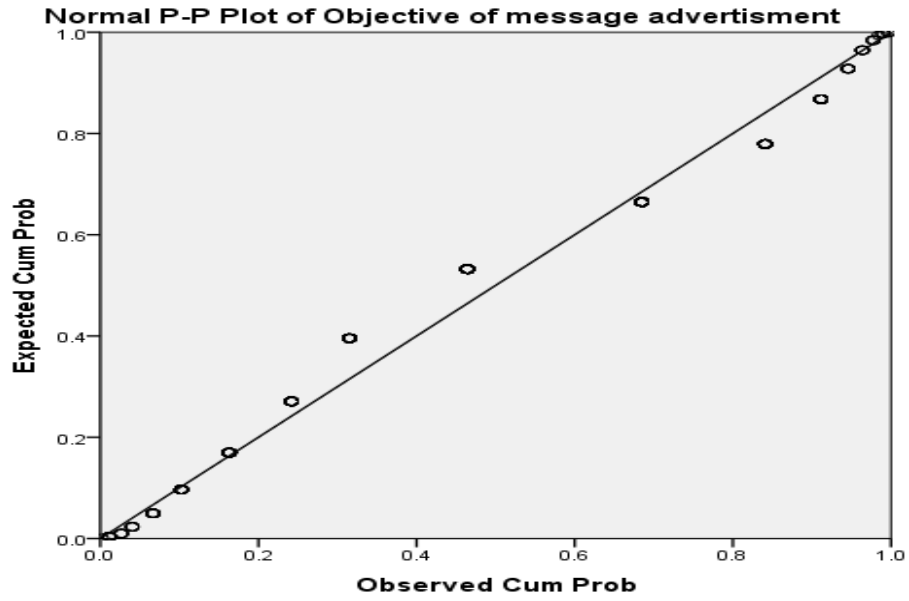
Outdoor sum



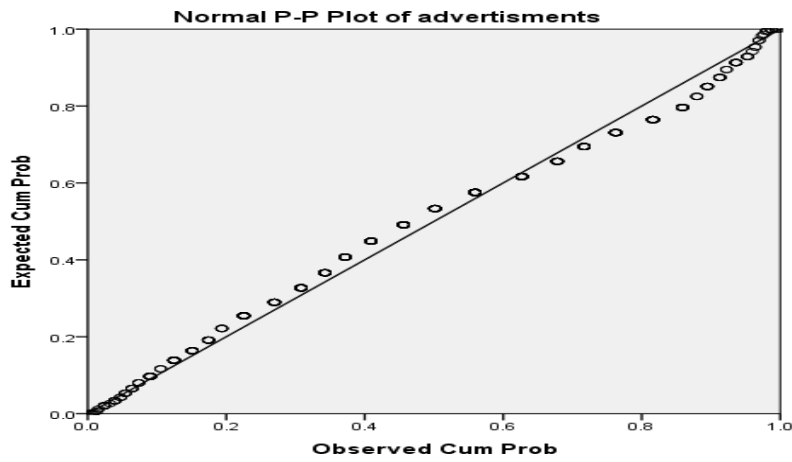
Social sum



Objective of message sum



Advertisement sum



Descriptive Statistics

	N	Mean	Std. Deviation
Printing advertisement	362	3.2974	.56992
Broad cast advertisement	362	3.4010	.52583
Outdoor advertisement	362	3.1335	.53600
Social media advertisement	362	3.2417	.51341
Objective of message advertisement	362	3.2947	.48290
Consumers buying behaviour	362	3.1262	.51150
Valid N (listwise)	362		

Correlations

		Printing advertisemen t	Broad cast advertisemen t	Outdoor advertisemn t	Social media advertisemen t	Objective of message advertisemen t	Consumer s buying behaviour
Printing advertisemen t	Pearson Correlatio n	1	.516**	.211**	.065	.109*	.165**
	Sig. (1- tailed)		.000	.000	.109	.019	.001
	N	362	362	362	362	362	362
Broad cast advertisemen t	Pearson Correlatio n	.516**	1	.176**	.081	.098*	.318**
	Sig. (1- tailed)	.000		.000	.063	.031	.000
	N	362	362	362	362	362	362
Outdoor advertisemn t	Pearson Correlatio n	.211**	.176**	1	.389**	.194**	.116*
	Sig. (1- tailed)	.000	.000		.000	.000	.014
	N	362	362	362	362	362	362
Social media advertisemen t	Pearson Correlatio n	.065	.081	.389**	1	.058	-.020
	Sig. (1- tailed)	.109	.063	.000		.136	.351
	N	362	362	362	362	362	362
Objective of message advertisemen t	Pearson Correlatio n	.109*	.098*	.194**	.058	1	.237**
	Sig. (1- tailed)	.019	.031	.000	.136		.000
	N	362	362	362	362	362	362
Consumers buying behaviour	Pearson Correlatio n	.165**	.318**	.116*	-.020	.237**	1
	Sig. (1- tailed)	.001	.000	.014	.351	.000	
	N	362	362	362	362	362	362

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Objective of message advertisement, Social media advertisement, Broad cast advertisement, Outdoor advertisement, Printing advertisement ^b		Enter

a. Dependent Variable: Consumers buying behaviour

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.387 ^a	.150	.138	.47494	.150	12.544	5	356	.000	.697

a. Predictors: (Constant), Objective of message advertisement, Social media advertisement, Broad cast advertisement, Outdoor advertisement, Printing advertisement

b. Dependent Variable: Consumers buying behaviour

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.148	5	2.830	12.544	.000 ^b
Residual	80.301	356	.226		
Total	94.449	361			

a. Dependent Variable: Consumers buying behaviour

b. Predictors: (Constant), Objective of message advertisement, Social media advertisement, Broad cast advertisement, Outdoor advertisement, Printing advertisement

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.550	.273		5.677	.000	1.013	2.087		
Printing advertisement	-.019	.052	-.022	-.376	.707	-.121	.082	.717	1.395
Broad cast advertisement	.297	.056	.305	5.323	.000	.187	.406	.728	1.374
Outdoor advertisement	.055	.053	.058	1.047	.296	-.048	.158	.788	1.269
Social media advertisement	-.077	.053	-.078	-1.460	.145	-.181	.027	.847	1.180
Objective of message advertisement	.215	.053	.203	4.067	.000	.111	.319	.956	1.046

a. Dependent Variable: Consumers buying behaviour

Collinearity Diagnostics^a

Model	Eigenvalue	Condition Index	Variance Proportions						
			(Constant)	Printing advertisement	Broad cast advertisement	Outdoor advertisement	Social media advertisement	Objective of message advertisement	
1 1	5.911	1.000	.00	.00	.00	.00	.00	.00	
2	.031	13.734	.00	.23	.12	.12	.17	.01	
3	.022	16.450	.01	.05	.01	.09	.11	.64	
4	.017	18.841	.02	.02	.03	.75	.44	.01	
5	.012	21.858	.00	.68	.72	.04	.06	.02	
6	.007	29.889	.97	.01	.12	.00	.22	.33	

a. Dependent Variable: Consumers buying behaviour

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.5051	3.9461	3.1262	.19797	362
Residual	-1.13382	1.31452	.00000	.47164	362
Std. Predicted Value	-3.137	4.142	.000	1.000	362
Std. Residual	-2.387	2.768	.000	.993	362

a. Dependent Variable: Consumers buying behaviour

ANOVA

advertisements

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.495	2	.247	2.537	.080
Within Groups	34.992	359	.097		
Total	35.487	361			

ANOVA

advertisements

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.120	4	.780	8.603	.000
Within Groups	32.367	357	.091		
Total	35.487	361			

ANOVA

advertisements

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.287	5	.257	2.679	.022
Within Groups	34.200	356	.096		
Total	35.487	361			