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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR IN THE
CASE OF DSTV IN ADDIS ABABA**

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Addis Ababa, Ethiopia

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Statement of Certification

This is to certify that Meseret Getu has carried out her research work on the topic entailed: " the effect of Advertising on Consumer buying Behavior in the case of DTSV in Addis Ababa". The work is original in nature and is suitable for submission for the award of Masters of Degree in Marketing Management.

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Statement of Declaration

I hereby declare that “ The effect of Advertising On Consumer buying Behavior in the case of DTSV in Addis Ababa” is absolutely work of mine, Meseret Getu. The current study was carried out independently by me, with the guidance and support of the research advisor Dr. Getie Andualem (PhD). Any sources used for the study have been properly referenced. The study has not been submitted for the award of a first- or second- degree program at this or any other institution.

Meseret Getu

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List of Abbreviation and Acronyms

- ANOVA Analysis of Variance
- CBB Consumer Buying Behavior
- OM Outdoor Media
- PM Print Media
- BM Broadcast Media
- IM Internet Media
- SPSS Statistical Package for Social Science
- F: Female
- M: Male

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ABSTRACT

This study looked into how advertisements affected consumers' purchasing decisions in the context of DSTV in Addis Ababa. The researcher employed an explanatory design and a quantitative research approach to quantitatively explain how advertisements affect consumers' purchasing decisions. A practical sampling technique was employed by the researcher to obtain representative samples from the populations. Data was collected from a sample of 399 customers using a structured questionnaire. Customers' purchasing habits were found to be the dependent variable and advertisements to be the independent variable. Media such as print, broadcast, online, and outdoor were regarded as sub-dimensions of advertising. Following that, descriptive and inferential statistics (correlation and regression analyses) were used to examine the data that had been collected from the respondents. The correlation study sheds light on the connections between customer purchasing behavior (CBMEAN) and the advertising components (OMMEAN, PMMEAN, BMMEAN, and IMMEAN). It suggests that these variables have positive correlations with one another. The results of the regression study offer quantitative proof that advertising in print, broadcast, outdoor, and online media has a favorable and substantial influence on customer purchasing decisions. These results aid in our comprehension of how various forms of advertising affect consumer behavior and can direct the creation of successful marketing plans. More time, a comprehensive survey, and a high degree of transparency from respondents are needed to examine the impact of advertisements on DSTV subscribers in Addis Ababa; yet, the majority of customers are not forthcoming in their responses to some questions. The researcher restricted the study to DSTV subscribers' customers in order to meet the study's goal. It is advised that the corporate management employ integrated marketing communication in light of the research's findings: Studies show that integrating different forms of advertising has a positive synergistic impact on consumer behavior.

KEY WORDS: *Advertisement, outdoor media, printed media, broadcast media, internet media and customer buying behavior.*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

The majority of people in the globe grow up surrounded by mass media, including movies, TV shows, billboards, videos, advertisements, magazines, the Internet, newspapers, and movies. Abideen & Latif (2011). Advertising shapes consumers' attitudes, perceptions, and intentions to make purchases, which has a significant effect on their behavior. Marketers can shape consumers' perceptions of a product or brand through advertising, establishing a positive perception and positioning in consumers' minds (Aaker, 2021).

"Brand-initiated communication intent on impacting people" is what advertising is. Advertising, according to Dahlen and Rosengren (2016), is a marketing idea that seeks to affect consumers' purchasing decisions. The process and action, by which people choose, pay for, assess, and use a good or service to fulfill their needs or desires is known as consumer behavior. Guolla (2011). Several signs and symbols were employed by marketers in the bygone era to advertise goods and raise consumer awareness. Organizations rely on employing print and electronic media excessively due to advancements in technology.

We now see advertisements on a daily basis. A number of literary works could aid in defining advertising. According to Dulin (2016), advertising is any form of communication that aims to enlighten the public, present a good or service to the public, or persuade a certain consumer base or group to buy a specific good or service. Trehan and Trejan (2009) define advertising as mass media content that attempts to persuade readers, viewers, or listeners to take action about concepts, products, or services. Advertising is a marketing communication method that is used to inform a target audience about ideas, products, and services (Russel and Lane, 2001). Advertising, according to Kotler (2000), is any type of non-personal, paid presentation and promotion of concepts, products, and services by a designated sponsor. To put it another way, advertising is a way to inform and communicate important information, which is becoming a necessary instrument for success in the modern marketing environment.

Consumer behavior is a crucial element of your life. Any business that can generate revenue while attracting and retaining clients will thrive. This is achieved when a company fosters a

favorable customer perception of its products or services. Customers' perceptions have a significant impact on how they behave. Based on their impression, customers would feel confident and pleased about the goods. Malik along with others (2014). The goal of analyzing consumer behavior is to identify attitudes that consumers have while deciding whether or not to purchase a product. (2000) Matsatsinis and Samaras.

Marketers have grown concerned about consumer behavior research because it allows them to better understand how consumers make decisions about the products and services that best meet their needs and what factors influence those decisions. The necessity to understand the human economic behavior mechanism has arisen from the complexity of economic life. This mechanism is growing in size and complexity, necessitating the independent study of its two intrinsic components: consumer behavior and human behavior as a producer of goods and services (Dinu, G. and Dinu, L. 2012).

1.2. Background of the Organization

MultiChoice is the owner of the Sub-Saharan African direct broadcast satellite service known by the acronym DStv, or Digital Satellite Television. To offer its subscribers a variety of channels and services, the service was introduced in 1995. The company serves the majority of its subscribers in South Africa and Nigeria, as well as Kenya, Ghana, Angola, Namibia, Zimbabwe, Zambia, Uganda, Mauritius, Mozambique, Malawi, Tanzania, Lesotho, Ethiopia, the Democratic Republic of the Congo, Gabon, Eswatini, and Botswana.

A South African business called MultiChoice runs the Show Max service, GOtv, a smaller service that covers more than nine countries in Sub-Saharan Africa, and DStv, one of the largest satellite television services in the region. The subscriber-management division of the M-Net terrestrial pay television company gave rise to MultiChoice, which now provides the whole catalog of M-Net channels on the DStv platform. The media conglomerate of the same name owns multichoice.

One of MultiChoice's subsidiaries is DStv Now, now known as DStv App, a television streaming service for mobile devices like notebooks, computers, and smartphones.

Previously, MultiChoice operated under the Film Net TV service in the Scandinavian, Benelux, Italy, Eastern European, Greek, and Cypriot regions; under CNE (Cable Network of Egypt) in

Egypt; under Gulf TV and Arab Radio and Television Network in the Middle East; and under UBC (United Broadcasting Corporation) in Thailand.

With 20.1 million subscribers across Africa in 2020, MultiChoice was one of the Pay-TV providers with the quickest rate of growth in the world, according to Naspers.

The information obtained by the researcher from the DSTV Company brochure indicates that DSTV's mission is to CREATE, CONNECT, and CARE for people. They described their vision as follows. Curiosity, courage, and commitment are the key behaviors that fall under CREATE. We collaborate, communicate, and establish clarity in order to CONNECT with others and create enduring relationships. CARE is about acting in the best interests of all parties involved, including our clients, coworkers, and ourselves.

1.3. Statement of the problem

Worldwide, newspapers, the internet, music, movies, videos, magazines, billboards, and films all feel the effects of advertising. Due to its far wider exposure than other forms of media, advertising is the one that leaves a lasting impression on viewers (Katke, 2007).

Television has become a necessary component of contemporary life, and viewers have an abundance of options due to the proliferation of channels and content providers. MultiChoice's DStv is one of the leading providers of pay television services in many African countries, offering a wide range of entertainment, news, and sports channels. In this context, advertising plays a crucial role in shaping consumer perceptions and influencing their buying behavior. However, there is a need to examine the specific influence of advertising on customer purchasing decisions in the instance of DSTV.

The issue at hand concerns how well DSTV's advertising tactics influence the purchasing decisions of its audience. Even with the large expenditure on advertising, it is crucial to ascertain whether these endeavors result in observable outcomes concerning consumer involvement and real purchasing decisions. Furthermore, with the evolving media landscape and the rise of digital platforms, it is imperative to assess the effectiveness of traditional and digital advertising channels in reaching and persuading DSTV's target audience.

Advertising has a significant impact on the lives of consumers because consumers are the ones who purchase products only after being made aware of their availability. Without advertising,

consumers would not know about the existence of products and would not purchase them, even if they would benefit from them. Additionally, advertising assists consumers in selecting the best products for themselves, their children, and their families.

Once individuals are aware of the variety of things available, they may evaluate them and make purchases to ensure that, after spending their hard-earned money, they obtain what they want. Advertising is crucial for consumers as a result.

There are many different types of media advertisements, including print, broadcast, and outdoor media ads (such as billboards, kiosks, events, and sponsorship), as well as media ads in newspapers, magazines, and the internet. However, the most crucial question for a marketer to ask is, "Do all these media advertisements positively influence the consumers' buying behavior?" In the event that media advertisements fail to influence customers' purchasing decisions in a favorable way, every resource-cash, time, and effort-used for media advertising will be wasted. The majority of business organizations are unable to evaluate the impact of their advertising or relate to the people to whom it is directed. They also lack knowledge about the opinions of their target market and the significance of their goods and services. Marketers must therefore determine the degree to which media advertisements influence consumers' purchasing decisions in the banking services industry (Mylonakis, J., 2008).

Studies in this area have been done on a number of identical occasions, but the majority of them focus on ads in general. Several studies have attempted to determine the impact of advertising on manufacturing firms (Farashah, 2011); the role of advertising in consumer choice (Raju, 2002; Kumar, 2003); and, concerning Oromia International Bank, the effect of media advertising on consumers' banking service purchase behavior. Melkamu Daba (2014) found that the study revealed that television, with its combination of audio-visual displays, has the greatest impact on customers' purchasing decisions.

Another study by Mewael N. (2015) explores the effect of advertisement on consumers' buying behavior in the case of Ethio-Ceramics Private Limited Company. An research of two-tailed correlation indicates a robust and affirmative link between consumers' purchasing behavior and comprehensible, captivating, and truthful commercials. Additionally, a moderately positive association between consumers' purchasing behavior and memorable, innovative, and impactful commercials is shown by the correlation analysis. The outcome of the multiple regression

analysis indicates that the impact of comprehensible advertisements on customers' purchasing decisions is negligible. However, the biggest influence on customers' purchasing decisions comes from attention-grabbing advertisements.

Recently, Canal+ and Dstv Satellite Television were available for Ethiopian viewers to select from. With 25.5 million total members, 9.5 million of whom are on French mainland, Canal+ is the largest pay-TV provider in France. The multinational music company Universal Music Group and the video game developer Gameloft are both controlled by the French media behemoth Vivendi.

In this instance, advertisements are very helpful in providing customers with comprehensive information regarding the pertinence of each satellite. In addition to giving information, ads have the power to introduce the public to new ideas by offering a sufficient number of visually captivating movies. These advertising films may influence customers to select the right goods.

Thus, the purpose of this study is to determine which media advertisements sway consumers' purchasing decisions and lead them to select the entertainment channel. This involved evaluating the current media advertising strategies based on a number of criteria, including being Impressive, Easy to Understand, Attention-Grabbing, Memorable, Creative, and Honest. As a result, this study examines how frequently Dstv media ads affect the purchasing decisions of its target audience.

1.4. Research question

In keeping with the issue mentioned above, the following research questions are attempted to be addressed in this study:

1. How do consumers now behave when making purchases?
2. How do commercials in outdoor media affect the purchasing habits of consumers?
3. How do advertisements in print media affect the purchasing decisions of consumers?
4. What is the influence of broadcast media advertisement on consumer buying behavior?
5. What is the effect on internet-media advertisement on consumer buying behavior?
6. How do features of advertising influence the purchasing decisions of consumers?

1.5. Objective of the Study

The basic purpose of this study was to explore the effect of advertising on consumer purchasing behavior in the case of DSTV Addis Ababa.

1.5.1. General Objective

The general objective of this study was to investigate the effect of advertising on consumer buying behavior in the case of DSTV in Addis Ababa.

1.5.2. Specific Objective

In keeping with the overarching goal mentioned above, the research also aims to accomplish the following particular goals:

1. To evaluate the degree of contemporary consumer purchasing behavior.
2. To ascertain how outdoor media advertisements affect customers' purchasing decisions.
3. To look at how advertisements in print media affect consumers' purchasing decisions.
4. To evaluate how broadcast media advertising affects consumers' purchasing decisions.
5. To study the effect of Internet-based advertisement on consumer buying behavior.
6. To ascertain the impact of advertising attributes on consumer purchasing behavior.

1.6. Significance of the Study

This research has important implications for enterprises, other academics, and the administration of the organization (DSTV).

- For the organization's management: the study's conclusions aid in understanding how advertisements and customer purchasing patterns interact. Understanding the kind of media advertisement that influences consumers' purchasing decisions is beneficial.
- For businesses or companies: The study's outcome added value for clients, businesses, and advertising agencies. It also gives vital evidence on the employment of media advertisement to affect customer buying behavior. Above all, the study made it easier for businesses and marketers to comprehend how their use of various ad formats influences the purchasing behavior of their target audience.
- Academicians: Those wishing to carry out related research in the field might use the study as a reference.

1.7. Scope of the Study

The conceptual scope, geographical scope, and methodological scope of the study can all be used to describe its scope. The study's conceptual focus is on determining how media advertisements affect consumers' purchasing decisions. It seeks to assess the effect of four types of media (specifically outdoor, printed media, broadcast media, and internet advertisement) on consumer buying behavior. Geographically, the study is constrained to the organization called DSTV Head office and branch office which is located in Addis Ababa, Ethiopia methodologically, the study seeks to unravel the cause-and-effect relationship between advertisement and customer buying behavior. Therefore, a questionnaire survey is used to collect data.

1.8. Limitations of the study

Further time, a comprehensive study, and a high degree of transparency from the respondents are needed to examine the impact of advertisements on Addis Abeba's DSTV viewers. On the other hand, the majority of clients don't respond candidly to several questions that are posed to them. The researcher restricted the study to DSTV subscribers' customers in order to meet the study's goal. Finally, the comparative analysis of the DSTV customer buying behaviors in Addis Ababa was the main subject of this research.

1.9. Organization of the study

There are five chapters in the study. The study's introduction is covered in the first chapter, which also provides the study's history, statement problem, research questions, research aims, significance, scope, and limitations, as well as an explanation of key words and an arrangement of the study. The review of related literature, including theoretical and empirical works, the study's conceptual framework, and research hypotheses, is covered in Chapter 2.

The research approach utilized for the study is explicated in Chapter 3. Data Presentation analysis, and interpretation are covered in the fourth chapter. Based on the study's findings, a summary, conclusion, and recommendation are provided in Chapter 5.

1.10. Definition of key terms

- Advertisement: An advertisement is a mass-media message that is paid for and impersonal, with the aim of educating or convincing viewers. Scott Walter Dill (2023)

- **Media:** The plural form of "medium," "media," refers to all forms of communication, ranging from printed materials to digital information. The term "media" refers to any information that can be accessed or influenced by people, including books, magazines, radio, television, the Internet, and art and educational content. Linda Rosencrance (2023)
- **Consumer:** A customer is an individual or business that purchases another company's goods or services. Customers are vital because they drive revenues. Without them, businesses can neither exist nor thrive. JAMES KENTON (2023)
- **Consumer buying behavior:** • the culmination of a customer's beliefs, inclinations, plans, and choices about how they would behave in the marketplace while making a purchase of a good or service. This course examines the elements that influence customer purchasing habits and behavior, as well as the best ways to comprehend these decisions in order to have a better grasp of the market. Max Hill is 2023.
- **DStv:** Short of Digital satellite Television and it is a top-tier satellite television service in Africa provided by Multichoice group. It offers a plethora of television channels spanning diverse genres such as entertainment, sports, news, movies, and documentaries (Multichoice Group)

CHAPTER TWO

2. RELATED LITERATURE REVIEW

Three sections make up this chapter. Reviewing pertinent ideas and theories regarding advertisements, the types of advertisements, consumers, and consumer purchasing behavior is one of these processes. As a result, this chapter examines the research on the subject. The three main themes that underpin this organization are the topic's general idea, the topic's empirical evidence, and the observation of the research gap. At the end of this chapter, the conceptual framework of the study and research hypotheses was presented.

2.1.Theoretical Review

2.1.1.The concept of Advertising

Advertising is paid, non-personal communication that tries to inform, persuade, or remind people about a product or service. It involves the broadcast of a message across numerous media channels, such as television, print, radio, and online. (Academy of Marketing, 2014). Kotler and Armstrong (2010) define advertising as any type of paid, non-personal presentation and promotion of concepts, products, or services by designated sponsors. Since ancient times, advertising has had a rich and lengthy history. Early types of advertisement included cave drawings, papyrus scrolls, and town criers. With the invention of the printing press, advertising expanded and advanced. The emergence of mass media in the 20th century, including radio and television, transformed advertising and made mass marketing campaigns possible. Keller and Batra (2016) Print media, such as newspapers, magazines, and brochures, as well as audio and visual media, such as television and billboards, can all be used for advertising. Armstrong and Kotler (2010).

In order to promote goods, services, or ideas, advertising is a type of mass communication that involves spreading a message across a variety of media platforms, including print, radio, television, and the internet. Advertising's main goals are to educate, convince, or remind people about a good or service. (Association for American Marketing, 2018) A contemporary definition of advertising, according to Wijaya (2012), takes into account additional crucial elements like media, audience, and aims. According to the journal, advertising

is a type of paid. The definition comprises five fundamental elements: the message is disseminated through various mass media platforms, including interactive ones, and is typically funded by the advertiser. Additionally, the sponsor is acknowledged, a wide range of potential consumer is typically reached, and the goal is to both inform and persuade or influence the audience. Advertising, which might include notices, information, and public announcements for the sale of the product, is used to inform and persuade people to buy a product.

2.1.2.Objectives of advertising

According to Novak (2011), the purpose of advertising is to provide information about new products, recommend new uses for them, offer advice on price changes for existing ones, and describe how they work. Advertisers' main goal is to attract potential consumers and pique or maintain their interest in the product by influencing their awareness, opinions, and purchasing behavior (Dulin, 2016). Advertising objectives are essential for guiding the development and execution of effective advertising campaigns. Kotler and Keller (2012) describe advertising objectives as a specified communications task and achievement level to be performed with a specific audience in a specific period of time. They also act as guidelines for organizing and carrying out the complete advertising campaign. Fatima and Lodhi (2015) say that individuals are significantly affected by commercials, and companies are aiming to attract the masses of people by focusing on advertisement strategies that best fit their products. • Advertising campaigns can have a range of purposes, including:

- * Informative advertising

- * Persuasive advertising

- * Reminder advertising

- * Reinforcement advertising

- More comprehensive goals and the use of analytics and data to gauge the success of campaigns are two recent developments in advertising objectives. (Mark R. Levy2023)

- **Informative advertising** is to raise consumer awareness of new brands, products, and features of already-existing products.

- **Persuasive advertising** Convincing people to like, prefer, buy, and believe in a product or service is the main goal of persuasive advertising. Comparative advertising is a tactic used in persuasive advertising wherein the qualities of two or more brands are explicitly compared.
- **Reminder advertising** that serves as a reminder aims to encourage consumers to repurchase goods and services.
- **Reinforcement advertising** Convincing present customers that they made the proper decision is the main goal of reinforcement advertising.

2.1.3. Importance of Advertising

According to Philip Kotler, (2022), Advertising is crucial for businesses to reach their target audience, establish brand awareness, and generate sales.

- Because there are so many online channels and more people using ad blockers than ever before, advertising is more crucial than ever in the digital age.
- Businesses can benefit from effective advertising in the following ways:
 - * Reach new customers
 - * Increase brand awareness
 - * Generate leads
 - * Drive sales
 - * Build customer loyalty

Rahman (2012) asserts that advertising has a significant impact on the flow of products and services from producers to consumers. When production output is distributed through mass marketing, the GDP (Gross Domestic Product) may rise significantly.

In addition to helping consumers make decisions and the preference from the range of goods and service available for their selection and option, advertising contributes to the growth of mass marketing. The development of mass advertising as we know it now only occurred in the latter part of the 1800s. The advent of mass production necessitated the development of distribution systems to handle the actual physical transportation of items.

Communication aimed at educating customers about their options. Every day, commercials have an impact on each and every one of us. Customers enjoy both the forms and contents of it. In other words, advertising is merely an economic activity with only one purpose behind to improve the customer demand for the goods as well as to enhance the sale of volume.

Market demand is stimulated by advertising. Although advertising by itself can occasionally be successful in gaining consumer approval, preference, or even demand for the product, it is rarely the only tactic used. Advertising works well when combined with at least one other sales strategy, like point-of-purchase displays or personal selling, to encourage customers to make a purchase (Singh, 2012). For every firm, advertising may fulfill a variety of purposes when handled appropriately, and its effect may be significant.

Singh (2012) asserts that advertising is a comparatively inexpensive way to spread sales messages to a large number of potential clients. By persuading readers to request additional information and by identifying outlets handling the product, it can generate leads for salespeople and middlemen. By increasing customer interest, it can compel intermediaries to stock the goods. It can aid in educating dealer salespeople about the applications and uses of products. By increasing familiarity, it helps increase dealer and customer confidence in the business and its products.

Sales-oriented advertising tactics encourage economies of scale in the manufacturing process. Each unit of output has a lower production cost. Lower prices are the result of it. As a result, more people will be able to purchase these goods at lower prices. The cost of professional sports, newspapers, radio, television, and similar content could be unaffordable in the absence of advertising. Basically, a lot of the fun entertainment and learning experiences we have in modern life are funded by advertising. Advertising has become an important part in the efforts to attain social-oriented objectives such as the discontinuation of smoking, family planning, physical fitness, and the elimination of drug misuse (Singh, 2012).

The function of advertising modifies the actions that the organization desires. Advertising is a tool used by organizations to help them weather the effects of economic trends. Still, economists' perspective that advertising plays a big effect on customer behavior, and in a protracted process, the advertising might bring the organization to competition. Based on the understanding

regarding the advertising, the method is rooted in the organization's search for the proper answer on the influence of the competition.

According to the American Marketing Association (AMA 2021), advertising has four main functions:

1. **To inform:** Advertising provides information about products, services, brands, and ideas to consumers. This information can help consumers make informed decisions about what to buy, where to buy it, and how to use it.
2. **To persuade:** Advertising aims to persuade consumers to take a specific action, such as making a purchase, visiting a website, or signing up for a newsletter. Persuasive advertising often uses emotional appeals and persuasive techniques to convince consumers to take action.
3. **To remind:** Advertising can remind consumers of existing products or services and encourage repeat purchases. Reminder advertising is often used to maintain brand awareness and keep products and services top-of-mind for consumers.
4. **To build relationships:** Advertising can help businesses build relationships with consumers by creating positive brand experiences and fostering brand loyalty. Relationship-building advertising often focuses on emotional connections and shared values between consumers and brands.

In the current era of mass production, advertising has evolved into a crucial commercial activity that supports market competition. According to Martin Khan (2006), it carries out the following tasks.

1. **Promotion of sales:** Through educating and convincing consumers to purchase products and services, it promotes the sale of those items and services. Gaining new clients in both domestic and foreign markets is facilitated by an effective advertising strategy.
2. **Launch of new products:** It facilitates the launch of new goods onto the market. Through advertising, a company can present itself and its goods to the general public. Without promotion, a new business cannot create an impression on potential clients.

Quick market exposure is made possible by advertising.

3. Development of a positive public image: It enhances the advertiser's reputation. Through advertising, a company can convey its accomplishments to meet the needs of its clients. This boosts the company's goodwill and reputation, which is important in the battle against market rivalry.

4. Mass Production: Large-scale production is made easier by advertising. Large-scale manufacture of goods is encouraged by advertising since the company is aware that it can achieve large-scale sales with its assistance. By using different production variables more efficiently, mass manufacturing lowers the cost of production per unit.

5. Research: Promotion of advertising encourages research and development. Nowadays, advertising is a cutthroat kind of marketing. Every corporation seeks to differentiate its product from the substitutes accessible in the market through advertising. This drives every company firm to perform more and more research to uncover new items and their new uses. If a company doesn't perform research and development, it won't last long on the market.

6. Education of Publics: Advertising informs the public about new products and their applications. Promotional messaging regarding a product's usefulness allows consumers to learn more. It is advertising which was helped individuals in embracing new ways of living and giving up old habits. It habit old habit. It has done a lot towards the advancement of the standard of living of the people.

7. Press Support: Advertising is a major source of income for magazines and publishers, allowing them to sell their publications at a lower price and increase circulation. Consumers also gain from this lower cost of publication. TV networks also rely on advertising for revenue; Door Darshan and Zee TV, for example, insert advertisements before, in between, and after different programmers, earning millions of rupees from these placements that could be used to improve programmers' quality and expand their coverage.

2.1.4.Characteristics of Advertising

The fundamental elements of an advertising campaign are listed below and can take on various forms, as noted by Kotler and Keller (2012).

1. Communication: Advertising is a technique of mass communication reaching the public. Due to its large audience address, it is an impersonal communication.

2. Information: Advertising tells consumers of the advantages of buying a specific product. Nonetheless, all provided information must be accurate and whole.

3. Convincing: The advertiser hopes to instill a positive mindset that will result in positive behaviors. The goal of any advertising campaign is to turn potential clients into actual clients. That's why it's an indirect sales approach and basically a method of persuasion.

4. Maximizing profits: Genuine advertising focuses on boosting sales rather than raising costs in order to maximize profits. In this manner, the product's price will not go up. Its attitude to sales is therefore higher than its approach to costs.

5. Lack of Personalization: While advertising is primarily impersonal, salesmanship involves personal selling. The target audience for advertising is everyone, not just one person. One thing that advertising lacks is a human touch.

6. Named Sponsor: A sponsor is a company or an individual that covers the cost of the advertisement. Sales or product sales may rise due to the reputation of the Reputable Company. The product's association with a reputable corporate organization helps it to find a good market.

7. Consumer Choice: Advertising helps consumers make decisions. It allows customers to buy products in accordance with their preferences and financial needs. Appropriate selection results in contented and joyful customers.

8. Art, Science, and Profession: Since advertising involves creativity, it is an art form. Since the field of advertising has a body of structured information, it is a science. With its own professional groups and codes of behavior for members, the advertising industry is today recognized as a legitimate profession.

9. Marketing Mix Element: An essential part of the promotion mix is advertising. It has been shown that advertising works quite well to sell products and services. Major producers invest thousands of rupees in advertising.

10. Creative Elements: A successful advertising campaign calls for a great deal of imagination and originality. Campaign success arises when the advertiser's creative aligns with the expectations of the target audience.

2.1.5.Role of advertising in society:

According to Mark R. Levy (2021), Advertising plays a vital role in the digital age by helping businesses reach their target audience, build brand awareness, and drive sales.

- Digital advertising channels, such as social media, search engines, and online video, provide businesses with new and innovative ways to connect with consumers.
- Effective advertising in the digital age requires a deep understanding of consumer behavior and the use of data and analytics to track campaign performance and optimize results.

Specific Examples of the Role of Advertising in the Digital Age

- A social media campaign for a new product launch can help a business reach a large audience and generate buzz around the product.
- A search engine advertising campaign can help business drive traffic to its website and generate leads.
- An online video advertising campaign can help business build brand awareness and engage consumers with its products or services.

The purpose of advertising is to spread ideas over great distances. Targeting society and the dispersed mass audience is crucial since it has been shown to be a very effective strategy for increasing brand sales (Abiodun, 2011).

2.1.6.Media advertising models

According to Mark R. Levy (2023), The Media Advertising Model (MAM) is a mathematical model that predicts the relationship between advertising expenditure and sales.

- The MAM assumes that advertising has a positive impact on sales, but that the impact diminishes as advertising expenditure increases.
- The MAM can be used to determine the optimal level of advertising expenditure for a given product or service.

Formula

The MAM is expressed by the following formula:

$$S = f(A)$$

Where:

- S is sales
- A is advertising expenditure
- f is a function that represents the relationship between advertising expenditure and sales

The function f is typically a sigmoid curve, which means that it has a positive slope at low levels of advertising expenditure, but the slope decreases as advertising expenditure increases.

Advertising models are used as guides by marketers to produce effective advertisements for print, radio, television, and online media. AIDA (Awareness, Intention, Desire and action) and DRIP (Differentiate, Remind, Inform, and Persuade) are the two most widely used advertising models (Kelley, L., Jugenheimer, D., and Sheehan, K., 2015). AIDA stands for Attention, Interest, Desire, and Action, and it refers to the steps shoppers take before deciding which product to purchase, according to Crazy Egg (2013). DRIP, on the other hand, highlights the steps that marketers must take to close the deal: inform, remind, differentiate, and persuade.

By simply keeping track of which AIDA and/or DRIP step you complete with each strategic decision, you may utilize both to assist direct your advertising strategy. While they don't always align, AIDA and DRIP frequently do. To "differentiate" your goods from the competition, for instance, when you're first grabbing someone's "attention," you should explain what sets you apart. Subsequently, you'll want to "remind" them of your existence whenever they express "interest" in your kind of good or service.

Is it appropriate to launch a marketing campaign that combines the four steps of AIDA and/or DRIP into a single print, radio, or commercial? Talk about that strategic choice with your colleagues.

Ads can undoubtedly have such a powerful effect that they completely achieve AIDA and DRIP (see, for example, the iconic Sarah McLachlan SPCA commercials). On the other hand, you can also choose a longer-term strategy and run advertisements that are only intended to attract notice, followed by other advertisements that generate buzz and interest, etc.

2.1.6.1. The DAGMAR Advertising Model

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) advertising model is a classic model that has been used for decades to set advertising objectives and measure campaign effectiveness.

- The DAGMAR model emphasizes the importance of setting specific, measurable, achievable, relevant, and time-bound (SMART) advertising goals.
- The model also includes a feedback loop to track campaign progress and make adjustments as needed. Leslie Wood (2022) According to Marketing, the first DAGMR step is to decide exactly what you want to achieve through the advertising communication process and how you will measure whether or not it has been accomplishing. You'll also need to decide how long the advertisement should run.

Next, determine who your target audience is and what kind of current attitudes or perceptions they currently have about your brand. Then, decide what you want their new attitude or perception to be after they've seen your advertisement. This will help you determine how to use advertising as a means as communication- and it's where AIDA or ACCA comes in to play.

Your advertisements will communicate different information for consumer in the Awareness stage versus consumer in action stage. Once you've pinpointed this information, all you need to do is create advertising copy that seems capable of achieving all of your established goals.

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) model is a comprehensive advertising model that can be used to evaluate the effectiveness of advertising campaigns across a variety of media, including outdoor, print, broadcast, and internet.

Outdoor Media

- Advantages: Outdoor media, such as billboards and posters, can be used to reach a large audience in a specific geographic area. Outdoor media is also relatively cost-effective, and it can be used to create a strong visual impact.
- Disadvantages: Outdoor media can be difficult to target a specific audience, and it can be affected by weather conditions.

Print Media

- Advantages: Print media, such as newspapers and magazines, can be used to reach a specific audience based on their demographics and interests. Print media is also a credible source of information, and it can be used to build brand awareness and trust.
- Disadvantages: Print media is declining in popularity, and it can be difficult to measure the effectiveness of print advertising campaigns.

Broadcast Media

- Advantages: Broadcast media, such as television and radio, can be used to reach a large audience quickly and easily. Broadcast media is also a very effective way to create emotional connections with consumers.
- Disadvantages: Broadcast media can be expensive, and it can be difficult to target a specific audience.

Internet Media

- Advantages: Internet media, such as social media and online advertising, can be used to reach a large and targeted audience. Internet media is also very cost-effective, and it can be used to track the results of advertising campaigns in real-time.
- Disadvantages: Internet media can be cluttered and competitive, and it can be difficult to stand out from the crowd.

2.1.6.2. The Product Life Cycle model

Marketing Insider describes the four stages of the Product life Cycle (PLC) model of advertising as follows: Introduction, Growth, maturity, and (though many products can be reimaged and remarketed to avert a decline). The PLC requires you to map out a comprehensive plan and schedule it so that you're ready to act whenever the market response permits the product to move from one stage to the next. You can determine which stage you're in by looking at factors like product price, sales volume, distribution channels, and competitors' numbers.

A new product must be seen by as many people as possible when it is introduced. The product and the brand can be introduced during this first advertising push through TV, radio, print, pay-

per-click, events, search engine optimization, and sponsorships. In the growth stage, you can begin incorporating affiliates, influencers, and social media marketing to increase interest and establish some credibility. By the time your product hits the mature stage, your advertising campaigns can focus on competition difference, and you can add special offers, customer loyalty programs and other re-marketing strategies to your approach. channels and number of competitors.

2.1.6.3.The Ehrenberg Model (ATRN)

Andrew Ehrenberg (1974) observed that consumers were not particularly daring in their purchases, so he approached advertising from a scientific perspective. He observes that even though a thing isn't always flawless, people have a tendency to repurchase it when they are satisfied with it. But soon, people can become tired of their go-to product and begin shopping around for something different. Ehrenberg doesn't think that commercials influence people to buy things, in contrast to other beliefs about advertising. Ehrenberg felt that if a product was good enough, people would buy it again. Steve Raybould reported that Ehrenberg thought that curiosity is another powerful factor that can lead buyers to check out a product.

The abbreviation ATRN, which stands for the phases of behavior Ehrenberg describes—awareness, trial, reinforcement, and nudging—is occasionally used to refer to his paradigm. According to Ehrenberg, advertisements are what bring "awareness" to a product, but there are other factors that influence a consumer's decision to "try" or "trial" a product besides how appealing the marketing is. Additionally, advertisements have the power to "nudge" customers toward a follow-up purchase by "reinforcing" the favorable experience they had during their product trial.

Additional Advertising Models

Other notable advertising models worth exploring include:

2.1.6.4. Maslow's Hierarchy of requirements

To advertise to the widest possible audience, highlight how a product enhances fundamental requirements like health or safety.

2.1.6.5. Visibility, Identity, Promise, and Single-mindedness (VIPS)

Andreas Kaplan and Michael Haenlein (2010) advise that all ads exhibit perfect "visibility," a distinct "identity" and "promise," and uphold "single-mindedness."

2.1.6.6. The Process of Making Decisions (DMP)

The DMP, which is closely associated with the Ehrenberg model, starts when a customer realizes they need a product and looks for information. After that, the customer considers each option before deciding to buy. Ehrenberg Andrew (1974).

2.1.6.7. Means-End Chain Theory

This advertising strategy places a strong emphasis on showcasing product attributes that provide certain advantages, which in turn appeal to the value system of the customer. A product calling itself "whole grain ingredients" for instance suggests a health benefit, giving the buyer hope for a healthier and more fulfilled life. When it comes to models, there is no right or wrong choice. Try a few instead, and to maximize the benefits, choose the one that makes the most sense to you. But try to maintain an open mind. If you are ever stuck, you may discover that taking an alternative technique provides you with a new and insightful viewpoint (March, 1991).

2.1.7. Consumer Buying Behavior

2.1.7.1. The concept of consumer buying behavior

A consumer is an individual who, in the course of the three steps of the consumption process, determines what they need or want, purchases it, and then discards it. Nonetheless, this series of events frequently involves multiple persons. When a parent chooses clothes for an adolescent, for example, the buyer and the user of the goods may not be the same person (Solomon M. R., 2017).

The focus of consumer purchasing behavior is on how people choose which consumption-related products to invest important resources (time, money, and effort) in. This covers the items people purchase, their motivations for doing so, when and where they buy them, how frequently they buy and use them, how they evaluate the items after they are purchased and the implications of doing so down the road, and how they dispose of them. Given the multitude of variables and possible outcomes that influence decision-making, it is one of the most intricate processes in human thought (Furaji et al., 2013).

Zaltman (2003) states that while there were numerous similarities among consumers, marketing researchers researching consumer purchasing behavior quickly realized that they were not all the same. A considerable number of consumers want highly specialized products that they feel meet their unique demands and reflect their personalities and lifestyles, while some use products that are currently in trend. These results prompted the creation of the market segmentation. idea, which calls for splitting the entire heterogeneous but potential market in to comparatively smaller homogeneous groups of segments in order to create a specific marketing mix for each.

2.1.7.2.Types of Consumer Behavior

The study of how people and groups sort, purchase, use, and discard products to meet their requirements is known as consumer behavior. These tasks often include some degree of emotional or physical exertion (Nasse, 2021). Four categories of customer behavior exist.

➤ Complex buying behavior

characterized by high involvement and a high level of perceived risk. Consumers engage in complex buying behavior when they are making a major purchase or when they are unfamiliar with the product or service. (Joseph F. Hair, Robert E. Anderson, David J. Mortensen, and Mariea C. Samouel, 2010)

➤ Habitual buying behavior

characterized by low involvement and a low level of perceived risk. Consumers engage in habitual buying behavior when they are making a purchase that is not very important to them or that they are very familiar with. (Joseph F. Hair, Robert E. Anderson, David J. Mortensen, and Mariea C. Samouel, 2010)

➤ **Dissonance –reducing buying behavior**

characterized by high involvement and a low level of perceived risk. Consumers engage in dissonance-reducing buying behavior when they are making a purchase that is important to them but that they are not very familiar with. (Joseph F. Hair, Robert E. Anderson, David J. Mortensen, and Mariea C. Samouel, 2010)

➤ **Variety seeking buying behavior**

in this situation low involvement and a high level of perceived risk. Consumers engage in variety-seeking buying behavior when they are making a purchase that is not very important to them and that they are not very familiar with. (Joseph F. Hair, Robert E. Anderson, David J. Mortensen, and Mariea C. Samouel, 2010)

2.1.7.3. Roles of Consumers Behavior

The following are some categories of jobs that might be considered of in relation to consumer behavior (William and Ferrell, 2000). Occasionally, the father purchases the stuff, and the kids use them. In the end, the kids end up being the customers. a package of colored crayons that the father purchased and his kids use for school. The entire family uses the refrigerator that the father purchases. As a result, we research specific roles in consumer behavior.

- **Influencer:** -An someone who sways a decision to buy through words or actions, whether deliberate or not.
- **Initiator:** - The person who buys a good or service to satisfy a need after realizing that a particular demand or need is not being met.
- **Buyer:** The family head is often the one who conducts the purchasing deal.
- **User:** -The individual or individuals who use or purchase any form of product.

2.1.7.4. Consumer behavior models

Numerous factors have already been shown to impact consumers' decision-making in the preceding sections. To further our understanding of consumer behavior, there are also a variety of consumer models. There are two categories of consumer-models, per Berkman et al. (1986).

- Conventional Models: Learning, Sociological, Psychological, and Economic.
- Modern Models: Engel-Blackwell-Kollat, Howarth Sheth, and Nicosia.

Given the vastness of the modes, only a select few will be examined in this study according to their significance.

2.1.7.5. Economic Model:

Customers want to spend as little money as possible in order to get the most out of their purchases, claims Martin Khan (2006). The following presumptions form the basis of the economic model:

- ✓ Price Effect: A product's quantity purchased increases with its lower price.
- ✓ Substitution Effect: The original product purchased will have less utility the less expensive the substitute product is.
- ✓ Income Effect: When more income is earned, or more money is accessible, more will be the quantity purchased.

Behavioral scientists claim that this model is incomplete since it solely focuses on the product and price, assumes that the market is homogeneous, and that customer behavior is identical. All other factors, including perception, motivation, learning, attitudes, personality, and social influences, are disregarded. A multidisciplinary approach is crucial because, as previous sections have discussed, humans are complex entities that are influenced by both internal and external factors. Therefore, behavioral scientists contend that the economic model has flaws and that Price is not the only factor influencing decision-making.

2.1.7.6. Psychological Model:

Psychologists have been looking into the factors that influence decisions and purchases, according to G. Vani et al. (2010). In his widely recognized theory of the hierarchy of needs, A.H. Maslow provided an answer to this. An individual's greatest need at any given moment dictates how he will behave. This demonstrates that needs come first as well. They attend to primary needs before moving on to secondary demands. Motivational forces influence behaviors and the purchasing process. People are motivated to take action. The need is the first step toward motivation. It is both a motivating factor and a psychological occurrence. A person experiences need when they are denied something. The individual experiences mental strain, which prompts goal-directed conduct that satisfies the desire. When one need is met, another one appears. The procedure never ends.

2.1.7.7. Pavlovian Learning Model:

This model was named after Russian physiologist Ivan Pavlov by McDaniel and Gates (1998). In his experiments, Pavlov trained a dog to respond to the ringing of a bell by giving it a piece of meat. The dog's salivary secretions were used to gauge the responses. Learning is characterized as a shift in behavior brought about by experiences from the past.

This is important to marketers as well. The learning process consists of the following factors:

✓ **Drive:** is an intense internal sensation that propels behavior. An individual is motivated to take action in order to realize their aspirations due to drive.

✓ **Drives:** These can be either natural or inborn, originating from bodily needs like hunger, thirst, pain, cold, sex, and so forth. Aiming for status or social approbation is one example of a learning drive.

✓ **Reinforcement:** A stimulus occurs when someone needs to buy anything, like clothes, and they walk past a showroom. The clothes' color and style attract them, and they buy it. When he or she uses it and decides they like it, the purchase is fulfilled and they are content with it. He or she returns time and time again to the same shop, recommending it to friends as well. Learning is therefore a crucial component of consumer behavior, and marketers work to instill a positive perception of their products in the minds of their target audience so that they will make additional purchases.

2.1.8. Theoretical foundation of the study

The theory of reasoning action (TRA; Ajzen and Fishbein 1980) originated from Dulany's (1968) theory of propositional control. As was already mentioned, Dulany's theory's primary determinant of intents was reinterpreted as attitude toward the conduct of interest.

In the TRA, people are assumed to be able to hold normative beliefs with respect to multiple referent individuals or groups. The behavioral hypothesis, which constitutes the second component, was referred to as a "normative belief" and delineated as an individual's subjective probability that a certain normative referent (the experimenter in Dulany's instance) desires the person to execute a particular behavior. This normative belief is weighted (multiplied) by the individual's motivation to comply with the referent's perceived expectation, just as in Dulany's model.

Referents are frequently recognized as a person's spouse or partner, close family and friends, coworkers, medical professionals, and law enforcement officials, depending on the behavior in question. A generalized sense of felt social pressure or subjective norm is created by the normative views about these social referents. It assumes that the entire set of easily accessible normative beliefs about the expectancies of significant referents determines the dominant subjective norm (SN), drawing an analogy to the expectancy-value model of attitudes toward an activity.

Advertising has a main and vital effect on the purchase behavior of customers. If an advert is effective enough to wow, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is broadcast. As a result of the favorable first impression, it will receive greater exposure (Biel et al., 1990). This recognition offers a chance to encourage customer participation, which boosts the capacity to influence and inspire behavior (Gary 1999). Moreover, the impression-induced greater recurrence of the advertisement increases its salience in the memory (Ehrenberg 1974). Beyond only a sales tool, advertising has other uses. To produce distinctiveness and preferences, its primary goal is to make a big impression on consumers' minds or perceptions relative to competitors. A brief summary of earlier studies on this relationship must be given in order to define the variables, highlight the significance of conducting this research, and offer a scientific explanation of the problem statement above. According to several academics, consumers' purchasing decisions can be influenced by how

effective an advertisement is. Especially, the topic, about the amount to which advertisement is Outdoor, print, broadcast and internet and their effect on influencing consumer's buying behavior was identified by different researchers' literature.

2.1.9. Advertisement and Consumer Buying Behavior

Advertising managers need to use sales promotion and advertising to attract consumers in a crowded market. Digital media platforms are increasingly being used for advertising, and this is reflected in the huge marketing budget that goes toward advertising. With regard to consumer behavior (CB) stages like awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR), this study aims to investigate the significance of various media advertisements. Consumers now anticipate information from a wide range of media, including the internet, TV, radio, newspapers, and magazines.

The literature mentioned above makes clear how much commercials influence customers' purchasing decisions. Advertising has a primary and significant impact on people' purchase decisions. When an advertisement is compelling enough to make an impression, viewers are more likely to pay attention to it and are less likely to ignore it when it appears again. Biel et al. (1990); as a result of the favorable first impression, it will receive additional exposure. This recognition offers a chance to encourage customer participation, which strengthens the capacity to influence and motivate behavior (Gary, 1999). Moreover, the impression-induced greater recurrence of the advertisement increases its salience in memory (Ehrenberg, 1974).

2.2. Empirical Review

In the current era of mass production, advertising has evolved into a crucial commercial activity that supports market competition. It modifies consumers' attitudes toward the product as well as how they consume it. The research findings from many scholars are compiled in this section with regard to the study area.

In a 2014 study, Melkamu Daba investigates how media advertising affects consumers' purchasing decisions in the context of Oromia International Bank's banking services. Because TV uses a combination of audio and visual presentations, the study concluded that TV has the greatest impact on consumers' purchasing decisions. The key elements that compelled customers to react to the bank's media ad were the educational advertisement, their opinion of the bank, the

color of the logo, and the brand name. The findings imply that in order to reach a wide range of target audiences and draw in and keep consumers; the business must strategically plan its advertising campaigns across a variety of media platforms.

Aschalew (2018) states that real estate marketing is an exchange of social and economic structures through which individuals and organizations build, provide, and exchange real estate goods and services in order to fulfill their needs and desires. As a result, industry marketers should always be aware of the primary forces influencing the real estate market. This study's primary goal is to look into the major variables that affect how well real estate firms in Addis Ababa market their products. The study employed both quantitative and qualitative research approaches, and data were gathered from primary and secondary sources. Out of 380 real estate firms in Addis Ababa, samples of clients from six of the most prestigious and well-established firms are chosen using a purposive sampling technique to create the product. The study's conclusions showed a substantial positive association based on all of the independent variables and the dependent variable.

Dereje's (2019) study primarily investigated how Addis Ababa city customers' preferences for beer brands are influenced by ads. Data from 400 respondents were gathered using structured questionnaires, of which 373 valid questionnaires were gathered and examined. In addition to inferential statistics (multiple regression and correlation), descriptive statistics (frequency and percentage) were also calculated for analysis.

The study's findings demonstrated a positive and substantial correlation between the attributes of the advertising message, the advertising medium, the advertisement's source, and the brand preferences of the consumers for beer products in Addis Ababa. Television commercials influence customers' selection for beer brands, even if all other forms of media have a considerable influence as well.

Kalia, G. and Mishra, A. (2016) conducted a study examining the impact of internet advertising on Punjabi consumers by providing information on the strategies used by marketers to use social media platforms to increase product awareness. It suggests that copy-heavy layouts and skyscraper ads with rectangle banners and huge picture designs are preferable. Mobile phone and e-commerce website commercials are viewed in comparison to other products, and the ads with functions that are visible are selected. According to the study, online ads that are positioned just

above the masthead and on the homepage receive the most attention. Vibrant colors and exclusive offers also draw users in.

Another study by Meweal N. (2015) was performed to explore the effect of advertisement on buying behavior in the case of Ethio-Ceramics Private Limited Company based on sample of 180 consumers. Consumer purchasing behavior and clear, compelling, and truthful advertisements are positively correlated, according to a two-tailed correlation study. Impressive, memorable, and imaginative commercials and customers' purchasing behavior are also found to have a moderately positive link, according to the correlation analysis. Multiple regression analysis's findings indicate that clear advertising has a negligible effect on customers' purchasing decisions. Conversely, the biggest impact on customers' purchasing decisions is made by eye-catching advertisements.

Additionally, Kushagra Pal (2019) examines how a sample of 100 respondents' behavior is affected by commercials. Data were gathered for the study using the questionnaire. The outcome demonstrates that while advertising is very effective at raising consumer awareness, it is unable to establish strong impressions in the minds of consumers. Due to the positive correlation between two variables, such as brand awareness and customer perceptions of a specific product, the consumer will be persuaded and influenced to purchase the product.

There is a significant correlation between customer purchasing behavior and advertising. With relation to fast-moving consumer products, or FMCGs, Olson and Mitchell (2000) claim that the most current form of advertising that has the power to dramatically change consumer behavior is that which is displayed on smartphones and tablets. Mass media has a major influence on our life and thought processes, according to Oh & Xu (2003). Because commercials have such tremendous impact on us, we consciously work to change the way we think, live, and behave. According to Haug's (2003) research, the client is a stakeholder (partner) in addition to being a consumer of mobile services.

Chen et al. (2008) argue that awareness raised by informative advertisements makes consumers more likely to purchase desired goods because they focus on two aspects of customer behavior: (1) experience flow and (2) overall satisfaction. After the impact, according to Crawford and Molnar (2008).

Because of the marketing, possesses a profound effect on our life and thought processes, according to Oh & Xu (2003). According to Bashir and Malik (2009), price consciousness is a frequent trait among consumers in today's culture. Because of cost benefits, people are nearly acting logically.

Furthermore, Ahmetoglu et al. (2010) draw the conclusion that commercials can be used as a motivating tool and convincing force to persuade listeners, readers, and viewers to purchase goods or services. The second-largest city in Pakistan, Lahore, has a diverse population of consumers, and Abideen and Saleem (2011) note that advertisements have a favorable impact on this behavior. The flow of commercials modifies the purchasing choice of the customer. Brand ads are essential in encouraging consumers to purchase the same brands, according to Rasool et al. (2012). Additionally, they raise a business's profile and performance in the eyes of rivals. Online promotional advertising is becoming more and more common on the internet, according to Malik et al. (2013). According to Bakshi and Gupta (2013), it now draws the educated community. Consumers who travel by tangential routes can benefit greatly from product promotion, which can also encourage and direct them to switch from one brand to another (Chakraborty, et al, 2013).

In Bangalore City, 100 respondents participated in a second study to look into the impact of advertisements on consumer purchasing decisions related to healthcare products (K. Nirmala, and Suganthi Pais, 2016). The goal of the study was to examine how TV advertisements affect healthcare products and the variables that affect consumers' purchasing decisions. The findings indicate that advertisements can influence consumers' purchasing decisions in both positive and negative ways, and that they frequently deceive consumers when it comes to product selection.

Adnan V. and Ahmed A. conducted a study in 2016 to investigate how social media advertising affected consumer purchasing behavior in Istanbul, Turkey's retail sector. The study's conclusions showed that, while those steps represent the five steps need recognition model in consumer buying behavior, there was no relationship at all between social media advertising and need recognition, a strong relationship with evaluating the alternatives, and a moderate relationship with both buying decision and post-purchase behavior. Additionally, the relationship between the consumer's age and education level was found to be unaffected, but there were

differences between female and male consumers in terms of need recognition and information search.

Studies on the impact of advertising and how well it works on customer purchasing behavior were conducted by Niazi (2011). Pakistan is the study's location. The quantitative technique was employed as the methodology. A sample of data was obtained by probability sampling, and 200 surveys were distributed. The findings of the study demonstrate a significant relationship between client purchasing decisions and advertising. It also creates the link between the actions of consumers and the response of the environment. The study discovers that consumers buy products because they recognize them in advertisements, not because they are motivated by emotions.

2.3.Knowledge gap

Upon examining various research studies, it can be inferred that numerous scholars evaluate and distinguish various facets of advertising and its impact on consumer purchasing patterns. Nevertheless, upon closer inspection, the researchers find some variations from earlier investigations. Numerous researchers have examined their findings in different ways. The focus of this study is on the media advertisements that affect consumers' purchasing decisions when deciding between segmentation channels. These days, Dstv and Canal + are in competition in Ethiopia. Both businesses offer many alluring deals through various advertising platforms in an effort to boost the number of customers they have. Thus, this study will look at how advertising affects consumer purchasing decisions in the context of DSTV in Addis Ababa.

Various media platforms are available for disseminating advertising messages, as shown in the literature study above. However, the aspects of advertisements that have the most influence on customers' purchasing decisions are often overlooked. Utilizing prior research as a model, the present investigation will incorporate both empirical data and theoretical frameworks. Because foreign literature made up the majority of the study's sources, there is a deficiency in the local empirical literature review on the impact of advertising on DSTV product purchases. By employing DSTV goods in Addis Ababa as a case study, this study seeks to close this gap.

2.4. Conceptual framework and hypothesis of the study

2.4.1. Conceptual framework of the study

The theoretical underpinnings of the study's conceptual framework, which was derived from the theory of the reasoned action (Ajzen and Fishbien, 1980) to explain the relationship between advertising and buying behavior, reveal the relationship between four types of media advertisements (outdoor, printed, broadcast, and internet-based media advertising and buying behavior. The hypotheses' is that media advertisement positively affect consume buying behavior.

Independent Variables

Dependent Variables

Media Advertisement:

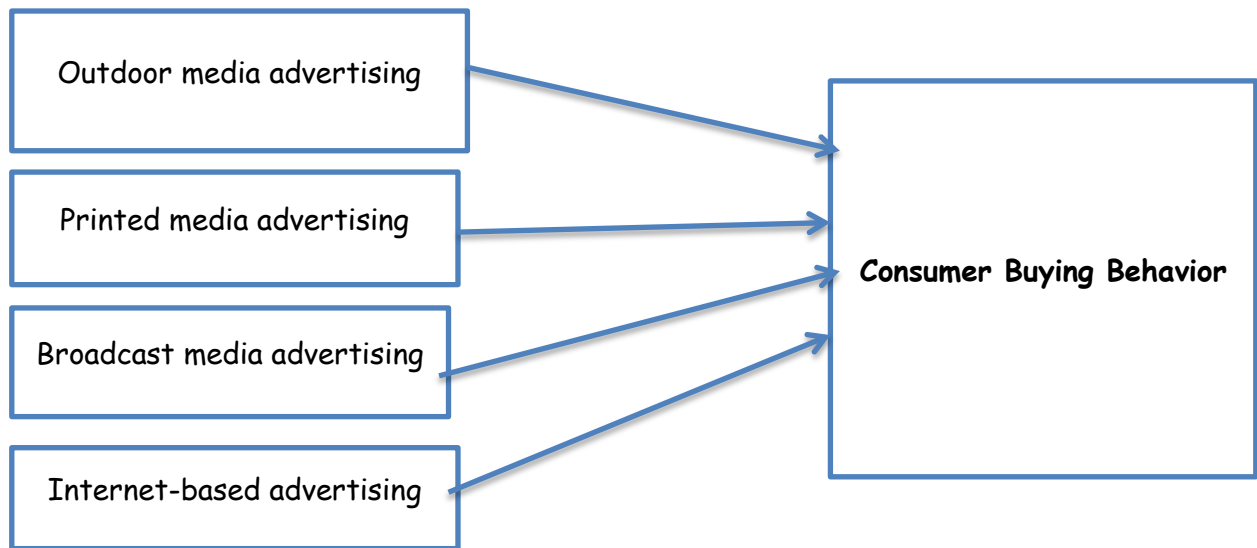


Figure 2- 1: Conceptual framework of the study

2.4.2.Hypotheses of the Study

The hypothesis of the study to be tested is summarized herein under:

- H1: Consumer purchasing behavior is positively and strongly impacted by outdoor media advertising.
- H2: Advertising in printed media has a positive and considerable impact on consumer purchasing decisions.
- H3: Advertising in broadcast media has a positive and large impact on consumer purchasing behavior.
- H4: Internet advertising has a substantial and beneficial impact on consumer purchasing behavior.

CHAPTER THREE:

3. RESEARCH METHODOLOGY

3.1. Introduction

This Chapter covers the study's research methodology, including the design and approach, data collection sources and techniques, population, sample size, and sampling strategies, validity and dependability of data collection tools, data analysis procedures, and ethical consideration.

3.2. Research Approach

The study was primarily built on quantitative data gathered via a structured questionnaire. Thus, the researcher applies a quantitative research approach to determine the effect of advertisements on consumer buying behavior. This approach is suitable for the researcher in to see, identify, and evaluate the effect of advertisement on consumer buying behavior.

3.3. Research design

A research design is essentially the plan or framework for the study as a direction for data collection and analysis. A combination of explanatory and descriptive research design is used in this study. Descriptive research is employed to gather data regarding the phenomenon's present state and to characterize "what exists" in terms of variables or circumstance in a given scenario. A quantitative research technique called descriptive research aims to gather measurable data for the population sample's statistical analysis. Furthermore, the cause-and-effect relationship between media advertisements and consumer purchasing behavior is explained through the use of explanatory design.

3.4. Source of Data and Data Collection Instruments

For this research, primary and secondary source of data were gathered. A questionnaire was used to gather primary data, which was done by DSTV customers. Secondary data was acquired from firm documents, books, journals, articles, and conference papers, etc. Structured questionnaire was designed in compliance with the research goals. Customers of DSTV in Addis Ababa responded to the questionnaire. The questionnaire includes a close-ended questionnaire including Likert Scale and eventually analyzed using SPSSV27 2024.

3.5. Population, Sample size, and Sampling Techniques

3.5.1. Population

All Addis Ababa-based DSTV satellite TV customers are the research's target demographics. There are roughly 188,000 customers in Addis Ababa overall, according to the company's Human Resource Officials report..

3.5.2. Sample Size

Sampling is the process of determining general population characteristics from a small or representative sample of a larger population. Sampling constitutes one component of the study design. Jankowicz (1995) defined sampling as the deliberate selection of a number of individuals; the sample produces data from which conclusions about a larger group, the population, are drawn. This enables the research to be conducted in a way that is both economically feasible and completed within the designated timeframe, working with a subset of the population. Given this, selective sampling will be applied in the sampling techniques to choose samples from the target population.

Since the population of the study is finite, Yemaneh's 1967 formula is given by is used to determine the appropriate sample size.

$$n = N / (1 + (N * (e^2)))$$

To calculate the number of sample interviews using the Yemaneh formula, we need to know the

$$N = \text{Total population} = 188,000.00$$

$$c = \text{desired level of confidence} = 95\%$$

$$e = \text{allowable margin of error} = 0.05$$

$$n = 188,000 / (1 + (188,000 * (0.05^2)))$$

$$n = 188,000 / (1 + (188,000 * 0.0025))$$

$$n = 188,000 / 471$$

$$n = \underline{399.00}$$

3.5.3.Sampling technique

Given the challenges in creating a sample frame for the target population (Addis Ababa's DSTV customers) the researcher is forced to employ a non-probability sampling techniques. The study is conducted using convenience sampling, a non-probability sampling technique, and participants fill out the structured questionnaire voluntarily. In most cases, it is not feasible to include every member of the target population in a research project.

3.6.Reliability and validity of data collection Instruments

3.6.1.Validity

Validity: - is the most important factor since it shows how well an instrument measures the things it is meant to measure. Utility is another way to think about it. In other word, validity is the extent to which differences identified using a testing instrument represent genuine differences among people being examined Kothari (2004).

3.6.2.Reliability

Reliability: - is the degree to which an identical measurement procedure could yield a consistent outcome. Using a Cronbach-Alpha reliability test, the internal consistency of the instrument was examined in a pilot research involving respondents (Malhotra & Birks, 2007). When data-gathering instruments contain items that are scored on a continuum—that is, distinct items have varying scoring points or attitude scales with item responses—Cronbach-alpha is frequently used in educational research. According to Oluwatayo (2012), this led to a Cronbach's Alpha score of 0.869, which is higher than 0.7, for the entire model in the dependability test. That's why our data is reliable.

3.7. Method of Data Analysis

Quantitative data was collected by a standardized questionnaire; SPSSV27 2024 was used for processing, and both descriptive and inferential statistics were used for analysis. Descriptive statistics are used to describe how customers interpret media advertisements and behave during the purchasing process. These metrics include frequency, proportion, mean, and standard deviation. To further investigate the influence of media advertisements on consumer purchase

behavior and determine the relationship between advertisements and consumer buying behavior, the researcher further used correlation analysis and multiple linear regression analysis.

3.8. Ethical considerations

Ensuring that no one is injured or experiences negative effects from research operations is the aim of moral philosophy in research (Crane, 2012). The successful completion of this research is largely dependent on people's willingness to divulge the information that is required. Because of this, the researcher is honest and respectful with both responders and the data they submit. Any information submitted by a specific study participant is also kept private. Furthermore, there was a guarantee for every participant in this study. All of the study's sources have been properly cited.

CHAPTER FOUR

4.DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1.Introduction

This chapter covers the presentation, interpretation, and analysis of data. Filling out questionnaires was required of DSTV subscribers in Addis Ababa in order to collect information and draw conclusions. Customers of DSTV Addis Ababa were issued a total of 399 questionnaires; of these, only 377 were returned and used in this study; the remaining 22 contained incomplete information, implying that the response rate was 94.45%. In light of this, 399 completed questionnaires were used for analysis. Strongly disagree, neutral, agree, disagree, and agree were the five scales that were employed in the questionnaires.

4.2. Reliability Test

According to the reliability test in my research piece, there is a high level of internal consistency among the 22 study items. The reliability and consistency of a scale or questionnaire are assessed using a statistical measure known as Cronbach's Alpha. Given that the items in the study have a strong correlation with one another and when added together, produce a dependable and consistent measure, your Cronbach's Alpha coefficient of 0.869 is regarded as good. The fact that the 22 questions measure the same construct or idea suggests that they yield a reliable and consistent assessment of the underlying variable. The consistency and dependability of the questionnaire's items are shown by a high Cronbach's Alpha score. This boosts the study's legitimacy and raises the possibility that the results will be accurate and dependable. The most generally used numerical portrayal of this degree of internal consistency is Cronbach's coefficient Alpha, which combines the average correlation of all the scale's items and has a value that spans from 0 to 1 with a minimum acceptable value of 0.7 (Nunnally & Bernstein, 1994).

The factors used to measure the impact of advertising on consumers' purchasing decisions when they select DSTV are shown in the following table along with their reliability metrics.

Table 4. 1 Reliability Test

Variable	Cronbach's Alpha	No. of Items
All Variables	0.869	22 Items
Outdoor Media	0.787	4 Items
Printed Media	0.809	5 Items
Broadcast Media	0.773	5 Items
Internet Media	0.767	4 Items
Consumer Buying Behavior	0.724	4 Items

Survey result using SPSS V27, 2024

A high level of internal consistency throughout the components of your research report often indicates that the study was well-designed and that the conclusions can be relied upon.

4.3. Demographic Profile of Respondents

Understanding the demographic features of research participants is an essential part of the research process. It helps investigators identify potential bias and gain additional insight into how factors like income, education, marital status, age, and gender can influence responses. This study piece looks at the demographic profiles of the respondents who participated in our investigation. Based on a sample of 399 participants, we discuss the gender distribution, age range, marital status, academic background, and monthly income of our respondents. This material provides crucial context for understanding my research findings and the potential implications of my work.

Table 4. 2 Demographic Profile of Respondents

S.N	Demographic Variables		Frequency (N)	Percent %
1	Age	Below 25	75	19.9%
		26-40	185	49.1%
		41-50	81	21.5%
		Above 51	36	9.5%
2	Sex	Male	207	54.9%
		Female	170	45.1%
3	Academic Qualification Obtained	grade 8 and below	0	0.0%
		High school completed	27	7.2%
		Diploma	115	30.5%
		BA/BSC degree	188	49.9%
		MA/MSC and above	47	12.5%
4	Marital Status	Single	169	44.8%
		Married	208	55.2%
5	Monthly income	3,000 birr & less	24	6.4%
		3,000-6,000 birr	131	34.7%
		6,001-9000 birr	75	19.9%
		9,001-12,000 birr	56	14.9%
		12,001-15,000 birr	69	18.3%
		Above 15,001	22	5.8%

Survey result using SPSS V27, 2024

Table 4.2 indicates that the majority of respondents to my survey are between the ages of 26 and 40, making up 49.1% of the sample. The second-highest age range is 41 to 50, making up 21.5%

of the sample. The third age range is 19.9% of respondents are under 25 and 9.5% of respondents are over 51. The gender distribution of respondents is 54.9 percent male and 45.1% female. Based on the table, it can be inferred that the majority of respondents were male and young.

With respect to the greatest degree attained, 49.9% of the respondents have a degree, followed by diplomas (30.5%) and master's degrees (12.5%). Merely 7.2% of the participants have completed secondary education, while 0.0% are in grade 8 or lower.

In terms of marital status, married respondents make up the largest portion of the sample (55.2%), followed by single respondents (44.8%).

regarding the monthly income of the respondents, the majority (34.7%) make between 3000 and 6,000, which is followed by those who make between 6001 and 9,000 (19.9%), 12001-15,000 (18.3%), 9001–12,000 (14.9%), and 3000 or less (6.4%). A considerably smaller number of responders earning more than 15,000 which is (5.8%).

4.4.General Profile Respondents

My goal in this research paper is to evaluate how advertising affects Addis Ababa consumers' decisions to purchase DSTV.

Table 4. 3 General profile respondents

S.N	Demographic profile		Frequency (N)	Percent %
1	Which factor influenced you the most to use DSTV products?	Family	84	22.3%
		Friend	163	43.2%
		Lifestyle	54	14.3%
		Culture	22	5.8%
		Society	54	14.3%
2	Which mode of DSTV advertisement influenced you	Outdoor Advert	57	15.1%
		Printing Advert	72	19.1%

	the most?	Broadcasts Advert	112	29.7%
		Internet Advert	136	36.1%
3	How long have you been a user of DSTV products/Service?	Less than one year	52	13.8%
		2 years	165	43.8%
		3 years	75	19.9%
		4 years	73	19.4%
		5 years and above	12	3.2%

Survey result using SPSS V27, 2024

Table 4.3 indicates that, of the 399 respondents who took part in our study, 163, or 43.2%, were influenced by their friends, 84, or 22.3%, by their family, 54, or 14.3%, by their lifestyle and society, and the remaining 22, or 5.8%, by their culture. Regarding the Influence of Advertisements, 136 or 36.1% of the respondents were influenced by advertisements on the internet, 112 or 29.7% by advertisements on broadcast media, 72 or 19.1% by advertisements in printed media, and 57 or 15.1% by advertisements in outdoor media. Of the respondents, 168 or 43.8% had been using DSTV for two years, 75 or 19.9% for three years, 73 or 1.4% for four years, 52 or 13.8% for less than a year, and the least number of years above five years was 12 or 3.2%.

4.5.Descriptive Analysis

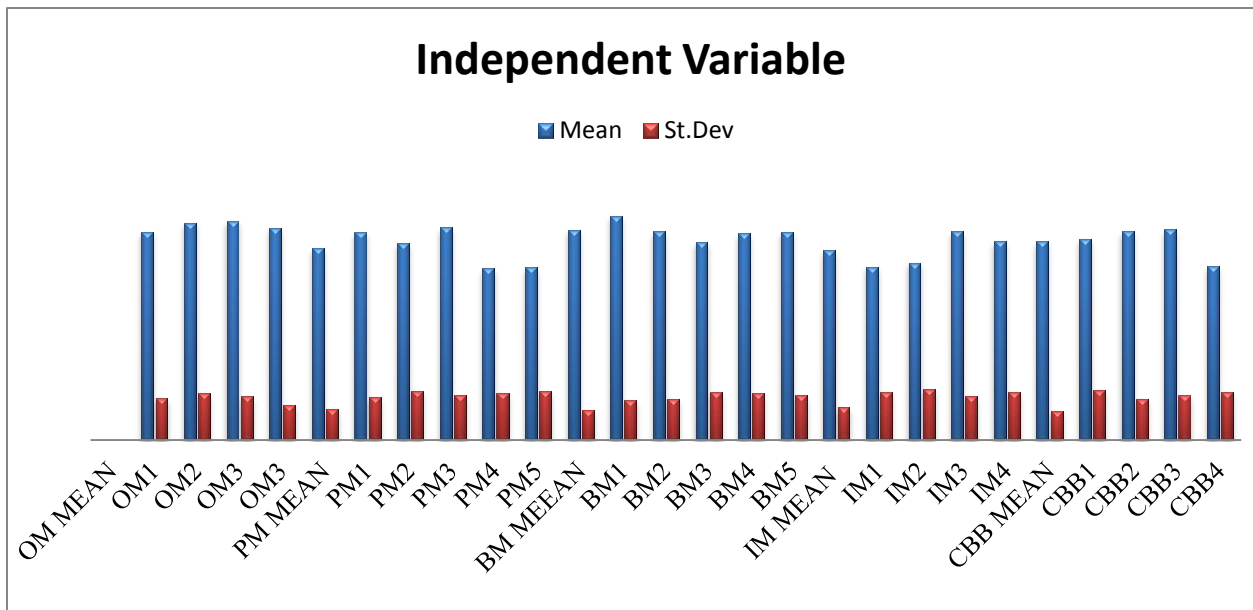
The study is based on responses from 399 respondents and evaluates independents factors such as Outdoor media, Printed media, Broadcast media, and Internet media. This descriptive analysis intends to shed light on the most effective advertising influencing customers' buying behavior of choosing DSTV, which can aid DSTV in designing strategies to win more customers.

Table 4. 4 descriptive data analysis

Descriptive Statics			
Variables	N	Mean	Std. deviation
Outdoor Media MEAN		4.02	0.93
Outdoor Media 1		4.1	0.82
Outdoor Media 2		4.28	0.91
Outdoor Media 3		4.32	0.86
Outdoor Media 3		4.18	0.69
Printed Media MEAN		3.79	0.61
Printed Media 1		4.09	0.85
Printed Media 2		3.88	0.96
Printed Media 3		4.18	0.87
Printed Media 4		3.37	0.93
Printed Media 5		3.41	0.95
Broadcast Media MEEAN		4.14	0.578
Broadcast Media 1		4.42	0.78
Broadcast Media 2		4.11	0.81
Broadcast Media 3		3.9	0.94
Broadcast Media 4		4.07	0.91
Broadcast Media 5		4.1	0.87
Internet Media MEAN		3.73	0.64
Internet Media 1		3.41	0.95

Internet Media 2	3.49	0.99
Internet Media 3	4.11	0.85
Internet Media 4	3.92	0.95
Consumer Buying Behavior MEAN	3.91	0.57
Consumer Buying Behavior 1	3.96	0.98
Consumer Buying Behavior 2	4.11	0.81
Consumer Buying Behavior 3	4.15	0.87
Consumer Buying Behavior 4	3.42	0.94

Survey result using SPSS V27, 2024



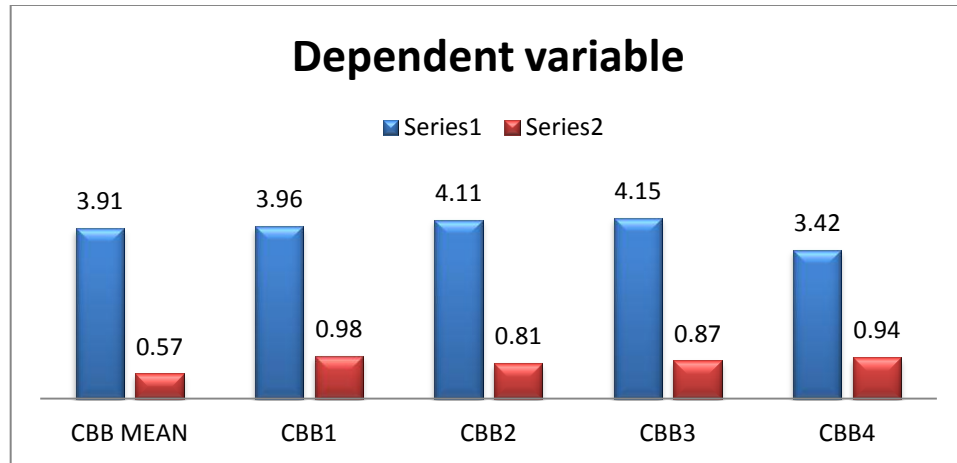


Fig 4- 1 Descriptive data analysis

Survey result using SPSS V27, 2024

The descriptive analysis of the data in Table 4.4 and Figure 4.1 provides insights into consumer perceptions of different advertising factors and their impact on consumer buying behavior. Here is a summary of the findings:

Outdoor Media Advertising (OM): The mean ratings for OM MEAN, OM1, OM2, OM3, and OM4 are 4.02, 4.1, 4.28, 4.32, and 4.18, respectively.

The standard deviations range from 0.69 to 0.93, with an average of 0.86.

These statistics indicate consistently high mean ratings for outdoor media advertising, reflecting a positive perception among consumers.

Printed Media Advertising (PM): The mean ratings for PM MEAN, PM1, PM2, PM3, PM4, and PM5 are 3.79, 4.09, 3.88, 4.18, 3.37, and 3.41, respectively. The standard deviations range from 0.61 to 0.96, with an average of 0.82. Printed media advertising has slightly lower mean ratings compared to outdoor media advertising, and there is some variability in consumer perceptions.

Broadcast Media Advertising (BM): The mean ratings for BM MEAN, BM1, BM2, BM3, BM4, and BM5 are 4.14, 4.42, 4.11, 3.9, 4.07, and 4.1, respectively. The standard deviations range from 0.578 to 0.94, with an average of 0.84. Broadcast media advertising receives generally high and consistent mean ratings, indicating a positive perception among consumers.

Internet-based Advertising (IM): The mean ratings for IM MEAN, IM1, IM2, IM3, and IM4 are 3.73, 3.41, 3.49, 4.11, and 3.92, respectively. The standard deviations range from 0.64 to 0.99, with an average of 0.86. Internet-based advertising has relatively lower mean ratings compared to outdoor and broadcast media advertising, and there is some variability in consumer perceptions.

Consumer Buying Behavior (CBB): The mean ratings for CBB MEAN, CBB1, CBB2, CBB3, and CBB4 are 3.91, 3.96, 4.11, 4.15, and 3.42, respectively. The standard deviations range from 0.57 to 0.98, with an average of 0.83. Consumer buying behavior shows moderate to high mean ratings, indicating positive behavior, with some variability.

Overall, the descriptive analysis provides insights into the mean ratings and variation in consumer perceptions and buying behavior related to different advertising factors. The high mean ratings suggest a positive impact of advertising on consumer behavior. However, the standard deviations reveal variations in consumer perceptions and behavior across different advertising mediums. These findings can assist marketers in developing effective advertising strategies for each medium to effectively engage and target consumers

4.6. Correlation Analysis

Measurement of association and verification of the relationship between variables are done using correlation analysis. Consequently, the direction and size of the relationships (+ve/-ve) were examined using the Person correlation coefficient (Mark et al., 2009). The magnitude of the relationships ranged from -1 to +1. Similar to this, a hypothesis test's p-value, or significance level, is used to statistically assess the significance of the findings and is denoted as "Sig." in the SPSS output. When the significance value ($p < 0.05$) is less than 0.05, the relationship is considered statistically significant. If the p-value is more than 0.05, the association is not statistically significant.

A direct positive association between two variables is shown by a positive correlation. Conversely, an inverse, negative relationship between two variables is indicated by a negative correlation (Ruud et al. 2012).

According to Hinkle, Wiersma, and Jurs (2003), the rule of thumb for interpreting the size of a correlation coefficient is as indicated below in the table.

Table 4. 5 Rule of Thumb for Interpreting the size of a correlation

Size of correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive(negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

Source: (Hinkle, Wiersma & Jurs, 2003)

Table 4. 6 Correlation

Correlations						
		Outdoor Media MEAN	Printed Media MEAN	Broadcast Media MEAN	Internet Media MEAN	Consumer Buying MEAN
Outdoor Media MEAN	Pearson correlation	1				
	Sig. (2-tailed)					
	N	377				
Printed Media MEAN	Pearson correlation	.286	1			
	Sig. (2-tailed)	.000				
	N	377	377			
Broadcast Media MEAN	Pearson correlation	.716	.606	1		
	Sig. (2-tailed)	.000	.000			
	N	377	377	377		
Internet	Pearson correlation	.264	.838	.612	1	

Media MEAN	Sig. (2-tailed)	.000	.000	.000		
	N	377	377	377	377	
Consumer Buying MEAN	Pearson correlation	.505	.739	.605	.668	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	377	377	377	377	377

Survey results using SPSS V27, 2024

the correlation analysis presented in the table examines the relationships between the variables: OMMEAN, PMMEAN, BMMEAN, IMMEAN, and CBMEAN. It measures the strength and direction of the linear association between pairs of variables.

Here is a summary of the correlation analysis:

- OMMEAN: Outdoor Media Advertising (OMMEAN) shows a strong positive correlation with BMMEAN (0.716), a weak positive correlation with PMMEAN (0.286), and a weak positive correlation with IMMEAN (0.264). All these correlations are statistically significant ($p < 0.001$).
- PMMEAN: Printed Media Advertising (PMMEAN) exhibits a strong positive correlation with IMMEAN (0.838), a strong positive correlation with CBMEAN (0.739), and a moderate positive correlation with BMMEAN (0.606). All these correlations are statistically significant ($p < 0.001$).
- BMMEAN: Broadcast Media Advertising (BMMEAN) shows a strong positive correlation with OMMEAN (0.716), a moderate positive correlation with IMMEAN (0.612), and a moderate positive correlation with CBMEAN (0.605). All these correlations are statistically significant ($p < 0.001$).
- IMMEAN: Internet-based Advertising (IMMEAN) exhibits a strong positive correlation with PMMEAN (0.838), a moderate positive correlation with BMMEAN (0.612), and a moderate positive correlation with CBMEAN (0.668). All these correlations are statistically significant ($p < 0.001$).
- CBMEAN: Consumer Buying Behavior (CBMEAN) shows a strong positive correlation with PMMEAN (0.739), a moderate positive correlation with BMMEAN (0.605), a moderate

positive correlation with IMMEAN (0.668), and a moderate positive correlation with OMMEAN (0.505). All these correlations are statistically significant ($p < 0.001$).

The correlation analysis provides insights into the relationships between the advertising factors (OMMEAN, PMMEAN, BMMEAN, and IMMEAN) and consumer buying behavior (CBMEAN). It indicates that there are positive associations between these variables, suggesting that as the advertising factors increase, consumer buying behavior also tends to increase.

4.7. Regression Analysis

4.7.1. Checking the Assumption

4.7.1.1. Normality and Linearity Test

Using normal probability plots of the regression residual and SPSS software, it was determined whether the relationship between the dependent variable, Consumer Buying Behavior (CBMEAN), and the independent variables, Organizational Culture (Outdoor Media Advertising (OMMEAN), Printed Media Advertising (PMMEAN), Broadcast Media Advertising (BMMEAN), and Internet-based advertising (IMMEAN), was linear. Linearity is the degree to which the change in the dependent variable is related to the change in the independent variables.

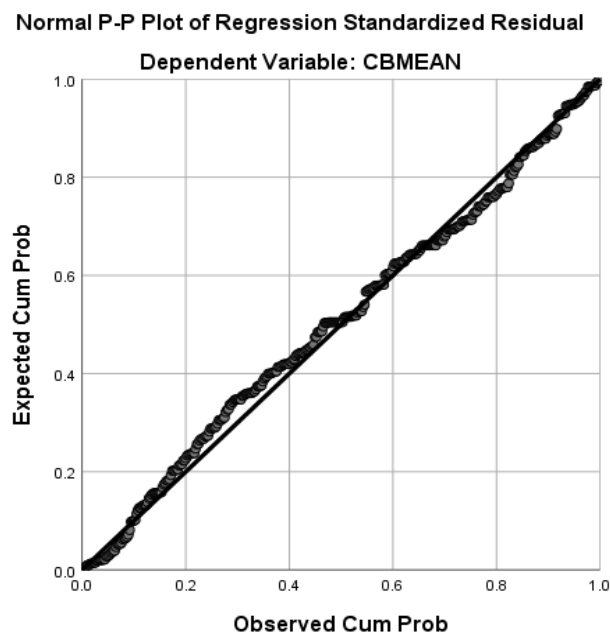


Figure 4- 2 P-plot graphs

In the figure, the scatter plot of residuals indicates no increasing variation in the residual spread as you look from left to right. This conclusion implies that the relationship we are seeking to forecast is linear. In a similar vein, the graph up top shows the residuals' normal distribution with a zero mean. The preceding figure satisfies the necessary requirements for the normalcy assumption. As a result, it is reasonable to say that the researcher's population conclusion has some valid.

Normality Test

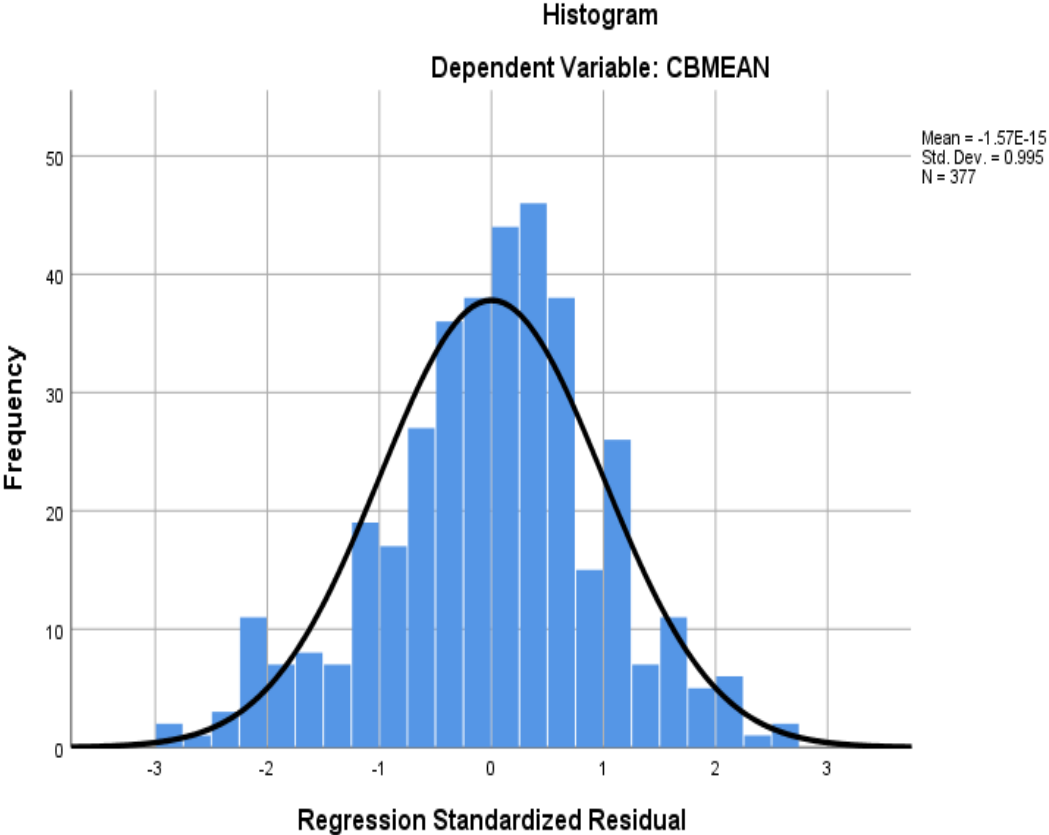


Fig 4- 3 Histogram

Survey result using SPSS V27, 2024

Linearity

Linearity between CBMEAN and OMMEAN

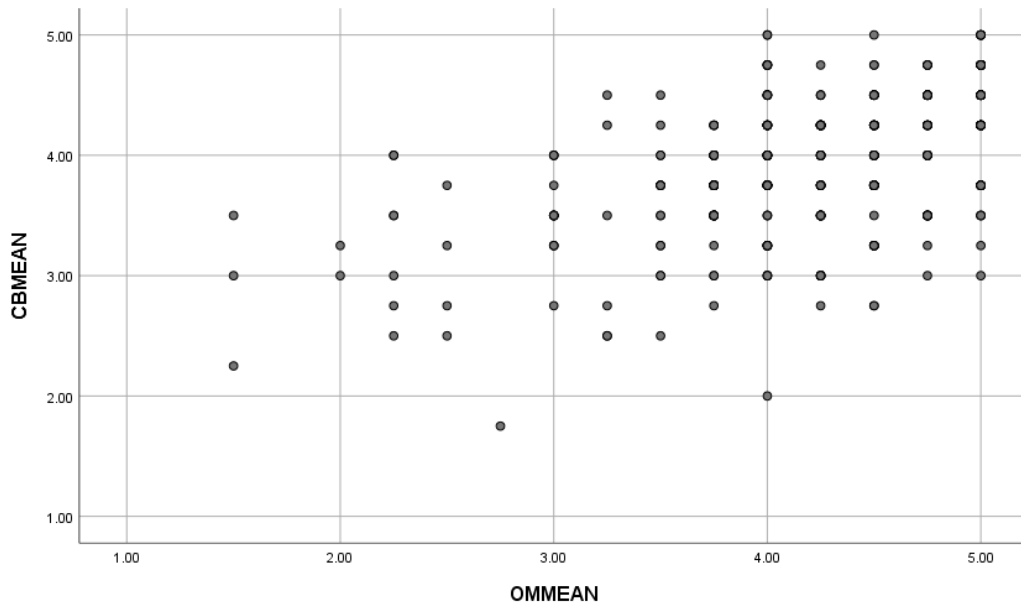


Fig 4- 4 Linearity between CBMEAN and OMMEAN

Survey result using SPSS V27, 2024

Linearity between CBMEAN and PMMEAN

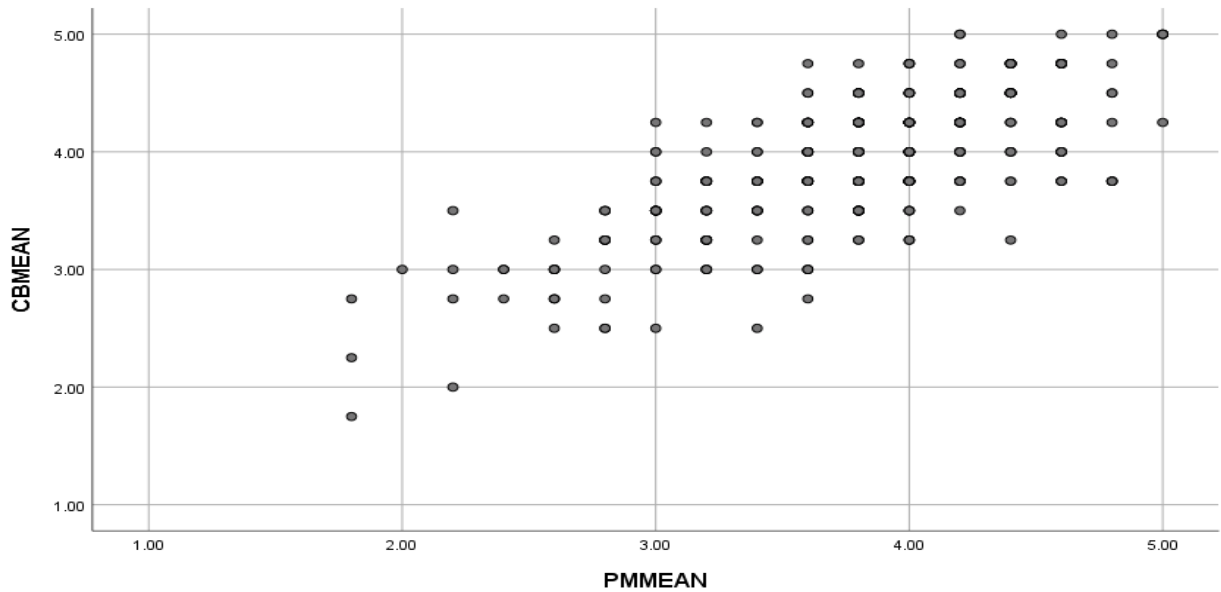


Fig 4- 5 Linearity between CBMEAN and PMMEAN

Survey result using SPSS V27, 2024

Linearity between CBMEAN and BMMEAN

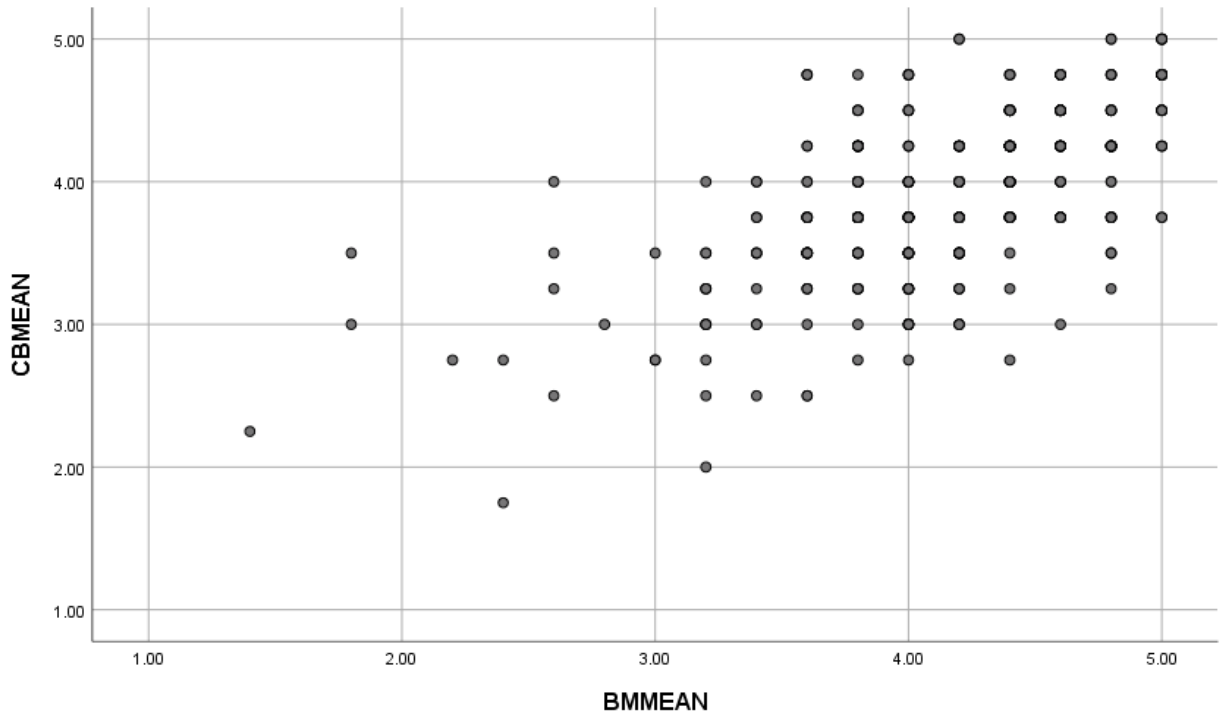


Fig 4- 6 Linearity between CBMEAN and BMMEAN

Survey result using SPSS V27, 2024

Linearity between CBMEAN and IMMEAN

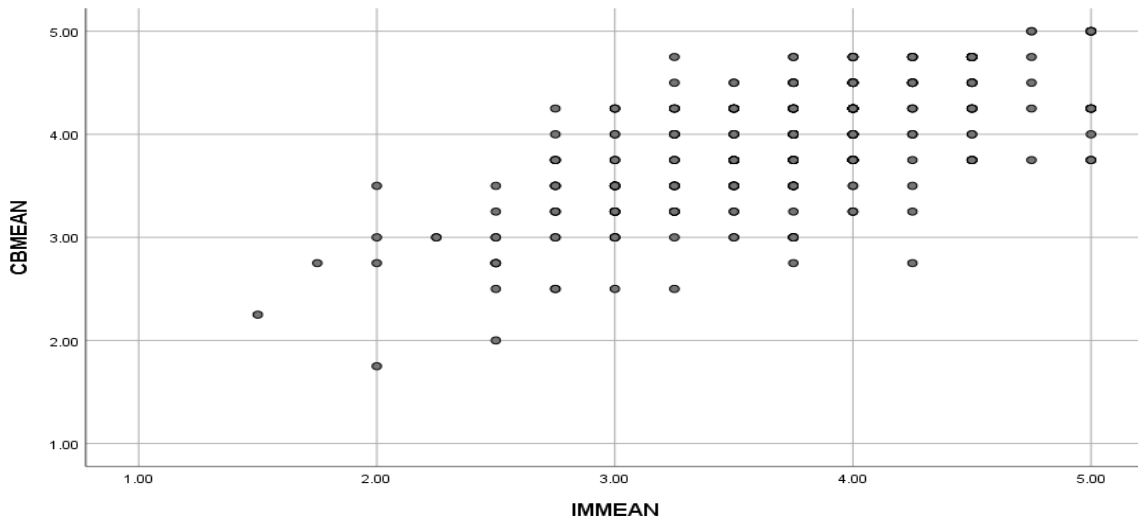


Fig 4- 7 Linearity between CBMEAN and IMMEAN

Survey result using SPSS V27, 2024

The scatterplot shown illustrates the link between the independent variable, IMMEAN, and the dependent variable, CBMEAN. The overall trend of the pattern is positive linear, indicating that increases in IMMEAN values tends to be accompanied by increases in CBMEAN values.

The scatterplot's visual depiction supports and validates the quantitative conclusions from the regression analysis. The positive linear relationship between IMMEAN and CBMEAN highlights the robust and legitimate association between these two variables within the entire regression model. The linear pattern shows that IMMEAN is fairly strong predictors of CBMEAN, even though the dispersed points around the positive trend line reflect some variability or unexplained reasons in the data. The homoscedasticity (constant variance) assumption is probably satisfied because of the points' uniform distribution across the range of IMMEAN values.

4.7.1.2. Multicollinearity

Table 4. 7 Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Outdoor Media MEAN	.438	2.285
	Printed Media MEAN	.283	3.534
	Broadcast Media MEAN	.285	3.511
	Internet Media MEAN	.271	3.695

Survey result using SPSS V27, 2024

The table presents the collinearity statistics, which indicate a significant level of multicollinearity among the predictor variables in the model. A relatively high degree of correlation between these predictors is indicated by the tolerance values for OMMEAN, PMMEAN, BMMEAN, and IMMEAN, which are all less than 0.5. The Variance Inflation Factor (VIF) statistics, which are all more than 3, confirm this further; they are significantly higher than the stated threshold of 5 or 10.

4.7.1.3. Homoscedasticity

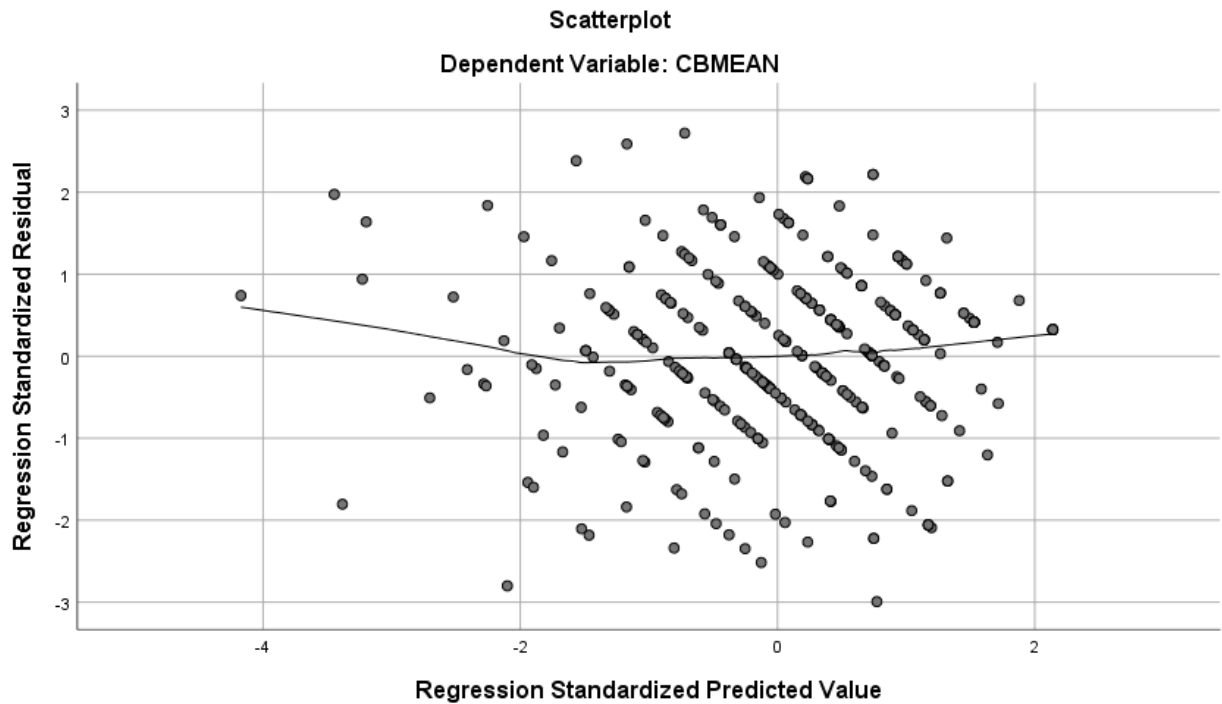


Fig 4- 8 Homoscedasticity

Survey result using SPSS V27, 2024

The accompanying scatterplot illustrates the relationship between the independent variable, the dependent variable (CBMEAN), and the regression normalized predicted value. The overall pattern demonstrates a positive, linear trend, which means that the CBMEAN values tend to increase along with the regression standardized projected value.

The homoscedasticity assumption is most likely satisfied because, although the points are slightly scattered around the linear trend line, the variability is mostly constant throughout the range of the independent variable. Extreme data points or glaring outliers that could significantly affect the linear connection are absent.

The distribution of the dots around the trend line suggests that some factors do not fully explain the dependent variable, CBMEAN; nonetheless, the unique linear pattern shows that the independent variable is a fairly good predictor of the dependent variable.

4.7.1.4. Autocorrelation

Table 4. 8 Autocorrelation

Model	
Model	Durbin-Watson
1	1.803
a. Predictors: (Constant), IMMEAN, OMMEAN, BMMEAN, PMMEAN	
b. Dependent Variable: CBMEAN	

Survey result using SPSS V27, 2024

The Durbin-Watson value of 1.803, being close to, suggests that there is no appreciable autocorrelation in the residuals. This strengthens the validity of the model by suggesting that its assumptions—such as independent errors—are most likely accurate.

Variables with a normal distribution will improve the results of multiple linear regressions. The normal distribution of the variables will result in more consistent and dependable correlation estimates. We can verify that the residuals in our model are normally distributed by looking at their histogram.

The statistical method of regression analysis is frequently used to determine the relationship between one or more independent variables and a dependent variable. That is why determining the relative importance of each independent variable in forecasting consumers' purchasing behavior requires the use of regression analysis.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon \dots \dots \dots \text{Equation 4.1}$$

Where: Y = Consumer buying behavior

Y: intercept, that is, the value of y when x is equal to zero $\alpha = \text{Constant}$;

$\beta_1, \beta_2, \beta_3$ and β_4 = the slope representing the degree of change in an independent variable by one unit variable

X1=Outdoor media Advertising, X2 = Printed Media Advertising, X3= Broadcast media advertising, X4=Internet-based Advertising and ϵ = Error term

Table 4. 9 Regression Analysis

Model summary ^b					
Model	R	R square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.806 ^a	.649	.645	.33851	1.803
a. Predictors: (Constant), IMMEAN, OMMEAN, BMMEAN, PMMEAN					
b. Dependent Variable: CBMEAN					

Survey result using SPSS V27, 2024

With an R-squared value of 0.649, the model summary shows a strong fit and accounts for roughly 64.9% of the variation in customer purchasing behavior. The adjusted R-squared value of 0.645 considers the number of predictors and provides a more accurate approximation. The Durbin-Watson statistic in the Model Summary section measures autocorrelation in the regression model, ensuring it falls within an acceptable range (usually between 1.5 and 2.5) to avoid difficulties.

ANOVA Analysis

Table 4. 10 ANOVA Analysis

ANOVA ^a						
Model		Sum of squares	Df	Mean Square	F	Sig.
1	Regression	78.806	4	19.701	171.928	.000 ^b
	Residual	42.628	372	.115		
	Total	121.434	376			
a. Dependent Variable: CBMEAN						
b. Predictors: (Constant), IMMEAN, OMMEAN, BMMEAN, PMMEAN						

Survey result using SPSS V27, 2024

The regression model's statistical significance ($p < 0.001$) is supported by the ANOVA table, which shows a correlation between the independent variables and consumer purchasing behavior. It looks at how all of the independent factors affect the dependent variable together. The model's significance is determined by the F-statistic and the p-value that goes along with it.

Multicollinearity between independent variables is evaluated using collinearity statistics. The degree of multicollinearity is assessed by the variance inflation factor (VIF), where lower values imply more trustworthy regression coefficients.

Every independent variable in the coefficients table has statistically significant correlations with consumer purchasing behavior ($p < 0.05$). It displays the significance levels, t-values, standardized coefficients (beta), and unstandardized coefficients for every independent variable.

Table 4. 11 Regression Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.526	.138		3.805	.000		
	Outdoor Media MEAN	.310	.038	.375	8.081	.000	.438	1.285
	Printed Media MEAN	.514	.054	.552	9.558	.000	.283	1.534
	Broadcast Media MEAN	.101	.057	.102	1.764	.009	.285	1.511
	Internet Media MEAN	.150	.052	.169	2.859	.004	.271	2.695

a. Dependent Variable: CBMEAN

Survey result using SPSS V27, 2024

Where; $P = 0.05$ which is indicated in the software

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

The coefficient value of $\alpha = .526$, $OMM = .310$, $PMM = .514$, $BMM = .101$, $IMM = .101$ $\epsilon = 0$

$$Y = .526 + .310X_1 + .514X_2 + .101X_3 + .150X_4$$

The purpose of this study is to examine, within the framework of DSTV, the relationship between advertising factors and consumer purchasing behavior. Four independent variables are used in the study's multiple regression model: Internet-based advertising (IMMEAN), broadcast media advertising (BMMEAN), printed media advertising (PMMEAN), and outdoor media advertising (OMMEAN). Consumer Buying Behavior is the dependent variable (CBMEAN).

The regression equation can be expressed as follows:

$$CBMEAN = .526 + 0.310(OMMEAN) + 0.514(PMMEAN) + 0.101(BMMEAN) + 0.150(IMMEAN)$$

According to the coefficients of interpretation, there is a 0.310 rise in customer purchasing behavior for every unit increase in outdoor media advertising (OMMEAN). Similarly, a unit increase in Printed Media Advertising (PMMEAN) results in a 0.514 increase, while a unit increase in Broadcast Media Advertising (BMMEAN) leads to a 0.101 increase, and a unit increase in Internet-based Advertising (IMMEAN) leads to a 0.150 increase in consumer buying behavior.

The independent variables and consumer purchasing behavior have a strong positive relationship, as indicated by the correlation coefficient ($R = 0.83547$). As the advertising factors increase, consumer buying behavior tends to increase as well.

The coefficient of determination ($R\text{-squared} = 0.70$) suggests that approximately 70% of the variation in consumer buying behavior can be attributed to the independent variables.

Variables by including a constant term in the equation, representing the baseline level of consumer buying behavior in the absence of any advertising (3.526).

The standardized coefficients (betas) enable a comparison of the effects strengths across different advertising factors. In this analysis, printed media advertising (PMMEAN) exhibits the highest standardized coefficient (0.552), followed by outdoor media advertising (OMMEAN) (0.375), internet-based advertising (IMMEAN) (0.169), and broadcast media advertising (BMMEAN) (0.102). This suggests that printed media advertising holds the strongest influence on consumer buying behavior among the considered advertising factors.

Overall, the regression analysis provides quantitative evidence supporting the hypotheses that outdoor media advertising, printed media advertising, broadcast media advertising, and Internet-based advertising have a positive and significant impact on consumer buying behavior. These findings contribute to understanding the role of different advertising media in influencing consumer behavior and can guide the development of effective marketing strategies.

4.8. Hypothesis Test

H1: Consumer purchasing behavior is positively and strongly impacted by outdoor media advertising.

Supported by the regression results indicate that the unstandardized coefficient for OMMEAN (outdoor media advertising) is 0.310, while the standardized coefficient (Beta) is 0.375. The t-statistic is 8.081, with a p-value of 0.000, which is less than the threshold of 0.05. According to these findings, outdoor media advertising influences consumer purchase decisions in a way that is both statistically significant and favorable.

The preponderance of prior empirical research has demonstrated beneficial correlations between online marketing campaigns and consumer purchase patterns. For example, Jarvinen and Karafuto's (2015) study examined the impact of digital marketing strategies on consumers' purchasing decisions. They found that making use of a variety of digital marketing channels, such as social media, email, and content marketing, greatly enhanced consumers' decision to buy. Likewise, Dehghani and Tumer (2015) found a strong positive relationship between customer purchase intention and social media marketing.

H2: Advertising in printed media has a positive and considerable impact on consumer purchasing

Supported the unstandardized coefficient for PMMEAN (printed media advertising) is 0.514; The t-statistic is 9.558, with a p-value of 0.000, which is less than the threshold of 0.05. The standardized coefficient (Beta) is 0.552. These results imply that printed media advertising has a positive and statistically significant impact on customer purchase decisions.

Prior research has generally found evidence to support the idea that marketing connected to products influences customers' purchasing decisions in a positive way. For example, a 2018 study by Keller and Lehmann examined the effects of several marketing campaigns on consumer

behavior. They found that two facets of product-related marketing, branding and packaging, had a big impact on consumer preference and buying behavior.

Comparably, Rao and Steckel's (2015) meta-analysis came to the concluded that marketing actions associated to the product, such as its design and promotion, had a substantial influence in influencing consumer choice and purchasing behavior. According to the writers, successful product-related marketing can enhance a product's perceived value and desirability, which will eventually drive more people to acquire it.

H3: Advertising in broadcast media has a positive and large impact on consumer purchasing behavior.

Supported the unstandardized coefficient for BMMEAN (broadcast media advertising) is 0.101, while the standardized coefficient (Beta) is 0.102. The t-statistic is 1.764, with a p-value of 0.009, which is less than the threshold of 0.05. Accordingly, the results demonstrate that advertising in broadcast media has a favorable and statistically significant effect on the purchasing decisions of consumers.

These findings align with past empirical studies that examined the relationship between brand-related marketing campaigns and consumer buying behavior. According to Keller's 2016 study, for example, effective brand management—which encompasses brand positioning and promotion—significantly positively influences customers' purchasing decisions.

Furthermore, Christodoulides and de Chernatony's (2017) meta-analysis concluded that brand-related marketing factors, like brand awareness and brand image, had a significant role in influencing customer behavior and purchase decisions. The current study's observation of a positive and significant association between BMMAN and CBMEAN is consistent with earlier research findings in the literature.

H4: Internet advertising has a substantial and beneficial impact on consumer purchasing behavior.

Supported the unstandardized coefficient for IMMEAN (internet-based advertising) is 0.150, whereas 0.169 is the standardized coefficient (Beta). The p-value of 0.004 and the t-statistic of 2.859 are both below the 0.05 cutoff. This indicates that the purchasing decisions of consumers are positively and statistically significantly influenced by internet-based advertising.

These findings are consistent with past research examining the impact of in-store marketing on consumers' purchase decisions. For example, a 2009 study by Inman et al. found that customers' decisions regarding what to buy were significantly influenced by in-store marketing interventions including product displays and promotions.

Additionally, a 2008 meta-analysis by Gauri et al. discovered that in-store marketing campaigns, like product placement and promotions, significantly impacted consumer behavior and purchase choices. The current study confirms previous research findings in the literature by observing a positive and statistically significant association between IBAN and CBMEAN.

4.9. Discussion of the Finding

The regression analysis undertaken for this study comprises numerous numerical analytics that provide important insights into the relationship between consumer purchase behavior and DSTV's advertising approach. The following particular study objectives are included in the analysis:

Objective 1: To evaluate the degree of contemporary consumer purchasing behavior.

The regression analysis explores the association between customer buying behavior and the independent variables associated to advertising characteristics. It provides insights into the present level of consumer buying behavior and the factors that impact it.

Objective 2: To ascertain how outdoor media advertisements affect customers' purchasing decisions.

The analysis includes variables related to DSTV's advertising approach in the regression model. It identifies the potential gaps and areas for improvement by examining the coefficients and their significance.

Objective 3: To look at how advertisements in print media affect consumers' purchasing decisions.

The regression analysis explores the relationship between advertising characteristics and consumers' perception of DSTV's brand credibility and trustworthiness. It analyzes the coefficients and their significance to understand how specific advertising elements influence consumers' perceptions.

Objective 4: To evaluate how broadcast media advertising affects consumers' purchasing decisions.

The analysis's regression model incorporates variables pertaining to broadcast media advertising. Using an analysis of the coefficients and their importance, it looks at how this particular advertising media affects customer purchasing decisions.

Objective 5: To study the effect of internet-based advertisement on consumer buying behavior behavior.

Regression analysis looks into the connection between the features of advertising and how customers view the worth and advantages of DSTV's offerings. It makes clear how advertising shapes the opinions of customers.

Objective 6: To ascertain the impact of advertising attributes on consumer purchasing behavior.

The analysis includes various advertising characteristics as independent variables in the regression model. It assesses their impact on consumer buying behavior by analyzing the coefficients and their significance.

Regression analysis, which takes into account the specific objectives of the study and integrates numerical analytics to provide statistical evidence and insights into the factors influencing consumer behavior and the effectiveness of DSTV's advertising efforts, offers a thorough understanding of the relationship between consumer buying behavior and the network's advertising approach overall.

Table 4. 12 Summary of the hypothesis of the study

Hypothesis of the study	Reason {Beta Value, T value and p Value}	Decision (Supported /Not Supported)
H1: Consumer purchasing behavior is positively and strongly impacted by outdoor media advertising.	$\beta=0.310$; $T=8.081$; $P=0.000$	Supported
H2: Advertising in printed media has a positive and considerable impact on consumer purchasing	$\beta=0.552$; $T=9.558$; $P=0.000$	Supported
H3: Advertising in broadcast media has a positive and large impact on consumer purchasing behavior.	$\beta=0.102$; $T=1.764$; $P=0.009$	Supported
H4: Internet advertising has a substantial beneficial impact on consumer purchasing behavior.	$\beta=0.169$; $T=2.859$; $P=0.004$	Supported

CHAPTER FIVE

5.SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Introduction

Drawing on information from the questionnaire that was distributed to 399 DSTV users in Addis Ababa, this chapter offers a summary of the main conclusions, findings, and recommendations from the study's previous chapters.

5.2. Summary

The study's main goal was to look into how advertising affects consumer purchasing decisions in the context of DSTV Addis Ababa. For this study, 399 questionnaires were given throughout the Addis Ababa city using descriptive and explanatory research techniques. DSTV customers returned 377 of the total number of questionnaires that were provided, all of them correctly completed. The aim of customer buying behavior and the manner in which advertisements are presented were asked to be evaluated by the participants. To ascertain the relationship between the various ad formats and their intended impact on consumer purchasing behavior, many correlations were carried out. According to the correlation matrix, there is a moderately positive and significant correlation between all forms of advertisement and customer buying behavior. The coefficient of correlation(r) ranges from 0.505 to 0.739, suggesting that when one form of advertisement performance better, so does the customer's buying behavior and vice versa determine how much the independent variable influence or can predict the variation in the dependable variable; multiple regression analysis was also performed. According to the Regression model of summary table, the advertisement kinds explained 64.9% of the variation in the dependent variable i.e. customers buying behavior. The ANOVA table showed us that the regression model is fit to a reasonable degree of prediction. A unit increase in printed media would increase customer buying behavior by 51.4%, assuming that all other modes of advertisement remain constant, according to the result of the multiple regression analysis. Printed media appears to be the mode advertisements have the strongest positive influence on customer buying behavior, with the unstandardized coefficient value $\beta = 0.514$. With a regression coefficient of $\beta = 0.310$, outdoor media is identified as the second most significant independent variable. The researcher used a regression model and t-test to examine the hypothesis that was

previously proposed in chapter two. The test of hypotheses validated H1, H2, H3, and H4. The result of the hypothesis test suggests that the four ad modes (H1, H2, H3, and H4) have a favorable and significant impact on consumers' purchasing decisions.

5.3. CONCLUSION

This study's main objective was to investigate how several forms of advertising, including print, broadcast, outdoor, and online advertising, affect Addis Ababa's DSTV customers' purchasing behaviors. The empirical results provide insight into how advertising affects pay-TV customers' decisions to buy. All four of the advertising media types under investigation had a favorable and significant influence on consumers' DSTV purchase behavior, according to the results of the hypothesis test. The most significant effect was produced by outdoor media advertising (H1), which was followed by broadcast media advertising (H3), internet media advertising (H4), and printed media advertising (H2). This suggests that DSTV should put more emphasis and resources into outdoor and broadcast advertising campaigns to effectively reach and influence potential subscribers in the Addis Ababa market.

The study also found that combining different advertising channels has a synergistic effect, which increases the overall impact on consumer purchasing behavior. This emphasizes the importance of a comprehensive marketing communication strategy that takes advantage of the distinct strengths and reach of various advertising media.

From a theoretical standpoint, The study's findings contribute to the body of knowledge already available on the connection between advertising and consumer behavior. The empirical evidence suggests that exposure to advertising stimuli can significantly influence consumer decision-making and purchasing intentions, emphasizing the importance of effective advertising in modern marketing practice.

In terms of practical implications, the findings from this study can help DSTV's marketing team develop more targeted and impactful advertising strategies. By focusing on outdoor and broadcast advertising, as well as optimizing the integration of print and digital channels, DSTV can increase market penetration and subscriber acquisition in Addis Ababa's highly competitive pay-TV industry. However, it is important to acknowledge the study's limitations, which include an emphasis on a single service provider (DSTV) and a geographical scope limited to Addis Ababa, Ethiopia. Future research could look into the dynamics of advertising-consumer behavior

in other Pay-TV markets, or the study could be expanded to a national scale to gain a more thorough comprehension of the phenomenon.

5.4. Recommendation

The findings of this study provide several valuable recommendations for DSTV to improve its advertising strategies and consumer purchasing behavior in the Addis Ababa market.

1. The company management should allocate a larger portion of its advertising budget to broadcast media advertising: Research shows that television and radio commercials have a significant positive impact on consumer purchasing behavior. DSTV should continue to use the reach and impact of broadcast advertising to increase brand awareness, communicate product offerings, and persuade customers to subscribe to its services. The company management should maximize the effectiveness

2. The company management should maximize the effectiveness of outdoor campaigns like billboards, transit advertising, and other out-of-home media to capture the attention of potential subscribers and effectively influence their purchasing decisions.

3. The company management should integrate internet-based advertising strategies: Internet advertising had a positive and significant impact, but not as strong as outdoor and broadcast media. DSTV should consider implementing a more comprehensive digital marketing strategy, such as search engine optimization, social media advertising, and targeted online campaigns, to supplement its traditional advertising efforts and reach consumers across multiple touch points.

4. The company management should expand the impact of print media advertising: Despite having the lowest impact among the four channels studied, it still had a significant influence on consumer purchasing behavior. DSTV should look into ways to improve its print advertising campaigns, such as strategically placing advertisements in local newspapers and magazines relevant to its target market.

5. The company management should use integrated marketing communication: Research indicates that combining various advertising media has a synergistic effect on consumer behavior. DSTV should implement an integrated marketing communication strategy that seamlessly integrates its outdoor, broadcast, print, and digital advertising efforts to deliver a consistent and impactful message across multiple channels.

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Department of Marketing Management

Questionnaires to be filled by Customers of DStv

Dear Participants,

This questionnaire is designed for the preparation of a research for the fulfillment of MA degree in Marketing Management. **“The purpose of this questionnaire is to assess the effect of advertising on consumer buying behavior in Addis Ababa: The case of DStv.”** the questionnaire contains three sections: section-1: demographic or general information; section -2: advertising dimensions; Section -3: Consumer buyer behaviour. The questioner doesn't take you more than 20 minutes to completely fill it. Be assured that the data you supply be strictly confidential and will be used for academic research purpose. As a result, we respectfully ask that you respond to each piece of information by writing it down or by marking it with a "√."

Section 1: Respondent's Demography related Questions

Direction: Please put a “√” mark in the appropriate space to indicate your answer.

1. Sex

A. Female B. Male

2. Age

A. Below 25 B. 26- 40
C. 41-50 D. Above 51

3 Academic Qualifications

- A. Grade 8 and below D. BA/BSC Degree
B. High school completed E. MA/MSc and above
C. Diploma

4 Marital Status

- A. Single B. Married

5 Monthly Incomes

- A. 3,000 birr & less D. 9001 – 12,000 birr
B. 3001 – 6000 birr E. 12,001 – 15,000 birr
C. 6001 – 9,000 birr F. Above 15,001

Section 2: General Knowledge of Consumers

6 Which factor influenced you the most to use DSTV products?

- A. Family D. Culture
B. Friends E. Society
C. Life Style

7 Which mode of DSTV advertisements influenced you the most?

- A. Outdoor Advertisement
B. Printing Advertisement
C. Broadcast Advertisement
D. Internet Advertisement

8 How long have you been the user of DSTV products/ services?

- A. Less than 1 year D. 4 years
B. 2 years E. 5 years and above
C. 3 years

Section-2: Media Advertisement

Direction: The following statements are designed to assess your perception towards media advertising practices of DSTV by using five points Likert scale. Please rate your degree of agreement/disagreement to each statement using a five point Like scale by encircling an appropriate Number of your choice. Where (1= Strongly Disagree, 5= Strongly Agree).

No	Statement	1	2	3	4	5
1.	Outdoor Media					
OM1	In my opinion Outdoor media advertising significantly affects consumer buying behavior.	1	2	3	4	5
OM2	From the medium of advertising that Dstv is using, outdoor media (Billboards, Shop banners,) influenced me to consider the product.	1	2	3	4	5
OM3	In my opinion, few advertising messages are transmitted (clutter) in the outdoor medium where Dstv chose for advertising.	1	2	3	4	5
OM3	The outdoor media environment in which Dstv is using for advertising is attractive.	1	2	3	4	5
2.	Printed Media					
PM1	In my opinion Printed media advertising positively affects consumer buying behavior.	1	2	3	4	5
PM2	From the medium of advertising that DStv is using, print media (Newspapers, Magazines, and Brochures) influenced me to consider the product.	1	2	3	4	5

PM3	In my opinion, few advertising messages are transmitted (clutter) in the print media where Dstv chose for advertising.	1	2	3	4	5
PM4	The print media program content in which Dstv is using for advertising is attractive.	1	2	3	4	5
PM5	I trust printed media such as newspapers and magazines mostly to choose the product.	1	2	3	4	5
3	Broadcast Media					
BM1	I believe in Broadcast media advertising positively affects consumer buying behavior.	1	2	3	4	5
BM2	From the medium of advertising that Dstv is using, broadcast media (TV, Radio, Internet) influenced me to consider the product	1	2	3	4	5
BM3	In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where Dstv chose for advertising.	1	2	3	4	5
BM4	The broadcast media program content in which Dstv using for advertising is attractive.	1	2	3	4	5
BM5	I trust television information mostly to choose the product. Internet media	1	2	3	4	5
4.	Internet Media					
IM1	I believe in Internet based advertising positively affects consumer buying behavior.	1	2	3	4	5

IM2	The internet media program content in which Dstv using for advertising is attractive.	1	2	3	4	5
IM3	I trust internet information mostly to choose the product.	1	2	3	4	5
IM4	From the medium of advertising that Dstv is using, Internet media (Facebook, YouTube) influenced me to consider the product.	1	2	3	4	5

Section-3: Consumer buying behaviour

Direction: The following statements are designed to assess your perception towards consumer buyer behaviour. Please rate your degree of agreement /disagreement to each statement using a five point Like scale by encircling an appropriate Number of your choice. Where (1= Strongly Disagree, 5= Strongly Agree).

5.	Consumer buying behavior					
CBB1	I searched extra information beside the messages in the Ad, when I decide to buy the product.	1	2	3	4	5
CBB2	Knowing the services latest information may depend on advertising.	1	2	3	4	5
CBB3	I want to build a long-term relationship with DStv product.	1	2	3	4	5
CBB4	I would recommend DStv to someone seeking advice on satellite entertainment service.	1	2	3	4	5

Thank You for filling the questionnaire by taking your precious time!!