



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF TV ADVERTISING ON
CONSUMER BUYING BEHAVIOR IN THE CASE
OF CANBEBE DIAPERS

BY
BETHELHEM KETEMA

JUNE, 2021
ADDIS ABABA, ETHIOPIA

**THE EFFECT OF TV ADVERTISING ON CONSUMER
BUYING BEHAVIOR IN THE CASE OF CANBEBE DIAPER**

**BY
BETHELHEM KETEMA**

SGS/0359/2012A

ADVISOR: GETIE ANDUALEM(PhD)

**A THESIS PROPOSAL SUBMITTED TO ST MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT THE
REQUIREMENT FOR MASTERS OF MARKETING MANAGEMENT**

JUNE, 2021

ADDIS ABABA, ETHIOPIA

**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

APPROVAL SHEET

**THE EFFECT OF TV ADVERTISING ON CONSUMER BUYING BEHAVIOR IN
THE CASE OF CANBEBE DIAPER**

**BY
BETHLHEM KETEMA**

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies

Signature & Date

Advisor

Signature & Date

External Examiner

Signature & Date

Internal Examiner

Signature & Date

DECLARATION

I declare that this research paper is my original work and has not been used by other for any requirement in any other university and all source information in the study has been appropriately acknowledgment.

Name _____

Signature _____

Date _____

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

Advisor

St, Mary's University, Addis Ababa

Signature

June 2021

ACKNOWLEDGEMENTS

First of all I would like to thank the almighty of God who give me the strength .Next I would like to thank my advisor Dr.Getia Andualm for his unreserved and timely support in checking and give constrictive suggestion Then I Would like to participated the parents who are willing to filling the questionnaires. Finally I would like to thank my family and my friend who give me support and encouragement throughout the year.

Contents

DECLARATION.....	iv
ENDORSEMENT.....	v
ACKNOWLEDGEMENTS.....	vi
ABBREVIATION.....	ix
LIST OF TABLES.....	x
ABSTRACT.....	xi
CHAPTER ONE.....	1
1. INTRODUCTION	1
1.1. Background of the study	1
1.2. STATEMENT OF THE PROBLEM.....	2
1.3. RESEARCH QUESTIONS.....	3
1.4. Objective of the Study.....	4
1.4.1. General Objective.....	4
1.4.2. Specific objective.....	4
1.5. HYPOTHESES	4
1.6. SIGNIFICANCE OF THE STUDY.....	5
1.7. SCOPE OF THE STUDY	5
1.8. Limitation Of the Study	6
1.9. ORGANIZATION OF THE STUDY	6
CHAPTER TWO.....	7
2. Literature Review	7
2.2. Models of advertising	8
2.2.1. AIDA	10
2.2.3. Lavidge & Steiners Hierarchy-of-effects model	13
2.2.4. Criticism on the ' Hierarchy of effects theory'	15
2.3.1. AD Characteristics and Consumers Buying Behavior	16
2.3.2. Relationship between Understandable AD and Consumers Buying Behaviour	16
2.3.3. Relationship between Memorable AD and Consumers Buying Behaviour	17
2.3.4. Relationship between Creative AD and Consumers Buying Behaviour	17
2.3.5. Relationship between A. Grabbing AD and Consumers Buying Behavior.....	17
2.3.7. Relationship between Honest AD and Consumers Buying Behavior	18
2.4.1. Conceptual Framework.....	20

3. CHAPTER THREE	21
RESEARCH METHODOLOGY	21
3.3. Population of study	23
3.4. Sampling procedure and sample size	23
3.5. Data collection techniques.	24
3.6. Research Model	24
3.7. Data analysis method	25
3.8. Validity and Reliability of Instruments	25
3.8.1. Ethical consideration	25
CHAPTER FOUR	27
4. RESULT AND DISCUSSION	27
4.1. Data	27
4.2. Descriptive Statistics	28
4.2.1. Demographic Profiles	28
4.2.3. Parameters of consumer purchasing behavior	29
4.3. Validity and Reliability of the Measuring Instrument	38
4.3.1. Content Validity	38
4.3.2. Reliability	39
Correlation Analysis	39
4.4. Regression Analysis	41
4.4.1. Assumption Testing for Regression Model	42
4.4.1.1. Multi-collinearity	42
4.4.1.2. Normality	42
4.1.5.3. Model Summary	43
4.4.1.3. ANOVA	43
4.1.5.4. Coefficients	44
5. CHAPTER FIVE	47
5.1. SUMMARY, CONCLUSION AND RECOMMENDATIONS	47
5.3. Conclusion	48
5.4. Recommendation	48
REFERENCE	50
APPENDIX	56

ABBREVIATION

SUA- Simple to understand

AGA-Attention grabbing

MA-Memorable advertisement

CA-creative advertisement

IA-impressive advertisement

HA-honest advertisement

CBBA-customer buying behavior

LIST OF TABLES

Table 4.1. Respondent Rate -----	28
Table 4.2. Demographic Profiles of Respondents -----	29
Table 4.3.Simple to Understand-----	31
Table 4.4. Attention Grabbing-----	32
Table 4.5 .Memorable Advertisement-----	33
Table 4.6 Creative Advertisement-----	34
Table 4.7 honest advertisement -----	35
Table 4.8 impressive advertisement-----	36
Table 4.9 customer buying behavior -----	37
Table 4.10. Summary of Study Variable-----	38
Table 4.11. Reliability Analysis of Variable-----	39
Table 4.12. Correlation Analysis B/N IVS&DVS-----	40
Table 4.13. Shapiro-Wilk Test for Normality-----	42
Table 4.14. Model Summery-----	43
Table 4.15.ANOVA-----	45
Table 4.16. Coefficients-----	45
Table 4.17. Summary of the Overall Outcomes Of The Research Hypotheses-----	45

ABSTRACT

Advertisements are meant to influence consumers purchasing behavior positively by creating awareness about a product and drive consumers to buy a particular product. The study was undertaken to investigate the effect of TV Advertising on Consumer Buying Behavior in The Case of Canbebe Diapers. The literature review includes the concept of TV advertisement and customer buying behavior. The study has used both an explanatory research design and Descriptive design. The study target population of the study consumer of Canbebe Diapers which are around Addis Ababa in Bole sub city. The sample size of the study was 384 parents. The research has used non-probability sampling approach particularly purposive and convenient sampling techniques are used in this study. The questionnaire was designed based on previous empirical literature and its consistency was pre-tested using Cronbach Alpha. The questionnaire distributed, collected, coded and analyzed using the statistical package for social science (SPSS). The findings of the study show that there is higher internal consistency of customer buying behavior, The findings of the study also show that there is a positive relationship between TV advertisement and customer buying relationship. The other findings of the study show that there is a significant relationship between creativity advertisement and customer buying behavior. The recommendation of the study recommends that making TV Advertisement simple to understand, creative and memorable help the company to lead increase the customer buying behavior.

Keywords-Advertisement, customer buying behavior and TV advertisement

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Humans like to watch and listen to something at the same time. For at least 140,000 years, humans have been entertained and informed by watching and listening to the things going on around them (Marshall, 2011).

Almost every one grows up in the world which is flooded with the mass media e.g., television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long-lasting impact on viewer's mind, as its exposure is much broader (Katke, 2007). Advertising through all mediums influence audiences, but television is one of the strongest media of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their Goods and services required to meet multiple needs, which are the factors that are influencing their choice. The increasing complexity of economic life, has led to the necessity of knowledge of human economic behavior mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behavior as a producer of goods and services and the consumer's behavior (Dinu, G. and Dinu, L. 2012).

According to Arens (2005), advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services.

Adjugger (2008) mentioned that advertising is one of the most popular kinds of marketing strategies. In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller ,2006) advertisings mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth.

Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If, the desired results are to be achieved, the product must be good and acceptable to the consumer; advertising must be carefully planned in advanced; right appeals/claims must be adopted; the right type of media must be used; the cost must not be excessive; reasonable frequency must be provided; right distribution channel must be selected; and the price of the commodity must be right i.e. acceptable to the consumer (Aaker, & Biel 2013.).

The aim of this study is to examine the effect of TV advertisement on consumer buying behavior in the case of canbebe diapper

1.2. STATEMENT OF THE PROBLEM

In today's competitive and dynamic environment all marketers communicate with their target markets through advertising. The way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. When the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behavior of their products or services (Mittal, & Pachauri, 2013).

Marketers' main objectives are getting new consumers and retaining the existing ones to increase their market share and sales volume. The cost of getting new customers is five times greater than the cost of retaining the current customer. In order to do so, marketers are spending huge amount of money, energy, and time for advertising their products, services and ideas. It is important to assess whether advertising a product is really important before placing adverts in the media to

avoid wasting money which could be spent on other methods of marketing that can make a product to sale fast. It is also important to analyze how effective advertisement is in creating awareness about products and influencing consumer buying behavior before incorporating it in a marketing strategy. Consumers also can simply purchase products services and ideas in advertisements yet they could obtain much better satisfaction from unadvertised ones. (Vivekananthan (2010)

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

One of the perspective tools increasing economic effectiveness of financial institutions is advertising. The advertising effectiveness is the quality of information reporting to potential and existent consumers during advertising campaign aiming at forming the image and awareness of the products as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, & Panasenko, 2012).

The researcher has encountered information gap when seeking information on the impact of TV advertisement on consumer buying behavior. This study thus will examine how TV advertising that influence Canbebe diaper consumers' buying behavior.

1.3.RESEARCH QUESTIONS

The study is guided by the following questions:

1. How Does simplicity understand advertisement affect consumer buying behavior of canbebe dipper?
2. what is the effect of attention-grabbing advertisements on consumer buying behavior of canbebe dipper ?
3. How Does memorability of advertisement affects consumer buying behavior of canbabie

diaper?

4. what is the effect of creative advertisement on consumer buying behavior?
5. How Does honesty of advertisement affect consumer buying behavior of canbebe diaper?
6. How Does impressive advertisement affect consumer buying behavior of canbabie diaper?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the study determine the effect of TV advertising on consumer buying behavior in case of Canbebe diaper.

1.4.2. Specific objective

The study has the following specific objectives;

1. To identify the relationship between simplicity to understand the through TV advertisement and consumer purchasing behavior.
2. To investigate how attention-grabbing advertisements affect consumers buying behavior.
3. To explain how Memorable advertisement affects consumer buying behavior of canbabie diaper
4. To analysis how the creativity of the advertisement influence consumer buying behavior
5. To examine how honesty of advertisement influence consumer buying behavior
6. To investigate how impressive advertisement influence affect consumer buying behavior?

1.5. HYPOTHESES

1. **HO1:** There is a significant relationship between Simplicity to understand TV advertisement of the product and the consumer's buying behavior.
2. **HO2:** There is a significant relationship between advertisement attention grabbing and consumer buying behavior.
3. **HO3:** There is a positive and significant relationship between memorable advertisement and consumer buying behavior.

4. **HO4:** there is a positive and significant relationship between creativity of advertisement and consumer buying behavior
5. **HO5:** There is a positive and significant relationship between honest advertisement and consumer buying behavior.
6. **HO6:** There is a positive and significant relationship between impressive advertisement and consumer buying behavior.

1.6. SIGNIFICANCE OF THE STUDY

It is all marketers wish to attract many consumers to purchase their products. If products are consumed very fast, manufacturers and retailers can generate more profit within a short period and a country's economy will increase fast through revenue collection. It is also the desire of consumers to buy products that will give them value for their money.

The study help to find out the relationship between consumer awareness through advertisement and their buying behavior. This help marketers in deciding whether to advertise their products or not. Also, if advertising pushes consumers to buy products that may not give them full satisfaction, then they should be careful never to trust all information obtained from adverts. Through the study, it enable to investigate the Impact of TV advertisement on consumer buying behavior .it also show if the advertisement massage is honest, impressive, creative ,attention grabbing and simple the company get good place on the customer mind.

1.7. SCOPE OF THE STUDY

The study is delimited to canbabe dipper. Geographical scope of the study is Addis Ababa city specifically in bole sub city. Addis Ababa being a city hosts people of all divide who live or visit because of work or business. The study has focused on biological parents and parents who adopt children's According to health system writers at the University of Michigan, the average age for toilet training in girls is 29 months while boys have an average age of 31 months. Children above the age of 31 months are thus believed to have stopped using diapers and instead are trained to use toilet (Kyla et.al 2010). The theoretical scope of the study focuses only on the effect of Tv advertisement on consumer buying behavior.

1.8. Limitation Of the Study

Distributing the Questionnaire was harder due to it was only fulfill by canbabe dipper users and selecting them was one of the limitation of the study the other limitation of the study was distributing questionnaire in covid 19 pandemic time it was hard .

The researcher would overcome the above limitation through Her strong commitment by devoting time and effort.

1.9. ORGANIZATION OF THE STUDY

This study is organized in to five chapters. The introduction part is presented in the first chapter which includes the background of the study, Statement of the problem, Research Question, Objective of the Study, limitation, Scope, and Significance & Organization of the Study. The second chapter has present review of literature of the study. The third chapter has dealt about the methodology of the study like study design, types of data, source of data, data collection method, sample size and method of data analysis. The fourth chapter is about the analysis and interpretation of the collected data. Finally, chapter five has deal with conclusions and recommendation.

CHAPTER TWO

2. Literature Review

This chapter presents the review of literature related to the impact of TV advertisement on consumer. It defines key concepts, followed by theoretical perspectives, empirical studies and conceptual frame work of the study.

2.1. Theoretical Review

2.1.2. Advertisement

There is little or no consensus among scholars as to the definition of advertising. Therefore, advertising meant different things to different people and this discord among scholars and inspired a burst of intellectual activities in both research institutions and policy communities as well (Fletcher, 2010).

Indeed, advertising is not the only social concept for which there is no agreed-upon or consensual definition among social scientists. Like such social science concepts as love, art, poverty, wealth, and justice just to mention a few the concept of advertising has lend itself to elusive and parochial analysis. (Fletcher 2010) put this definitional discord as, like many other common place words in social science advertising is surprisingly hard to define with precision.

Those who regard advertising from mere economic perspective consider advertisement as a message that explicitly aims to direct favorable attention to a certain goods or services. From economic perspectives, a good technical definition is (Belch and Belch,2003) definitions of advertising who define advertising as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Similarly, (Wells, Brunett & Moriarty, 1989) define advertising as a paid form of communication from an identified sponsor using mass media or channels of communication to sell more products and establishing new

markets. Indeed, those who regard advertising exclusively from economic perspectives tend to focus more on the role of advertising in providing information to potential consumers.

According to the proponents of this perspective, advertising plays a crucial role in conveying important information about the price and quality of a certain product or service so that consumer can make informed choice or decision challenging the economist's claim of informative advertisement. (John Kenneth 1976)

As cited in Kirkpatrick 2007 for instance, asserted that advertising create unnecessary desires, and manipulate consumers into buying unneeded products. Generally, the critics, especially social psychologists argue that advertising promotes dangerous products and encourages harmful behavior; and consider it as deceptive and manipulative (Kirkpatrick, 2007)

2.2.Models of advertising

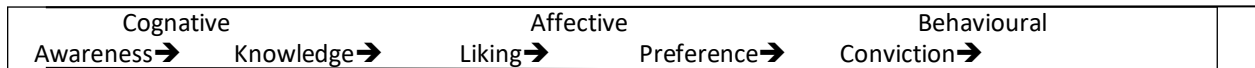
There are theories within external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice (Hackley, 2005). These theories all derive from what can be referred to as the old El-earning theory, a theory that can be related to the Pavlov's dogs experiment. Pavlov trained his dogs to associate the arrival of food with the ringing of a bell; a sound that alone would lead to the salivation response among the dogs. Just like the bell in Pavlov's dogs experiment, advertising was seen as a stimulus that would give rise to a response, just like the dogs salivation response. After further developments of the so-called El-earning theory, it gave rise to a new more up to date approach toward advertising planning. (Mackay, 2005)

The new approach was set with different names depending on authors at that time:

- The linear information processing theories of communication and persuasion (Hackley, 2005),
- Message models (Smith & Taylor, 2002) and the
- Hierarchy of effects theory (Mackay, 2005),

This new approach generally reflects the methods and assumptions of cognitive psychology. According to Kitchen (1994) advertising are aiming to progress customers through the cognitive, affective and behavioral stages before they buy the products. An example on a model that exemplifies these stages is the Lavidge and Steiners model (see figure 1).

Figure 1 The Lavidge and Steiners model

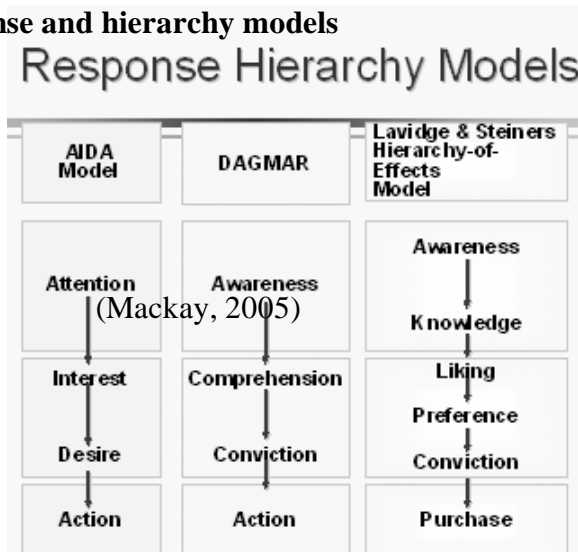


(Kitchen 1994, Barry & Howard 1990)

The Lavidge and Steiners model will together with two other models that also shows these stages be mentioned more later on in this chapter In this study the researcher will use the name for the theory offered by Mackay (2005)which is 'hierarchy of effects'.

The 'hierarchy of effect' approach is grounded on the base that to be effective and achieve the desired response, several steps has to be completed and passed. Any piece of persuasive communication must carry the audience through the series of stages that has been drawn. These stages are placed so that a customer has to climb them and one step cannot be reached until the previous is completed.

Figure 2. Response and hierarchy models



Due to the development within the field of psychology at this time, this approach came to base the new theoretical models (ciadvertising.com, 2007, Vakratsas, 1999). These new models were developed to depict the stages that a customer may pass through in the buying process and three of these will be discussed later in this chapter. However, as mentioned earlier in this chapter, models have been created to give more specific guidelines on how customers may respond to advertising. These models are created to show what behavioral steps customers have to pass through when exposed to advertising and if the communicating organization can lead the customer through all these steps, the risk for noise in the communication process decreases even more (Mackay, 2005).

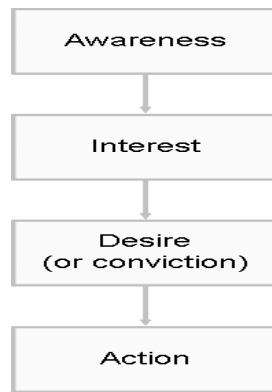
To have in mind when reading about these models are that advertising professionals still try to find the ultimate model that can be applicable on the real market and its customers. Right now the models and theories are hard to apply into real life (Jobber, 2004). The existing behavioral advertising models will now be examined further and compared to each other.

Due to the high number of models that has been published on this area, this study will only investigate the, according to Professor Evans (University of Lincoln 2006) three most discussed ones. These models are from older publications and there are several models that have been published after these, but since this study aims to investigate the chosen models, the newer ones will not be discussed here.

2.2.1. AIDA

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005). The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997). With the AIDA model Strong suggests that for an advertisement to be effective it has to be one of that:

Figure 3. AIDA Model



Mackay, 2005)

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should in jests memorable and believable messages that will make costumer triggered to acting a certain way (Brierley, 2002).

The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement.

The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases (Brierley, 2002).

Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005).

In 1961 there were two new models published, the DAGMAR theory (Belch & Belch, 1995) and Lavidge and Steiner's hierarchy of effects model (Lavidge & Steiner, 1961).

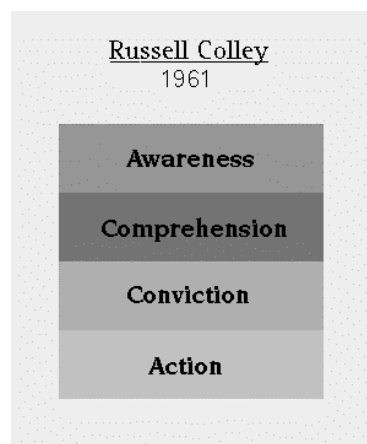
2.2.2. DAGMAR

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and there of the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005).

DAGMAR was created to encourage measurable objectives for each stage of the communication (Smith & Taylor, 2002) and does not deal purely with the message (Mackay 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch & Belch, 1995).

The main conclusions on the DAGMAR theory were expressed in the following quotation : "All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.

Figure 4. DAGMAR Model



(Mackay, 2005, p.25-26)

The prospect must first beware of the existence of a brand or organization .He must have a comprehension of what the product is and what it will do for him .He must arrive at a mental suspicion or conviction to buy the product finally, he must stir himself to action.

The communication has to be specific and measurable, and is therefore based on hierarchical model containing the four stages set out above in the quotation (Mackay, 2005).

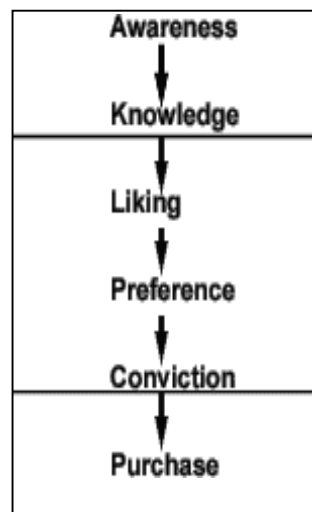
The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the 'hierarchy-of-effects theory', just as with AIDA. Customers do not always pass through the stages in a linear way.

Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch,1995).

2.2.3. Lavidge & Steiners Hierarchy-of-effects model

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation theory, and will therefore go under the name, Lavidge & Steiners.

Figure 5: Hierarchy-of-effects model in this study



(Lavidge& Steiner, 1961, p. 60)

According to this model customer's do not switch from being completely uninterested to become convinced to buy the production step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990).

The model is based on seven steps, which as with the other models must be completed in a linear way (See Figure 6).The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the step has to be completed in a linear way, but“potential purchaser sometimes may move up several steps simultaneously” (Lavidge& Steiner, 1961, p. 60) which is supported by Munoz (2002) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers.

Lavidge and Steiner identify the seven steps in the following order: Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence. Up a step are prospects who know what the product has to offer. Still closer to purchasing are those who have favor able attitudes toward the product those who like the product. Those whose favor able attitudes have developed to the point of preference overall other possibilities are up still another step.Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise. Finally, of course, is the step which translates this attitude into actual purchase. (Lavidge &Steiner, 1961, p.59)

Lavidge and Steiner (1961) also wrote, in their article, that they are fully aware of the impulsive purchases that customers can make, but they mean that for higher economical goods these steps are essential for the advertiser to include.

This model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response and purchase. It is rather a series of effects that has to occur, with each step fulfilled on the way towards the next stage (Lavidge&Steiner, 1961) Behind this model is according to Belch & Belch (1998) the premises that "advertising effects occur over time and

advertising communication may not lead to immediate behavioral response or purchase, but rather, consumers must fulfill each step before (s)he can move to the next stage in the hierarchy"(BelchandBelch1998, p.146).

As with the former models discussed, this model has also been criticized. The criticism on Lavidge & Steiners model is very similar to the one made on DAGMAR and AIDA. There is still no evidence on the fact that awareness of a products leads to purchase, and the steps are still unclear. Criticism has also been made on each individual step in the model. Critics do not think that the model explains how the customers will go from one step to another and to point out the steps without explaining them further is not seen as enough (Palda,1966).

2.2.4. Criticism on the ' Hierarchy of effects theory'

The models that are based on the 'hierarchy of effects' theory (Mackay, 2005) can be very helpful but are not conclusive. There are several factors that these models do not take inconsideration. Not all buyers go through all stages, The stages do not necessarily occur in hierarchical sequence, Impulse purchases contract the process.(Smith & Taylor,2002,p.97.

The hierarchy models help the advertiser to identify the stages that buyers generally passes through, but cannot be used as obvious guidelines (Smith & Taylor, 2002)

.As seen earlier in this chapter the criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later ongoing back for the product. Something that all of these models and theories are missing is the loop from the top to the end of the steps.

A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2002). The design of the advertisement has a huge effect on the result of the campaign. Advertising is a campaign that sets high demands on the creativity and to put all of this within a frame of models would kill the creativity (Jobber, 2004).

2.3. Models of Consumer Behavior

There are also various consumers' models which help us in the understanding of consumer behavior. According to Berkman (1986), there are two types of consumers' model.

- Traditional Models: Economic, Learning, Psychological and Sociological.
- Contemporary Models: Howarth Sheth, Engel-Blackwell-Kollat and Nicosia. Since the models are very broad, few of them will be reviewed in this study based on their relevance to the study.

2.3.1. AD Characteristics and Consumers Buying Behavior

In this sub section the researcher was reviewed the relationship between advertisement and consumers buying behavior. As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behavior. The advertising has a foremost and vital effect on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown (Biel, 1990); therefore it will get more exposure, because of the positive first impression.

2.3.2. Relationship between Understandable AD and Consumers Buying Behaviour

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. Adeolu (2005) recommend firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should be conveyed briefly.

2.3.3. Relationship between Memorable AD and Consumers Buying Behaviour

According to Dholakia(2001),in order to be effective,an advertisement has to be memorable for the viewer.If the viewer does not remember the ad after viewing it,the company sponsoring the ad is simply wasting time and money.With an effective advertisement,the viewer should be able to clearly recall what happened during the course of the ad,and more importantly,which product is being advertised.That re call is the trade mark of an effective advertisement.

The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of memory(Ray,1973).According to R.Kahn(2011),when the sales volume of any product increases,it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product.Metha(2000) also indicated when acompany participating in advertising programs;it has a significant impact on firm's market performance.

2.3.4. Relationship between Creative AD and Consumers Buying Behaviour

According to Poona Sharma (2012), there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve.

2.3.5. Relationship between A. Grabbing AD and Consumers Buying Behavior

According Adeolu (2005),many consumers did not buy what ever is available or affordable.If a product is good value for its price,it will command brand loyalty.However,advertising helps in projecting product quality,afford ability and value before the consumers.Moreover,the authors recommend the following important points.First,research continuously into quality improvement

that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourages switching to the company's brand by changing the perception of the consumers of rival brands the product.

2.3.6. Relationship between Impressive AD and Consumers Buying Behavior

According to Prabakaran (2012), buying begins in the mind. If you don't impress the buyer's Mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product.

Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising bring attitudinal changes in the minds of the consumer. His or her emotions are torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

2.3.7. Relationship between Honest AD and Consumers Buying Behavior

According to Schulz (1990), trust is a state of certainty, "a middle state between knowing and not-knowing". M. Bansal and S. Gupta (2014) on their Global Journal of Finance and Management focused on the impact of informational content within the newspaper on consumer Behavior.

The impact of TV advertisement assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content. The impact of logical informational content and its probability of being

liked by a consumer were greatest especially for electronics and durable goods. The amount of information present was found to be independent of the size of the advertisement. Thus, it can be understood that commercials of different products employ different advertisement strategy to motivate their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

2.4. Empirical Studies

Niazi et al (2011) studied on the effective advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection.

The findings of the study revealed that there is huge relationship between advertisement and consumer buying behavior. It also established the relationship between environmental response and consumer buying behaviors. According to the study, consumers are buying products which they see in advertisement more than emotionally. However, the research did not check consumer psychological behavior and social concerns the gap of this study intended to fill.

Arshud et al (2014) studied on the impact of effective advertising on consumer behavior. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer.

The gap is that, it did not look about customer/consumer buying behavior in terms of how price can affect consumer behavior. Also the study was conducted in different setting. This was conducted in Tanzania which has different environment compared to Pakistan.

Muhammad et al (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents.

The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can truly play virtual role in improving consumer buying behavior. However, the state of advertising which had more effect to consumer buying behavior was not stated, a gap this intended to fill.

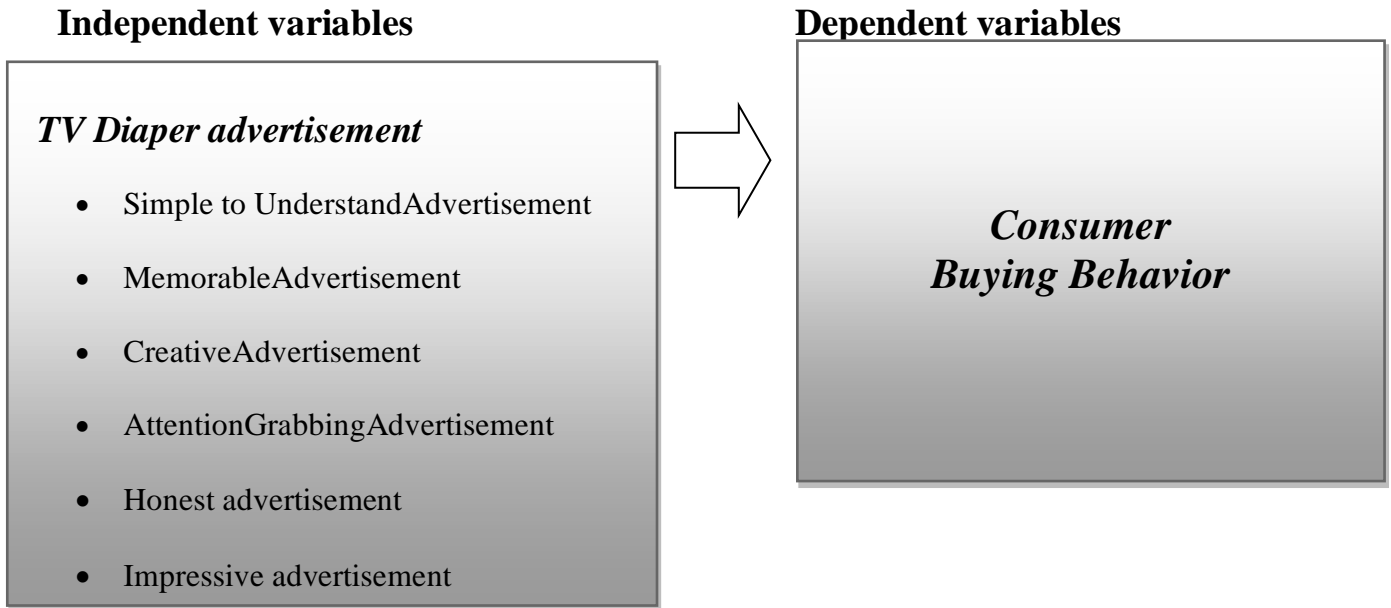
A study conducted by Ahmed and Ashfaq (2013), to explain the impact of media advertising on consumers' buying behavior on purchasing beverage products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement.

It was found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends of families whereby these information tend to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

2.4.1. Conceptual Framework

Based on the examined literature, the following conceptual framework was developed for this study. The conceptual framework was developed consistent with research questions, objectives and hypotheses. There are two variables in this research study, which are dependent variable and independent.

Figure 8: A frame work for studying how consumer purchasing behavior is related to advertising.



CHAPTER 3

3. Research Methodology

In this chapter the researcher has explained what kind of research approach, design employed, source, type of data used, sampling techniques size and targeted population, method of data collection and analysis that the study has employed in order to reach the final interpretation stage.

3.1. Research Approach

There are three types of research approach. The first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In a way it seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities.

In qualitative research data are often in the form of descriptions, not numbers. The other one is quantitative research which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertain the natural phenomena.

The process of measurement is central to quantitative research because it provides their fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, 2009). The third one is mixed which consisted of both quantitative and qualitative approach.

3.1. Research Design

Research design forms the blue-print or maps that details how the researcher collect data that is relevant to address the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem. It includes the outline of what the research did, from writing the hypothesis and its operational application to final analysis of data (Creswell & Clark, 2007).

The study used two types of research design namely descriptive and Explanatory research is research design. The goal of exploratory research is to discover ideas and in-sights while descriptive research is usually concerned with describing a population with respect to important variables.

3.2. Data Types and Data Source

According to Catherine (2007), data may be collected as primary, secondary or both. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. On the other hand, secondary data contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. In this study basically the primary source, quantitative data from the domestic tourists in the selected tourist attraction areas were used for analysis.

3.3. Population of study.

The study was take place in Addis Ababa in bole sub city. Bole sub city composes of people from all over the country. The number of populations is unknown. Therefore, the study was used non-probability sampling approach particularly purposive and convenient sampling techniques because non –probability sampling approach enables the researcher to get some idea of the population and characteristics of the problem using well informed member in a short time.

3.4. Sampling procedure and sample size

Determining sample size varies for various types of research designs and there are several approaches in practice. The different strategies to calculate sample size include using census for small population, using a sample size of similar study, using published tables and using formula. A general rule, one can say that the sample must be of an optimum size i.e., it should neither be excessively large nor too small (Kothari, 2004). Thus, the study used Cochran formula which allows calculating an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population.

The Cochran formula is:-

$$N = \frac{Z^2 PQ}{e^2}$$

Where n is the minimum sample size required

p is the proportion belonging to the specified category which is 0.5

q is the proportion not belonging to the specified category which is 0.5

z is the z value corresponding to the level of confidence required which is 1.96

e is the desired level of precision which is 0.05.

The Z - value is found in a Z table.

Thus, the minimum sample size = $\frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = \mathbf{384}$

3.5.Data collection techniques.

Questionnaire is used for collection of primary data from targeted respondents. It must be prepared very carefully so that it may prove to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions. The questions are presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents reply to the same set of questions.

A Five-point Likert -scale based structured questionnaire is used as a major instrument of data collection. The questionnaires consist of three sections. The first section elicits information on the demographic characteristics of the respondents, the second section constitutes of items that request information on the independent variables of the study

3.6.Research Model

The objective of this study is to examine the impact of TV advertisement in consumer buying behavior in case of Addis Ababa City. Accordingly, the study was multiple linear regression model in the following form.

$$CBB = \alpha + \beta_1X_1+ \beta_2X_2+ \beta_3X_3+ \beta_4X_4+\beta_5X_5+\beta_6X_6+ \varepsilon$$

Where,

CBB = Consumers Buying Behaviour

α = Constant

β = Coefficient of estimate

X1 = Simple to Understand Advertisement

X2 = Memorable Advertisement

X3 = Creative Advertisement

X4 = Attention Grabbing Advertisement

X5 = Honest advertisement

X6 = Impressive advertisement

ε = the error term

3.7. Data analysis method

The questionnaire distributed, collected, coded and analyzed using the statistical package for social science (SPSS2.0). It was employed statistical techniques such as Descriptive statistics, Correlation and Multiple Regression to analyze the data due to the quantitative nature of the study.

3.8. Validity and Reliability of Instruments

Validity: To test the questionnaire for clarity and to provide a coherent research tool, a review that covers all the research elements are performed by academic reviewers specialized in marketing and Business as well as professional people working in the particular industry.

Reliability: Cronbach Alpha reliability, the most popular test of consistency reliability, has been applied to measure strength of the correlation and coherence between questionnaire items. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability (Sekaran, 2003).

3.8.1. Ethical consideration

Creswell, J.W. 2005, states that in each step of the engagement of ethical practices is very important. Practicing ethics is also presumed to be a complex matter that involves much more than merely following a set of static guidelines such as those from professional associations or conforming to guidelines from campus institutional review boards. Thus in this research undertakings all research steps were followed ethical practices. Ethics will be the

center of attention in all phases, during data collection, reporting and distribution of reports. In this study the privacy of all respondents was respected in the reporting of this research. In addition, all participants and data collected remain confidential and identities of respondents remain anonymous and consent made from the respondents before the survey.

CHAPTER FOUR

4. RESULT AND DISCUSSION

This chapter deals with presentation and analysis of the data which have been obtained through questionnaire that involves the effect of TV advertisements in Consumer buying behavior.

This chapter presents the main body of the paper. To achieve each specific objective of the study and test the established hypothesis, the data obtained from the survey are analyzed using different methods of analysis.

Descriptive statistics is used mainly to demographic characteristics, to examine how advertisement on quality of products influences customers buying decision and Customers' perception of media advertisement influencing their choice of a product, a combination of both descriptive and inferential statistics is used to identify the effect of Television advertisements influences on customers buying behavior.

4.1.Data

Missing data frequently occurs in a situation in which a respondent cannot respond to one or more questions of a survey (Hair, 1998). In this study, missing value above 1%, on a single item was considered as incomplete and the response was rejected from further analysis. Because of low percentages of missing values considered, the primary procedure used in this study was to replace missing values with mean substitution. According to Hair (1998), mean substitution is a widely used method for replacing missing data, whereby missing values for a variable are replaced with the mean value based on all valid responses.

After distributing 384 questionnaires for parents a total of 362 answered questionnaires were retrieved, which is 94% of the total distributed questionnaires. After checking the collected questionnaires, the 315 questionnaires were valid for statistical analysis. Ultimately, 81.8% of the total questionnaires distributed entered for the analysis

Table 4.1 respondent rate

Description	Number
Selected sample of the study	384
Returned questionnaire	362
Returned valid and usable questionnaire	315
Nominal response rate	94%
Real response rate	81.8

[Source: Own Survey, 2021

4.2. Descriptive Statistics

In the questionnaire, Part-I was designed to capture some basic demographic details of the respondents involved in the study. Part-II was designed to capture items on consumer buying behavior parameters such as simple to understand, Memorability of advertisement, creative advertisement, attention-grabbing advertisement, honest advertisement and impressive advertisement

4.2.1. Demographic Profiles

The descriptive statistics provides information about the sample being studied. Table 4.2 shows that out of 315 respondents participated, female respondents were 164 (52.1%) and the rest 151 (47.9%) were male. The proportion of male and female participants is almost the same. In terms of the age majority of the respondents 136 (50.7%) was found to be within the age range of 18-30 age range. This reflects the fact that many of diaper buyers are the youngsters. And 61 (29.4%) respondents were also found in the age range between 31 – 40 years. 11(3.5%) respondents were on the age between 40 and 60. The rest 104 (34%) elders (more than 60 years old respectively). The result implies that the youngsters and the elders are more interested and affected by TV advertisement of canbebe baby diapers

Table 4.2. Demographic profiles of respondents

Characteristics	Category	Frequency	Percent (%)
Sex	Female	164	52.1
	Male	151	47.9
Age	18 – 30 years	160	50.8
	31 – 45 years	103	32.7
	46 – 60 years	38	12.1
	> 60 years	14	4.4
Education	12>	160	50.8
	Diploma	103	32.7
	BA degree	38	12.1
	MA	14	4.4
Marital status	Single	57	18.1
	Married	189	60
	Divorced	69	21.9
Mode of ad	TV	156	49.52
	Radio	105	33.33
	Newspaper	54	17.15
Total		315	100

[Source: Own Survey, 2021

Their educational background reflects majority 160 (50.8%) of the respondents have completed secondary school, followed by 103(32.7%) diploma holders other qualification holders while bachelor and MA holders represented 38(12.1%) and 14(4.4%) respectively. This implies that most of the buyers have accomplished at secondary school and followed by diploma holders. The marital status reflects those 189 (60%) respondents are married and 57(18.1%) are single, and the rest 69responents (21.9%) are divorced. Majority of the respondents 156 (49.52%) chose the television advertisement mode to be influenced on their buying behavior and next 105(33.33%) selected the radio ad mode and the rest 54 (17.15%) prefer the newspaper mode of advertisement.

4.2.3. Parameters of consumer purchasing behavior

To analyses the respondents overall Customer Buying Behavior a total of 30 questions were grouped into the four dimensions of Customer buying behavior which are Simple to understand ,Memorability of advertisement, creative advertisement and attention-grabbing advertisement .In

order to compare the respondents buying behavior, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed one by one.

Simple to understand

Simple to understand is the ad's simplicity to understand the whereabouts, meanings and messages of the ads. Regarding to this variable there are four questions presented for the respondents. The advertisement message is simple to understand as a result helps me to decide to buy the product (mean 2.91), the advertisement message is easy to understand mean (3.18), The facts in the ad convince me to different features of the products (mean 3.06), Since the ad is very clear, I can understand what the ad is all about (mean 4.24

For the question which said simple to understand as a result helps me to decide to buy the product. About 132 (41.9%) respondent disagree, 38 (12.1%) respondents was said neutral and 145(46%) respondent agree. For the second question which said the advertisement message is easy to understand. 113 (35.8) respondent disagree, 27(8.6%) respondents was neutral and 175 (55.6) respondents agree for the question .for the third question which said the facts in the ad convince me to different features of the products .About122 (38.8) respondents disagree, 35(11.1%) respondents was neutral and 158(90.2) respondents agree for the question. For the last question in section of simple to understand which said Since the ad is very clear, I can understand what the ad is all about27(8.6%) respondents disagree ,4(1.3%) respondents was neutral and 284(90.2) respondents agree for the question.

Table 4.3. simple to understand

Descriptive Statistics			
Questionnaires	N	Mean	Standard deviation
The advertisement message is simple to understand as a result it helps me to decide to buy the product	315	2.91	1.569
The advertisement message is easy to understand.	315	3.18	1.550
The facts in the ad convince me to different features of the products	315	3.06	1.558
Since the ad is very clear, I can understand what the ad is all about	315	4.24	1.061
Valid N (listwise)	315		

[Source: Own Survey, 2021

Attention grabbing

It is the catchiness of the advertisements which affects the consumer buying behavior. The mean results are listed below. The advertisement message is attention grabbing as a result it influences me to decide to buy the product (mean 3.90), the advertisement is better than other ads that have the same message (mean 3.90), I believe the ad has a high degree of visual magnetism (mean 2.72), every time I look this ad it makes me comfort (mean 2.91).

About 33 (10.5%) respondent disagree , 26(8.3%) respondents was neutral and 256(81.2%) respondent agree for the question The advertisement message is attention grabbing as a result it influences me to decide to buy the product. For the second question 33 (12%) respondent disagree, 26 (8.5 %) respondents was neutral and 256 (81.2) respondents agree for question this ad is better than other ads that have the same message. For the third question 138(43.1) respondents disagree, 56(17.8%) respondents was neutral and 121(38.4) respondents agree for the question I believe the ad has a high degree of visual magnetism. For the last question 132(41.9%) respondents disagree, 38(12.1%) respondents was neutral and 145(46%) respondents agree for the question Every time I look this ad it makes me comfort.

Table 4.4. Attention grabbing

Descriptive Statistics			
Questionnaires	N	Mean	Standard deviation
This ad is better than other ads that have the same message.	315	3.90	1.053
I believe the ad has a high degree of visual magnetism	315	2.72	1.407
Every time I look this ad it makes me comfort	315	2.91	1.569
Valid N (listwise)	315		

[Source: Own Survey, 2021

Memorable advertisement

It scales the memorization of the advertisements in the hearts of the customers which affects the customers buying behavior. This variable consists four questions which are forwarded to the respondents of this research. The advertisement message is memorable as a result it influences me to decide to buy the product (mean 2.91), The ad always reminds me how to have better life style (mean 3.18), Since the ads are so strong, they do sticks in my brain for long time (mean 3.06), Mostly I discuss the ad message with my friends after viewing it (mean 4.24).

132 (41.9%) respondent disagree, 38 (12.1 %) respondents was neutral and 145 (46%) respondents agree for question .The advertisement message is memorable as a result it influences me to decide to buy the product. for the second question 113(35.8%) respondents disagree, 27(8.7%) respondents was neutral and 175 (55.5%) respondents agree for the question The ad always reminds me how to have better life style.

122(38.8%) respondents disagree ,35 (11.1%) respondents was neutral and 158(50.2%) respondents agree for the question Since the ads are so strong, they do sticks in my brain for long

time. 27(8.6%) respondents disagree, 4 (1.3%) respondents was neutral and 284 (90.1%) respondents agree for the question Mostly I discuss the ad message with my friends after viewing it.

Table 4.5. Memorable advertisement

Descriptive Statistics			
Questionnaires	N	Mean	Standard deviation
The ad always reminds me how to have better life style.	315	3.18	1.550
Since the ads are so strong, they do sticks in my brain for long time	315	3.06	1.558
Mostly I discuss the ad message with my friends after viewing it.	315	4.24	1.061
Valid N (listwise)	315		

[Source: Own Survey, 2021

Creative advertisement

The advertisement message is creative as a result it influences me to decide to buy the product (mean 3.90), Creative advertisement is the only tool in increasing consumers buying appetite (mean 3.96), Great advertisement is the creative expression of understanding the market needs (mean 3.07), The ads of Canbebe diaper have new features (mean 3.60

33 (10.5%) respondent disagree, 26 (8.3 %) respondents was neutral and 256 (81.2%) respondents agree for question. The advertisement message is creative as a result it influences me to decide to buy the product. 33 (10.5%) respondents disagree, 18(5.7%) respondents was neutral and 264 (83.8%) respondents agree for the question Creative advertisement is the only

tool in increasing consumers buying appetite. 129(40.9%) respondents disagree ,19 (6%) respondents was neutral and 167(53.1%) respondents agree for the question Great advertisement is the creative expression of understanding the market needs .68(21.6%) respondents disagree, 18 (5.7%) respondents was neutral and 229 (72.7%) respondents agree for the question The ads of Canbebe diaper have new features

Table 4.6. Creative advertisement

Descriptive Statistics			
Questionnaires	N	Mean	Standard deviation
Creative advertisement is the only tool in increasing consumers buying appetite	315	3.96	1.105
Great advertisement is the creative expression of understanding the market needs	315	3.07	1.390
The ads of Canbebe diaper have new features	315	3.60	1.335
Valid N (listwise)	315		

[Source: Own Survey, 2021]

Honest advertisement

The advertisement message is honest as a result it influences me to decide to buy the product (mean 3.06), The ad creates relevant picture of the product that it is in reality (mean 4.24), Reliable ad does give room for market comparison (mean 3.90), Since ads are always realistic, I can consider them as honest information source (mean 3.96).

32 (10.1%) respondent disagree, 20 (6.3 %) respondents was neutral and 263 (83.5%) respondents agree for question. The advertisement message is honest as a result it influences me to decide to buy the product. 49 (15.5%) respondents disagree, 23(7.3%) respondents was neutral

and 243 (77.7%) respondents agree for the question The ad creates relevant picture of the product that it is in reality.33(10%) respondents disagree ,26 (6%) respondents was neutral and 256(81.2%) respondents agree for the question Reliable ad does give room for market comparison. 33(10.5%) respondents disagree, 18 (5.7%) respondents was neutral and 264 (83.8%) respondents agree for the question Since ads are always realistic, I can consider them as honest information source.

Table 4.7 . Honest Advertisement

Descriptive Statistics			
Questionnaires	N	Mean	Std. Deviation
The advertisement message is honest as a result it influences me to decide to buy the product	315	3.0603	1.55765
The ad creates relevant picture of the product that it is in reality	315	4.2413	1.06128
Reliable ad does give room for market comparison	315	3.9016	1.05267
Since ads are always realistic, I can consider them as honest information source	315	3.9619	1.10520
Valid N (listwise)	315		

Impressive advertisement

The advertisement message is impressive as a result it helps me to decide to buy the product (mean 3.99), An impressive ad motivates the consumer for purchasing products (mean 3.77), New impressive advertisement of a product is a signal of new offers (mean 3.90), I believe there is always real information behind impressive advertisement (mean 3.96). 32(9.2%) respondent disagree, 20 (6.3 %) respondents was neutral and 263 (83.5%) respondents agree for question The advertisement message is impressive as a result it helps me to decide to buy the product. 49 (15.5%) respondents disagree, 23(7.3%) respondents was neutral and 243(77.2%) respondents agree for the question

An impressive ad motivates the consumer for purchasing products. 33(10.5%) respondents disagree, 26 (8.3%) respondents was neutral and 256(81.2%) respondents agree for the question New impressive advertisement of a product is a signal of new offers. 33(10.5%) respondents disagree, 18 (5.7%) respondents was neutral and 264 (83.8%) respondents agree for the question I believe there is always real information behind impressive advertisement

Questionnaires	N	Mean	Std. Deviation
The advertisement message is impressive as a result it helps me to decide to buy the product	315	3.9905	1.09860
An impressive ad motivates the consumer for purchasing products	315	3.771429	1.2123868
New impressive advertisement of a product is a signal of new offers	315	3.9016	1.05267
I believe there is always real information behind impressive advertisement	315	3.9619	1.10520
Valid N (listwise)	315		

Table4.8. impressive advertisement

[Source: Own Survey, 2021

Customer buying behavior

I am happy being the consumer of Canbebe diaper (mean 3.99), I believe in advertisement because it helps to get facts (mean 3.77), The ads of Canbebe diaper played a key role on the buying of quality paint products (mean 3.90), Regular ads of Canbebe diaper enable it in winning the market competition (mean 3.96), New ad of a service is a signal of new offers (mean 3.07), There is positive relationship between advertising and consumers buying behavior (mean 3.6)

32 (10.2%) respondent disagree, 20 (6.3 %) respondents was neutral and 263 (83.5%) respondents agree for question I am happy being the consumer of Canbebe diaper. 49 (15.5%) respondents disagree, 23(7.3%) respondents was neutral and 243(77.2%) respondents agree for the question I believe in advertisement because it helps to get facts.33(10.5%) respondents disagree ,26 (8.3%) respondents was neutral and 256(81.2%) respondents agree for the question

The ads of Canbebe diaper played a key role on the buying of quality dipper products.33(10.5%) respondents disagree, 18 (5.7%) respondents was neutral and 264 (83.8%) respondents agree for the question Regular ads of Canbebe diaper enable it in winning the market competition.129(40.9%) respondents disagree, 19 (6.1%) respondents was neutral and 167 (53%) respondents agree for the question New ad of a service is a signal of new offers. 68(21.6%) respondents disagree, 18 (5.7%) respondents was neutral and 229 (72.7%) respondents agree for the question there is positive relationship between advertising and consumers buying behavi

Table 4.9. Customer buying behavior

Descriptive Statistics			
Questionnaires	N	Mean	Standard deviation
I am happy being the consumer of Canbebe diaper	315	3.99	1.099
I believe in advertisement because it helps to get facts	315	3.77	1.212
Theads of Canbebe diaper played a key role on the buying of quality dipper products	315	3.90	1.053
Regular ads of Canbebe diaper enable it in	315	3.60	1.335

winning the market competition			
New ad of a service is a signal of new offers	315	3.07	1.90
There is positive relationship between advertising and consumers buying behavior	315	3.60	1.335
Valid N (listwise)			

[Source: Own Survey, 202

Table 4.10 . Summary of study variable

Variables	N	Mean	Std. Deviation
SUA	315	3.3492	1.13389
AGA	315	3.3595	.91144
MA	315	3.6270	.72801
CA	315	3.9516	1.01336
IA	315	3.9063	.99459
HA	315	3.7913	.70307
CBBA	315	3.7153	.94530
Valid N (listwise)	315		

[Source: Own Survey, 2021

The grand mean of the simple to understand is, attention grabbing, memorable advertisement, creative advertisement, impressive advertisement, honest advertisement and customer buying behaviour assessment is 3.3492, 3.3595, 3.6270, 3.9063, 3.7913 and 3.7153 respectively. As it is mentioned before, the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response

4.3. Validity and Reliability of the Measuring Instrument

4.3.1. Content Validity

Content validity, also known as face validity, is the assessment of the correspondence of the variables to be included into a summated scale and its conceptual definition (Hair, 1998). All variables were inspected by the research.

4.3.2. Reliability

The internal consistency, reliability, refers to the coherence between the statements in the various elements. Reliability is a measure of construct that the outcomes be assessed with relatively little measurement error and can be tested by using Cronbach's alpha (Bell, 2011). Cronbach's Alpha measures the relationship and the reliability of the statements in the questionnaire survey. When using multiple indicator measurements, such as Likert scales, it is important to measure the internal reliability. A multiple item measure consists of several statements that form an overall score to capture a specific element of a concept.

Table 4.11. Reliability analysis of variable

Variables	No. of Items	Cronbach's alpha
Simple to understand	4	.723
Attention grabbing advertisement	4	.791
Memorable advertisement	4	.803
Creative advertisement	4	.701
Impressive advertisement	4	.804
Honest advertisement	4	.704
Customer buying behavior	6	.844

[Source: Own Survey, 2021]

When doing a Cronbach's alpha test, the minimum acceptable level is 0.5 (Bosque, 2013). The results of all dimensions were found within 0.701 – 0.844. The overall customer buying behavior statements had a value of Alpha 0.844 indicates that there is higher internal consistency of customer buying behavior

Correlation Analysis

This study employs correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Its coefficients reveal magnitude and direction (either positive or negative)

and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, 2005). A relationship between the variables occurs when the value is close to 1 or -1, indicating the strength and the direction of a relationship. There is no relationship if the value is zero (0). However, this test does not uncover the causal effect of the related variables (Bryman, 2011).

Table 4.12 correlation analysis between IVS and DVs

		HA	IA	CA	MA	AGA	SUA	CBB A
HA	Pearson Correlation	1						
	Sig							
	N	315						
IA	Pearson Correlation	.682	1					
	Sig	.000						
	N	315	315					
CA	Pearson Correlation	.726	.954	1				
	Sig	.000	.000					
	N	315	.315	315				
MA	Pearson Correlation	.264	.086	.744	1			
	Sig	.000	.000	.328				
	N	315	315	.315	315			
AGA	Pearson Correlation	.814	.537	.619	.075	.1	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	315	315	315	315	315	315	
SUA	Pearson Correlation	.673	.364	.200	.316	.759	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	315	315	315	315	315	315	

CBBA	Pearson Correlation	654	.943	-.929	.093	.093	.611	.1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	315	315	315	315	315	315	315

[Source: Own Survey, 2021

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

A relationship is considered to be weak when the correlation value is below 0.2. To determine a strong relationship, the value has to lie between 0.2 and 0.8. Referring Table4.12, the result of the relation test shows that there is a positive and strong relationship between the variables. The highest relation was found between attention grabbing advertisement and overall customer buying behavior ($r = 0.814$) whereas the least was between memorable advertisement and consumer buying behavior ($r = 0.264$). Besides, the relation between (dependent variable) with underlying determinants (independent variables) was found to be relatively higher than the relation amongst independent variables. This implies that there is no multi-collinearity problem.

4.4. Regression Analysis

Finally, a multiple regression analysis is presented in this subchapter. A multiple regression analysis explores the inter-relationship between several variables and provides information about what variable that best predict a specific outcome. The regression analysis is the final step to disclose the information about the unique contribution of each underlying dimensions (independent variables such as Memorability of advertisement, creative advertisement and attention-grabbing advertisement and their effects on the overall customer buying behavior (dependent variable). In this study a standard multiple regression analysis was conducted which means one dependent variable and all the four independent variables were entered in to the regression equation at once instead of entering them step by step. The result of this regression is also generalizable (repeatable), due to the sample size of 315 respondents, which increases the reliability of the study (Pallant, 2005).

4.4.1. Assumption Testing for Regression Model

4.4.1.1. Multi-collinearity

Before proceeding to the multiple regression analysis, the researcher tested the existence of multi-collinearity problem. In regression it occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable. That means when the independent variables in this model are highly correlated with one another (greater than 0.70), they are basically measuring the same thing or they both convey essentially the same information. Based on the above correlation analysis there is no strong correlation coefficient among the predictors variables which is not greater than 0.70 and this clearly shows there is no multi-collinearity problem in this model. This implies that the data is suitable for conducting multiple regression analysis.

4.4.1.2. Normality

Before entering the variables in the regression model, tests were made to assure that statistical assumptions were not violated. For the independent variables to be accepted, the correlation between the variables must not exceed a value of 0.7. One of the methods to inspect if the independent variables are relevant to include in the regression model is to look at the correlation values. If the correlation is too high, the independent variables must be modified (Pallant, 2005).

Table 4.11 shows that none of the independent variables exceed the recommended value of 0.7. Furthermore, for the dependent variable to be accepted in the regression model, it has to be normally distributed. A Shapiro-Wilk test was made to identify the distribution of the dependent variable. As shown in table 4.8, the p-value is 0.193 which means that the distribution of the dependent variable is normal as the p-value is more than 0.05. This means that the requirement to enter the customer buying behavior variable in the regression model is met. Since the independent and dependent variables met the assumptions, thus, entered in the regression model for analysis

Table 4.1.3. Shapiro-Wilk Test for Normality

Shapiro-Wilk			
Customer buying behavior	Statistic	Df	Sig.
	.976	315	.193

[Source: Own Survey, 2021]

4.1.5.3. Model Summary

Table 4.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change statistics				
					R square change	F change	df1	df2	Sig. F change
1	.952 ^a	.907	.905	.29130	.907	.499.777	6	.308	.000

a. Predictors: (Constant), CA, MA, SUA, AGA,,IA and HA

[Source: Own Survey, 2021]

The regression model presents how much of the variance in the measure of brand equity of respondents is explained by the underlying dimensions of the Customer Buying Behavior model. The model or the predictor variables have accounted for having R-square value of .907 (with an estimated standard deviation of 0.29130) of the variance in the criterion variable. The remaining 9.3% are explained by other variables out of this model.

4.4.1.3.ANOVA

The ANOVA table shows if the regression model is significant. The significance value of this regression model is 0.000, which equals $p < 0.05$, and F equals 40.435, which means that the model reaches statistical significance (Pallant, 2005). Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

Table 4.15. ANOVA

ANOVA						
		Sum of squares	Df	Mean square	F	
Between people		561.719	314	1.789		
With in people	Between items	76.195	3	25.399	40.435	.000
	Residual	591.710	942	.628		
	Total	667.706	945	.707		
Total		1229.625	1259	.977		
Grand Mean=3.5718						

[Source: Own Survey, 2021

4.1.5.4. Coefficients

The unstandardized coefficient refers to the direction of the relationship and the amount of change that the different independent variables contribute to customer buying behavior given that one unit change in the value of the independent variable. Table 4.14 shows that the effect of the memorable advertisement dimension would increase the customer buying behavior value with 0.719 units and significance level of .004, given that all other variables in the model are constant. The estimated coefficient indicates there is a strong and positive relation between memorable advertisement of canbebe diaper and customer buying behavior. And the creative advertisement and simple to understand dimensions contribute at the rate of $\beta = 0.431$ and $\beta = 0.329$ and significance level of .001 and .000 respectively. Attention grabbing, honest advertisement and impressive advertisement have beta value of 0.194, 0.178 and .516 and significance level of .000, .003 and .000 respectively.

$$CB = C + \beta_1SUA + \beta_2MA + \beta_3AGA + \beta_4CA + \beta_5+\beta_6+e_x$$

$$CB = .220 + 0.329SUA + 0.719MA + 0.194AGA + 0.431CA + 0.516IA + 0.178HA$$

Table 4.16 Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.220	.237		.928	.000
Simple to understand	.329	.091	.311	3.62	.001
Attention grabbing advertisement	.194	.060	.175	3.23	.003
Memorable advertisement	.719	.074	.703	9.72	.006
Creative advertisement	.516	.148	.443	4.82	.000
Impressive advertisement	.516	.061	.740	9.485	.000
Honest advertisement	.178	.054	.133	7.140	.003

[Source: Own Survey, 2021]

Table 4.17 Summary of the Overall Outcomes of the Research Hypotheses

Alternate	Hypothesis	Relationship	Beta value	P-value	Result
H1	Simple to understand has significant effect on Customer buying behavior	Positive	.311	0.000	Supported
H2	Attention grabbing advertisement has significant effect on Customer buying behavior	Positive	.175	0.000	Supported
H3	Memorable advertisement has significant effect on Customer buying behavior	Positive	.703	0.004	Supported

H4	Creative advertisement has significant effect on Customer buying behavior	Positive	.443	0.001	Supported
H5	Honest advertisement has significant effect on consumer buying behavior	Positive	.740	0.000	Supported
H6	Impressive advertisement has significant effect on consumer buying behavior	positive	.133	0.003	supported

[Source: Own Survey, 2021

5. CHAPTER FIVE

5.1. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.2. Summary

This chapter presents a summary of the major findings from the study as presented in the previous chapter. Conclusions and Recommendations are then presented based on the findings of the study. The chapter ends with suggested areas in which further research can be undertaken.

Summary of major findings

- Based on the descriptive analysis of the study, Among the participants the proportion of both female and male respondents is almost equal, female respondents were 164 (52.1%) and the rest 151 (47.9%) were male. In terms of the age of the majority of the respondents 136 (50.7%) was found to be within the age range of 18-30 age range. This reflects the fact that many of diaper buyers are the youngsters. And 61 (29.4%) respondents were also found in the age range between 31 – 40 years. 11(3.5%) respondents were on the age between 40 and 60.
- Majority of the respondents 156 (49.52%) chose the television advertisement mode to be influenced on their buying behavior and next 105(33.33%) selected the radio ad mode and the rest 54 (17.15%) prefer the newspaper mode of advertisement.
- Correlation analysis is conducted to analyze the relation between variables. And as the result of correlation matrix indicate, there is positive and strong relationships between the variables.
- . The highest relation was found between attention grabbing advertisement and overall customer buying behavior ($r = 0.814$) whereas the least was between memorable advertisement and consumer buying behavior ($r = 0.264$).

5.3. Conclusion

The purpose of the study is was to investigate the impact of TV advertisement on consumer buying behavior

From the finding of the study it can be conclude that

- To investigate the impact of tv advertisement on consumer buying behavior in the case of canbabe dipper. from the finding the study we can conclude that simply to understand advertisement, creative advertisement ,attention grabbing advertisement has significant effect On consumer buying behavior.
- Based on the result of correlation analysis all the hypotheses listed for this study are acceptable.
- According to the result most of the respondents choose TV ads and are more influenced by television advertisements

5.4. Recommendation

Based on the finding and conclusion of the study the following recommendation are forwarded

- Finding number one show that Television advertising is preferred by a customer over other ads .so the study recommended that advertisers should use more television advertisement in order to get new customers and also they can crate loyalty.
- From the finding number two we can see that Simple advertisement can understand by customers than Complex ads. The study recommend that making advertisement massage simple helps the customers to understand the massage easily so understanding the massage lead the users to decide to buy the the product.
- Finding number three show that Creative advertisement message influences users to decide to buy the product so the study recommend that making unique advertisement by adding some creative idea helps to attract customers mostly unique advertisement has the power to attract customer and these lead the customer to buy the product.
- From the finding number four it is clearly see that Memorable Advertisement can influence

users to decide to buy the product .so the study recommend that making more memorable advertisement helps the company to be remember by the users and the users more emphasis to the product and these lead them to buy the product.

- From the finding number five it is clearly see that Making attention grabbing advertisement helps the company to get the attention of the users and it helps the company to get more viewers of the advertisements than contestant.

- From the finding number six it is clearly see that Honest advertisement has significant relation with customer buying behavior. So the study recommend that to make the advertisement honest and also making exception and the reality of must be equal it helps the company to have place in customer if it has honest advertisement

REFERENCE

- Aaker and David A. (1978). *The Social and Economic Effects of Advertising in Consumerism: The Search for the Consumer Interest*, 3rd edition, New York: Sage Publication Inc.
- Abiodun, A. O. (2011). *The impact of advertising on sales volume of a product*. Starcomms Plc.,Nigeria
- Adjuggler . (2008). Guide to Online Advertising. *Journal of Interactive Marketing*, 14(1),38-48. Retrieved from [http:// www.adjuggler.com/docs/AdJuggler . guide to online adv.pdf](http://www.adjuggler.com/docs/AdJuggler_guide_to_online_adv.pdf)
- Adeolu B ,Ayanwale ,Taiwo Alimi and MatthewA.Aynabimipe (2005).*The influence of Advertising onConsumer Brand Preference*.Journal of social sciences .Vol. 10, 1. No 1: pp. 9 -16
- Anil, K. & Dick R. (1995). Empirical generalizations about the impact of advertising on price Sensitivity and price. Retrieved from [http// www .pusonline.informs.org/ doi /abs/10.1287/mksc.14.3.G151](http://www.pusonline.informs.org/doi/abs/10.1287/mksc.14.3.G151)
- Arens, Williams F. (1996). *Contemporary Advertising*. USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company

Biel, A. L. and King, S. (1990). *Options and opportunities for consumer businesses; Advertising During a recession*. The WPP center for research and Development. Dublin.

Bovee, L. C., Thill, V. J., Dovel, G. P., & Wood, M. B. (1995). *Advertising Excellence* London: Mc Graw Hill

Brassington and Pettitt S (2001) *Principle of Marketing*, 3rd edition, Pearson Education, Prentice Hall: England

Brucks, M., Armstrong, G. M., & Goldberg, M. E. (1988). *Children's use of cognitive Defenses Against television advertising: A cognitive response approach*. Journal of Consumer Research, 14, PP. 471-48

Ciadvertising. (2007) Hierarch of -Effects models, (online articles

[http://www.ciadvertising.org/studies/97 fall theory/hierarchy/modern.html](http://www.ciadvertising.org/studies/97%20fall%20theory/hierarchy/modern.html).

2007-04-26

Colley and Russell H. (1984). *Defining Advertising Goals for Measured Advertising Results*. New York: Association for National Advertisers

Demetrios, V. & Tim. (1999). *How advertising works: What do we really know*. Journal of Marketing, Pg.26 .Jan 1999:63, 1:ABI/INFORMGLOBAL.

Dinu, G. and Dinu, L. (2012). The Impact of Advertising on Consumer Behavior in Resita City Population', Annals of DAAAM & Proceedings of the 23rd International DAAAM Symposium, 23(1), 2-8.

Edell. Julie, A. & Kelvin, L. K. (1989, 26th May). *The information processing of coordinated Media.Campaigns*. Journal of Marketing Research, 26 (May), 149-163

Fletcher,w(2010).Advertising: A very short introduction .New work ,NY :Oxford University Press Inc.

Greenwald, A.G. & Leavitt, C. (1984, 11th June). *Audience involvement in Advertising: Four Level* , Journalon ConsumerResearch, 11 (June), 581-592

George E Belch & Micheal E Belch,1995).Introduction to advertising and promotion ;An Integrated marketing communication perspective ,Chicago ;Irwin

Ikpefan, O.A. Owolabi, F. & Agwu M.E. (2014). Working Capital Management and Profitability of the Manufacturing Sector .An Empirical Investigation Of Nestle Nigeria Plc. and Cadbury Nigeria Plc.European Journal of: Business and Social Sciences (EJBSS); Volume 3, Issue 06, pp. 23-3 September 2014.

Jason, L. (2015). Why TV is still most effective advertising medium. Retrieved from <http://www.adweek.com/n-advertising-branding/why-tv-still-most-effective-advertising-medium-165247>

Jobber, D.,(2004) *Principle and practice of marketing* ,4th Ed ,Linda karlsson McGraw Hill Education ,England :Berkshire

Katke, K. (2007). The Impact of Television Advertising on Child Health & Family Spending. International Marketing Conference on Marketing & Society.

Kenneth, E. Clow. & Donald, B. (2010). *Integrated Advertising Promotion and Marketing* . (14th ed.). Pearson Education Inc. Upper 1. Saddle River: *Communications* New Jersey.

Kotler, P. and Keller, K.L. (2012). *Marketing Management Millennium Edition*, 14th ed. Upper Saddle River: New Jersey Prentice-Hall, Inc.

Kothari,C.R.(2004) *Research Methodology. Method and techniques*.2nd revised., New Age International (p) Ltd. Publishers

- Kyla, R.N. & Kate, M.D. (2010). Michigan Health System. Retrieved from <http://www.med.edu/yourchild/topic/toilet.htm> Vol 20, Number 1.1991, pp4-17).
- Laura, M. B. & Robert E.S. (1991). *The role of consumer involvement in determining Cognitive response to broadcast* .Journal of advertising
- Latif, Abdul and Abideen, Zain Ul. (2011). Effects of Television Advertising on Children: A Pakistani Perspective. European Journal of Economics, Finance and Administrative Sciences.
- Lavidge. R. J, Stenier. G.A., (1961) *A model of predictive measurement of advertising Effectiveness*. journal of marketing. 1.52,p.59-62
- Makay., (2005) *The practice of advertising* .5th Ed, Elsevier Butterworth-Heinemann, Sydney: Australia.
- Mehta, A. (2000). *Advertising attitudes and advertising effectiveness*. Journal of Advertising Research, 40: 6772
- Maria Josephine W., T. Devasenathipathi and Parameswaran S. (2008). Customer Attitude towards Advertisement with Special Reference to Airtel and H Brand. Journal of Consumer Behavior. 3(2), 7 – 16.

Marshall, T. (2011) *A History of Communications: Media and Society from the Evolution of Speech to the Internet* New York: Cambridge

Mugenda, A. (2008). *Social Science Research: Theories and Principles*. Nairobi: Acts Press.

M. Bansal and S. Gupta (2014). Impact of Newspaper Advertisement on Consumer Behavior: *Global Journal of Finance and Management*. 6(2), 669 - 674

Palda. K.S.(1996). The Hypothesis of hierarchy of effects: a partial evaluation, *Journal of marketing research*, Vol.3 NO 13,PP.13-24.

Smith, E.G., Meurs, L. & Neijens, P.C. (2006). Effects of Advertising Likeability. A 10-Year Perspective, *Journal of Advertising Research*, 46, 1 (2006): 73-83.

Schultz, E.D. & Tannenbaum, I. S. (1988). *Essentials of Advertising Strategy*, 2nd ed. West Touhy Avenue: National Text Books Company

Vakrtasas,D., Ambler,T, (1999),How advertising works: what we really know? *Journal of marketing*,vol.63 NO.1,PP.26-43 Prentice-hall

Vivekantahan ,M.V.,(2010).A Study of an influence of advertisement on consumer brand Preference(special reference To soft drink market,pp.1-13

APPENDEX

St. Mary's University

Department of Marketing Management Master's Program

A survey Questionnaire to be filled by consumers of Canbebe diaper

Dear Respondent,

This questionnaire is designed to carry out a research on The Impact of Tv Advertising on Consumer Buying Behaviour in The Case of Canbebe Diapers and its main purposes are: to find The Impact of Tv Advertising on Consumer Buying Behaviour in The Case of Canbebe Diapers and as partial fulfillment of the requirements for the Master's of Marketing Management.

The data will be used only for academic purpose and your response is not forwarded to other third party and it is kept confidential,

please answer each question with no fear of consequence. No need of writing your name I thank you in advance for your cooperation.

APPENDIX I: QUESTIONNAIRE

Part 1: Respondents Profile

Please put a "✓" mark in the appropriate space to indicate your answer.

1. Gender

1. Male

2. Female

2. Educational Qualification

1. Twelve and below

2. Diploma

3. Bachelor

4. Masters

5. PHd and above

3. Age:

1. 18-30

2. 31-45

3. 46-60

4. Above 60

4. Marital status

1. Single

2. Married

3. Divorced

5. By which mode of advertisement are you getting attached?

1. Television Advertisement

2. Radio Advertisement

3. Newspaper Advertisement

6. How often you recommend Canbebe diaper after watching its advertisement?

1. Rarely

2. Frequently

3. Very Frequently

4. Never

Part 2: Advertisement Impact Assessment

Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views.

Strongly Disagree (1), Disagree (2), neither Disagree nor Agree, (3), Agree (4) and Strongly Agree (5).

No.	Parameters	1	2	3	4	5
1	Simple to Understand Advertisement					
1.1	The advertisement message is simple to understand as a result it helps me to decide to buy the product.					
1.2	The advertisement message is easy to understand.					
1.3	The facts in the ad convince me to different features of the products.					
1.4	Since the ad is very clear, I can understand what the ad is all about.					
2	Attention Grabbing Advertisement	1	2	3	4	5
2.1	The advertisement message is attention grabbing as a result it influences me to decide to buy the product.					
2.2	This ad is better than other ads that have the same message.					

2.3	I believe the ad has a high degree of visual magnetism.					
2.4	Everytime I look this ad it makes me comfort.					
	Memorable Advertisement	1	2	3	4	5
3.1	The advertisement message is memorable as a result it influences me to decide to buy the product.					
3.2	The ad always reminds me how to have better lifestyle.					
3.3	Since the ads are so strong, they do sticks in my brain for long time.					
3.4	Mostly I discuss the ad message with my friends after viewing it.					
4	Creative Advertisement	1	2	3	4	5
4.1	The advertisement message is creative as a result it influences me to decide to buy the product.					
4.2	Creative advertisement is the only tool in increasing consumers buying appetite.					
4.3	Great advertisement is the creative expression of understanding the market needs.					
4.4	The ads of Canbebe diaper have new features.					
5	Honest advertisement	1	2	3	4	5
5.1	The advertisement message is honest as a result it influence me to decide to buy the product					
5.2	The ad creates relevant picture of the product that it in reality					
5.3	Reliable ad give room for market comparison					
5.4	Since ads are always realistic .i can consider them as a honest information source.					

	Impressive advertisement					
6.1	The advertisement message is impressive as a result it helps me to decide to buy the product	1	2	3	4	5
6.2	An impressive ad motivates the consumer for purchasing products					
6.3	New impressive advertisement message is simple to understand as a result it helps me to decide to buy the product					
6.4	I believe there is always real information behind impressive advertisement					

	Consumer Buying Behavior Assessment	1	2	3	4	5
1	I am happy being the consumer of Canbebe diaper.					
2	I believe in advertisement because it helps to get facts.					
3	The ads of Canbebe diaper played a key role on the buying of quality diaper products.					
4	Regular ads of Canbebe diaper enable it in winning the market competition.					
5	New ad of a service is a sign of new offers.					
6	There is positive relationship between advertising and consumers buying behavior.					

ቅድስት ማርያም ዩንቨርሲቲ
ማርኬቲንግ ማኔጅመንት የትምህርት ክፍል

የካንቤቢ የሽንት ጨርቅ ተጠቃሚዎች የሚሞሉበት መጠየቅ

ውድ መልስ ሰጪ፤

ይህ መጠየቅ የተዘጋጀው የተጠቃሚዎች መግዛት ባህሪ ላይ የቴሌቪዥን ማስታወቂያ ያለውን ተፅዕኖ ምርምር ለማካሄድ ሲሆን ጥናቱ የሚያተኩረው በካንቤቢ የሽንት ጨርቅ ጉዳይ ላይ ነው። ፆና ሞና ዓላማዎቹም በተጠቃሚዎች ግዢ ባህሪ ላይ የቴሌቪዥን ማስታወቂያ ተፅዕኖ ለማግኘት እንዲሁም የማስተርስ ማርኬቲንግ ማኔጅመንት መስፈርቶች በከፊል መፈፀም ነው። መረጃው ጥቅም ላይ የሚውለው ለትምህርት ዓላማ ብቻ ሲሆን የእርስዎ ምላሽ ለሌላ ሶስተኛ ወገን አይተላልፈም እንዲሁም የሚቀርበውም በሚስጢራዊነት ይሆናል፤ እባካችሁ እያንዳንዱን ጥያቄ ምንም ዓይነት ፍርሃት ሳያድርባቸው መልስ ሰጡ። ስምህን መጻፍ አያስፈልግህም፤ ላደረጋችሁት ትብብር አስቀድሜ አመሰግናለሁ።

ተጨማሪክፍል- መጠይቅ

ክፍል I -መልስ ሰጪዎቹ ፕሮፌሰሮች

እባክዎ መልስዎን ለመጠቀም “√” ምልክት በተገቢው ቦታ ያስቀምጡ.

1. ያታ

1. ወንድ

2. ሴት

2. የትምህርት ብቃት

1. አሥራ ሁለት እና ከዚያ በታች

2. ዲፕሎማ

3. ባችለር ዲግሪ

4. ማስትረስ

5. የዶክትሬት ዲግሪ እና ከዚያ በላይ

3. ዕድሜ:

1. 18-30

2. 31-45

3. 46-60

4. ከ60 አመት በላይ

4. የጋብቻ ሁኔታ

1. ያላገባ

2. ያገባ

3. የተፋታ

5. በየትኛው የማስተዋወቂያ ዘዴ እርስዎ ይሳባሉ?

1. የቴሌቪዥን ማስተዋወቂያ

2. የራዲዮ ማስተዋወቂያ

3. የጋዜጣ ማስተዋወቂያ

6.የካንቤቢ ሸንት ጨርቅ ማስታወቂያ ከተመለከቱ በኋላ ምን ያህል ጊዜ ሞክረውት ያውቃሉ

- 1.ከስንት አንዴ
- 2.ብዙ ጊዜ
- 3.በጣም ብዙ ጊዜ
- 4.በፍጹም

ክፍል2 :ማስታወቂያ ተፅዕኖ ግምገማ

እባካችሁ የሚከተሉትን መግለጫዎች በተመለከተ ያላችሁን የግል አመለካከት በተቻለ መጠን ትክክለኛ በሆነ መንገድ ግለጹት።በብሎክ ውስጥ የእርስዎን አመለካከት በተሻለ የሚያንፀባርቅ "√" ያድርጉ።በፍፁም አልሰማም(1)፣አልሰማም(2)፣(3)፣እስማማልሁም አልሰማምም (አስትያያት የልኝም)፣እስማማልሁ (4) እና በጣም እስማማልሁ(5).

ተ.ቁ	ፕራምሜርስ	1	2	3	4	5
1	ማስተዋወቂያው ለመረዳት ቀላልነው					
1.1	የማስተዋወቂያ መልዕክት ለመረዳት ቀላል ነው በዚህም ምክንያት ምርቱን ለመግዛት ለመወሰን ይረዳኛል.					
1.2	የማስተዋወቂያ መልዕክት ለመረዳት ቀላል ነው					
1.3	በማስታወቂያው ላይ የቀረቡት እውነታዎች የተለያዩ የምርቶቹን መለያ ፀባዮችን የሚያሳምንነው					
1.4	የማስታወቂያው በጣም ግልጽ በመሆኑ ስለ ምን ጉዳዩ እንደሆነ መረዳት ችያለሁ					
2	ትኩረት የማስያዝ ማስታወቂያ	1	2	3	4	5
2.1	የማስተዋወቂያ መልዕክት ትኩረትን የሚስብ ነው በዚህም ምክንያት ምርቱን ለመግዛት እንድወስን ተፅዕኖ ያደርጋል?					
2.2	የማስታወቂያዎች መልዕክት ከሌላ የተመሳሳይ መልዕክት ካላቸው ማስታወቂያዎች የተሻለ ነው?					
2.3	የማስታወቂያው ምስል ከፍተኛ ደረጃ የሚስብ እይታ እንዳለው አምናለሁ።					
2.4	ሁልጊዜማስታወቂያውንየሁቁጥርምቶትይሰማኘል					

	የማይረሱ ማስታወቂያዎች	1	2	3	4	5
3.1	የማስታወቂያው መልእክት የማይረሳ ነው፤ በዚህም ምክንያት ምርቱን ለመግዛት እንድወስን ተጽዕኖ አሳድሮብኛል።					
3.2	ይህ ማስታወቂያ የተሻለ አድጋኝ እንዴት መምራት እንደምችል ሁልጊዜ ያስታውሰኛል።					
3.3	ማስታወቂያው በጣም ጠንካራ በመሆኑ ለረጅም ጊዜ በአንጎሌ ውስጥ ተቅርጻል።					
3.4	አብዛኛውን ጊዜ የማስታወቂያውን መልእክት ካየሁ በኋላ ከጓደኞቼ ጋር እወያያለሁ።					
4	የፈጠራ ማስታወቂያ	1	2	3	4	5
4.1	የማስተዋወቂያው መልዕክት የፈጠራ ችሎታ ያለው በመሆኑ ምርቱን ለመግዛት እንድወስን ተጽዕኖ ያሳድሮብኛል.					
4.2	ፈጠራ የታከለበት ማስታወቂያ የደንብኘን የመግዛት ፍላጎት የሚጨምርብኝ ነው።					
4.3	ማስታወቂያ የፈጠራ አገላለጽ ሲኖረው የገበያውን ፍላጎት ለመረዳት ይረዳል					
4.4	የካንቤቢ ሽንት ጨርቅ ማስታወቂያ አዳዲስ ገጽታዎች አሉት.					
5	ሐቀኛ ማስታወቂያ					
5.1	የማስተዋወቂያ መልዕክት ሐቀኛነው በዚህም ምክንያት ምርቱን ለመግዛት ለመወሰን እንድወስን ተጽዕኖ ያደርጋል					
5.2	የማስተዋወቂያ የምርቱን ትክክለኛ ገፅታ ያሳያል					
5.3	ሊታመን የሚችል ማስታወቂያዎች ለገበያን ፅርቦታ ይሰጣሉ					
5.4	የማስታወቂያ ሁሌም እውነታውን ያገናኝበት ሆኖ ለመረጃ ምንጭ ልቆ ጥራቱን አሳይቶ ሊሆን ይችላል					
6	አስደናቂ ማስታወቂያ					

6.1	የማስተዋወቂያ መልዕክት አስደናቂ ነው በዚህም ምክንያቱን ምርቱን ለመግዛት ለመወሰን ይረዳኛል					
6.2	አስደናቂ ማስታወቂያ ሸማቹ ምርቶችን እንዲገዛ ያነሳሳዋል					
6.3	አዳዲስ አስደናቂ መልዕክት ያለው ማስታወቂያ ለመረዳት ቀላል ነው በዚህም ምክንያት ምርቱን ለመግዛት ለመወሰን ይረዳኛል					
6.4	አስደናቂ ከሆነ ማስታወቂያ በስተጀርባ ምንጊዜም እውነተኛ መረጃ እንዳለ እሰባለው					

የተጠቃሚ ግዢ ባህሪያት ግምገማ

1	የካንቤቢ የሸንት ጨርቅ ሸማች በመሆኔ ደስተኛ ነኝ...					
2	በማስታወቂያ አምናለሁ ምክንያቱም እውነታውን ለማወቅ ይረዳል።					
3	የካንቤቢ የሸንት ጨርቅ ማስታወቂያ ጥራት ያለው ምርቶች በመግዛት ረገድ ቁልፍ ሚና ተጫውቷል.					
4	በየጊዜው የሚነገሩ የካንቤ የሸንት ጨርቅ ማስታወቂያዎች የገበያ ውድድርን ለማሸነፍ ያስችሉታል።					
5	አዲስ ማስታወቂያ የአዲስ አገልግሎት ግብይት ምልክት ነው.					
6	በማስታወቂያ እና በሸማቾች በመግዛት ባህሪ መካከል አዎንታዊ ግንኙነት አለ.					