



**St. Mary's University
School of Graduate Studies
MBA Program**

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

BY: LEYLA SHEMSU

May, 2022

Addis Ababa, Ethiopia

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BY

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ID.SGS/0356/2013A

**A Thesis submitted to Department of St Merry University in Partial
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ADVISOR

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May, 2022

Addis Ababa, Ethiopia

ST. MARY'S UNIVERSITY
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Statement of Declaration

I, the undersigned, declare that the research report entitled “The effect of advertising on consumer buying behaviour in the case of DSTV in Addis Ababa” is my original work, prepared under the guidance of Ephrem Assefa (Ph.D). All sources of materials used for the research report have been duly acknowledged.

LEYLA SHEMSU

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May, 2022

Table of Contents

Statement of Declaration.....	iv
List of tables.....	vii
List of figures.....	viii
Acknowledgement.....	ix
List of Abbreviations and Acronyms.....	x
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.3. Statement of the problem.....	3
1.4. Research question.....	5
1.5. Objectives of the Study.....	5
1.5.1. General objective.....	5
1.5.2. Specific objectives.....	5
1.6. Significance of the Study.....	6
1.6. Scope of the Study.....	6
1.8. Organization of the Study.....	7
CHAPTER TWO.....	8
RELATED LITERATURE REVIEW.....	8
2.1 Advertising.....	8
2.1.1 The concept of advertising.....	8
2.1.3 Objectives of advertising.....	9
2.1.4 Importance of advertising.....	10
2.1.5 Characteristics of advertising.....	13
2.1.6 Role of advertising in society:.....	14
2.1.7 Media advertng models.....	14
2.2 Consumers' Buying Behaviour.....	18
2.3 Conceptual framework of the study.....	27
CHAPTER THREE:.....	30
RESEARCH METHODOLOGY.....	30
3.1 Introduction.....	30
3.2 Research approach.....	30
3.3 Research design.....	30
3.4 Source of Data and data collection instruments.....	30

3.5	Population, sample size and sampling techniques	31
3.5.1	Population	31
3.5.2	Sample size.....	31
3.5.3	Sampling technique.....	32
3.5.4	Reliability and validity of data collection instruments.....	32
3.6	Method of Data Analysis	33
3.7	Ethical considerations	33
CHAPTER FOUR.....		34
DATA PRESENTATION, ANALYSIS AND DISCUSSION		34
4.1	. Introduction	34
4.2	. Reliability Test.....	34
4.3	. Descriptive analysis	35
4.3.1	. Demographic Profile of Respondent.....	35
4.4	. RESULT AND DISCUSSION	37
4.4.1	Result of the Descriptive Statistics	37
4.4.2	Descriptive Statistics of Variables	39
4.4.2.2	Descriptive Statistics of Print Media.....	41
4.4.2.3	Descriptive Statistics of Broadcast Media	42
4.4.2.4	Descriptive Statistics of Consumers' Internet Media.....	43
4.4.2.5	Descriptive Statistics of Consumer Buying Behaviour.....	43
4.5	. Correlation analysis.....	44
4.5.1	Assumption Testing for Regression Analysis	46
4.6	Regression Analysis	51
4.6.1	Multiple Regressions.....	51
4.6.3	Coefficients Matrix	52
4.6.4	Hypothesis Testing and Interpretation of Results	54
4.7	Discussion	54
CHAPTER FIVE.....		57
SUMMARY, CONCLUSIONS AND RECOMMANDATIONS		57
5.1	Introduction	57
5.2	Summary of Findings	57
5.3	Conclusion.....	58
5.4	Recommendation.....	59
5.5	Future studies	60

Bibliography.....	61
Appendix I.....	65

List of tables

TABLE 4.3 1 GENDER OF RESPONDENTS	35
TABLE 4.3.2	35
TABLE 4.4. 1LENGTH OF TIME RESPONDENTS USES DSTV PRODUCTS.....	38
TABLE 4.4 2.....	39
TABLE 4.4. 3 DESCRIPTIVE STATISTICS OF PRINTED MEDIA	41
TABLE 4.4 3 DESCRIPTIVE STATISTICS OUTDOOR MEDIA.....	40
TABLE 4.4 4.....	41
TABLE 4.4 5 DESCRIPTIVE STATISTICS OF BROADCAST MEDIA.....	42
TABLE 4.4 6DESCRIPTIVE STATISTICS OF INTERNET MEDIA	43
TABLE 4.4 7DESCRIPTIVE STATISTICS CONSUMER BUYING BEHAVIOUR.....	44
TABLE 4.5 1GUIDELINE FOR THE PEARSON CORRELATION ANALYSIS.....	45
TABLE 4.5 2CORRELATION ANALYSIS BETWEEN ADVERTISEMENT TYPES AND CUSTOMER BUYING BEHAVIOUR.....	45
TABLE 4.5 3 DISPLAYS THE NORMALITY OF THE VARIABLES USING SKEWNESS AND KURTOSIS.....	47
TABLE 4.5 4 MULTICOLLINEARITY TEST TOLERANCE VALUES AND VARIANCE INFLATION FACTOR.....	49
TABLE 4.5 5AUTO CORRELATION BETWEEN VARIABLES	51
TABLE 4.6. 1 MODEL SUMMARY	51
TABLE 4.6. 2 ANOVA	52
TABLE 4.6. 3COEFFICIENTS MATRIX	52
TABLE 4.6. 4HYPOTHESIS TESTING AND INTERPRETATION OF RESULTS.....	54

List of figures

FIGURE 4. 1 FACTORS INFLUENCED TO USE DSTV SERVICE/PRODUCT 37
FIGURE 4. 2 MODE OF DSTV ADVERTISEMENTS INFLUENCED CONSUMERS 38
FIGURE 4. 3 LINEARITY TEST 47

FIGURE 4.5. 1 HOMOSCEDASTICITY TEST 50

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List of Abbreviations and Acronyms

- **ANOVA** Analysis of Variance
- **CBB** Consumer Buying Behavior
- **OM** Outdoor media
- **PM** Print Media
- **BM** Broadcast Media
- **IM** Internet Media
- **SPSS** Statistical Packages for Social Science

ABSTRACT

This study was undertaken to investigate the effect of advertisement on consumers buying behavior in the case of DSTV in Addis Ababa. The researcher used Quantitative research approach and explanatory design to explain quantitatively the effect of advertisement on consumers buying behavior. Information was gathered via structured questionnaire from a sample of 352 consumers. Advertisement was identified as the independent variable and consumers buying behavior as the dependent variable. Outdoor media, print media, broadcast media, and internet media were considered as sub-dimensions of advertisement. Data obtained from the respondents was then analyzed using descriptive and inferential statistics (correlation and regression analyses). Two-tailed correlation analysis showed that there was a strong positive relationship between outdoor media, print media, broadcast media, and internet media advertisement and consumers buying behavior.

Moreover, the result of multiple linear regression analysis revealed that internet media advertisement contributes the largest effect on consumers buying behavior ($b=0.718$, $p<0.05$) followed by broadcast media ($b=0.224$) and print media ($b=0.149$, $p<0.05$). However, contrary to expectation, the study found the negative effect of outdoor media advertisement on consumers buying behavior ($b=-0.133$, $p<0.05$).

. Based on the result of this research, it is recommended that effective advertisement campaign which includes the aforementioned predictors should be practiced to attract more consumers and to gain competitive advantage against rivals. This research, therefore, adds a new dimension to the body of literature that will help researchers' efforts to understand the effect of advertisement on consumers buying behavior.

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

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Almost every one grows up in the world which is flooded with the mass media, for instance, Television, advertising, films, videos, billboards, magazines, movies, newspaper 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 is a marketing concept which aims to influence the buying behaviour of customers. Whereas consumer behaviour is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want Guolla, (2011). In golden times marketer used different signs and symbols to market their products and to create awareness for the customers. With the advancement and technology development now, organizations focus to use print and electronic media excessively. Use of different marketing promotion strategies has been identified as effective tools of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand Vinod Kumar Bishnoi, (2009).

Advertisements have become a part of our daily lives. There are several literatures that could help define what advertising is. According to Dulin (2016), advertising is a form of communication that aims to inform the public, to make a product or a service known to the public or attempts to persuade a specific group of people or consumers to arrive at a decision to buy certain products or services. According to (Trehan and Trejan 2009), advertising is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. (Russel and Lane 2001) define advertising as a marketing communication tool that is used to convey information about products, services or ideas to a target audience. Kotler (2000) also defines advertising as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. In other words, advertising is a means of informing and communicating essential information, which has become an inevitable tool for success in today's marketing world.

Consumer behaviour is a central part of your life. Any business can get on the road of success if it attracts and retains the consumers with profit, and this goal is achieved when company builds a strong consumer perception for the product or service. Consumer perception plays a crucial role in determining the behaviour of customers. Based on their perception, consumers would feel good and become confident about the product Malik et al, (2014). The goal of investigation of consumer behaviour is to discover patterns of consumers' attitudes in their decision to buy a product or not Matsatsinis and Samaras, (2000).

The study of consumer behaviour 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 behaviour mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behaviour as a producer of goods and services and the consumer's behaviour (Dinu, G. and Dinu, L. 2012).

1.2. Background of the organization

DStv (abbreviation for Digital Satellite Television) is a Sub-Saharan African direct broadcast satellite service owned by MultiChoice. The service launched in 1995 to provide multiple channels and services to their subscribers. Most subscribers are in South Africa and Nigeria, with Kenya, Ghana, Angola, Namibia, Zimbabwe, Zambia, Uganda, Mauritius, Mozambique, Malawi, Tanzania, Lesotho, Ethiopia, the Republic of the Congo, the Democratic Republic of Congo, Gabon, Eswatini and Botswana additionally served by the company.

MultiChoice is a South African company that operates DStv, a major satellite television service in Sub-Saharan Africa and GOtv, a minor service operating in over 9 countries of this area and Show max service. MultiChoice was formed out of the subscriber-management branch of the M-Net terrestrial pay television company, and broadcasts the full range of M-Net channels on the DStv service. The media conglomerate of the same name owns multichoice. One of the subsidiaries of MultiChoice is DStv Now, renamed as DStv App, a service that delivers television transmission to mobile devices such as laptops, smart phones and notebooks.

Formerly, MultiChoice had operations in the Scandinavian, Benelux, Italy, Eastern Europe, Greek & Cypriot regions under the Film net TV service, Egypt under CNE (Cable Network of Egypt),

Middle East under Gulf TV and Arab Radio and Television Network & Thailand under UBC (United Broadcasting Corporation).

In 2020, MultiChoice had a total subscriber base of 20.1 million viewers throughout Africa, and Naspers asserted that MultiChoice was one of the fastest growing pay-tv operators globally.

According to the information the researcher got from brochure which is published by DSTV Company, the vision of DSTV is CARE, CONNECT and CREATE. They put their vision as the following.

- CARE is about doing what's best for everyone – ourselves, our colleagues and most importantly, our customers.
- We CONNECT with others and build lasting relationships through collaboration, communication and clarity.
- The key behaviors that fall under CREATE are curiosity, courage and commitment.

1.3.Statement of the problem

The impact of Advertising is felt all over the globe through newspaper, internet, music, films, videos, magazine, movies and billboards. Among these media, advertising is the one that has lasting impact on viewer's mind, since its exposure is much broader (Katke, 2007).

Advertising plays a very important role in customer's life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

There are numerous advertisements in Media namely broadcast media ads (i.e. TV, Radio and Internet), print media ads (i.e. Newspaper, magazine, brochure, flier/ booklets) and outdoor media ads (i.e. Billboards, kiosks and events/sponsorship) but, the important question for a marketer is "do all these media advertisements positively influence the consumers' buying behaviour" If media advertisement is not create any positive change in consumers' buying behaviour, all the

resources such as money, time and efforts spent on media advertisement will go in vain. Most business institutions do not assess the effect of their advertisement and can't empathize with the persons to whom the advertising is being directed; they do not know how the customers feel about their products or services and how is important their products or services to their target market. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in consumer buying behaviour in the Banking Services (Mylonakis, J., 2008).

Several related studies have been conducted on this area but most of studies concentrated on advertisements in general. Some of these studies attempted to determine the impact of advertisement in manufacturing company (Farashah, 2011), the role of advertising in consumer decision making (Raju, 2002; Kumar, 2003), the effect of media advertising on consumers' buying behaviour in the banking service in the case of Oromia International Bank. The study found that TV has the most powerful influence on consumers' buying behaviour due to the combinations of audio-visual presentations (Melkamu Daba, 2014).

Another study by Meweal N. (2015) investigated the effect of advertisement on consumers buying behaviour in the case of Ethio-Ceramics Private Limited Company. Two-tailed correlation analysis showed that there is a strong and positive relationship between understandable, attention grabbing & honest advertisement and consumers buying behaviour. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behaviour. The result of the multiple regressions shows, understandable advertisement has insignificant contribution on consumers buying behaviour. On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behaviour.

DStv media advertisement that the company doesn't know the effect of media ads on its customers choice behaviours. To the best of the researcher's knowledge, no research was done that shows the effect of DSTV media ads on its customers' choice behaviour in Dstv Company. Filling this gap is believed to be the main contribution of this research.

Recently Ethiopian viewer got a chance to choose from canal+ and Dstv Satellite Television. Canal+ is France's biggest pay-tv company with 20.4 million total subscribers with around 8.6

million of them in mainland France. It is owned by French media conglomerate, Vivendi, which also owns Universal Music Group, the global music corporation, and Gameloft, the game maker.

In this case advertisement plays a great role for consumer to give detail information about the impertinence of each satellite. Other than being as a source of information advertisement can attract the public to something new by providing enough and appealing videos. These promotional videos can have an effect on the consumers to choose the suitable products.

Therefore, this research was examined which media advertising influence customers buying behaviour towards choosing Entertainment channel. In doing this, the existing media advertising practices will be evaluated from various aspects such as Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest So, this study will analyse the effect of the Dstv media ads on its customers' buying behaviour.

1.4. Research question

In line with the above-identified problem, this study attempted to address the following research questions:

1. What is the current level of consumer buying behaviour?
2. What is the effect of outdoor media advertisement on consumers buying behaviour?
3. What is the effect of print media advertisement on consumers buying behaviour?
4. What is the effect of broadcast media advertisement on consumers buying behaviour?
5. What is the effect of internet- media advertisement on consumers buying behaviour?
6. How do advertising characteristic affect consumer buying behaviour?

1.5. Objectives of the Study

1.5.1. General objective

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

1.5.2. Specific objectives

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

1. To assess the current level of consumer buying behaviour
2. To determine the effect of outdoor media advertisement on consumers buying behaviour

3. To investigate the effect of print media advertisement on consumers buying behaviour
4. To test the effect of broadcast media advertisement on consumers buying behaviour
5. To examine the effect of internet-based advertisement on consumers buying behaviour
6. To Determine how advertising characteristic affect consumer buying behaviour.

1.6. Significance of the Study

This study has significant contributions for the management of the organization (DSTV), businesses, and fellow academicians.

- **For the management of the organization:** the study findings help to understand the relationship between advertisement and consumer buying behaviour. It helps to know the type of media advertisement which influences consumer buying behaviour.
- **For businesses or companies:** The result of the study will add value to advertisement agencies, clients and companies. It also provides important evidences on the utilization of media advertisement to influence consumer buying behaviour. Most importantly, the study will help companies and marketers to understand how their utilization of different types of advertisement affect target consumer buying behaviour.
- **For academicians:** The study will serve as a work of reference for those who would like to conduct similar studies in the area.

1.6.Scope of the Study

The scope of the study can be discussed in terms of the issue under investigation (conceptual scope), geographical scope and methodological scope. Conceptually, the study is delimited to investigate the effect of media advertisement on consume buying behaviour. It tries to test the effect of four types of media (namely outdoor, print media, broadcast media and internet advertisements) on consumer buying behaviour. Geographically, the study is delimited to one organization called DSTV branch office which is located in Addis Ababa, Ethiopia. Methodologically, the study attempts to unlock the cause-and effect relationship between advertisement and consumer buying behaviour. Hence, data is gathered via questionnaire survey.

1.7.Limitations of the study

To investigate the effect of advertisement in DSTV consumers in Addis Ababa, more time, cuscus survey and extreme openness from the respondents are required. However, most customers lack openness in reacting to some questions forwarded to them. To achieve the objective of the study, the researcher limited to customers of DSTV users. At last, this research focused on comparative study on assessing Customer buying behaviours' of DSTV in Addis Ababa.

1.8.Organization of the Study

The study was organized into five chapters. The first chapter deals with introduction part of the study and includes background of the study, statement problem, research questions, research objectives, significance of the study and scope & limitations of the study, definition of key terms, organization of the study. Chapter two, deals with the review of the related literature, i.e., theoretical and empirical literature, conceptual framework of the study and research hypotheses. Chapter three explains the research methodology applied for the study. The fourth chapter consists of data presentation, analysis and interpretation. Chapter five presents summary, conclusion and recommendation based on the findings of the study.

1.9. Definition of key terms

- **Advertisement:**

Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor Belch, (2012).

- **Media:**

Media is Very broad that world includes radio, Internet, television, newspapers, magazines, and outdoor billboards. Media is a means of conveying a specific kind of information an advertising message about a product or service to consumers Helen Katz,(2007).

- **Consumer:** A consumer is a person who identifies a need or desire, makes a purchase, and or desire, makes a purchase, and/or disposes of the product Schiffman (2010).

- **Consumer buying behaviour:** The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria, 2008).

CHAPTER TWO

RELATED LITERATURE REVIEW

This chapter consists of three sections. One of these steps is reviewing relevant concepts and theories about advertisement and type advertisement and consumers and consumer buying behaviour. Hence, this chapter reviewed literatures on this topic. This has been organized under three major themes, general concept on the topic, empirical evidence on the topic and observed research gap. At the end of this chapter, the conceptual framework of the study and research hypotheses will be presented.

2.1 Advertising

2.1.1 The concept of advertising

Describes advertising as non-personal communication of marketing related information in a target audience, usually paid for in order to reach the specific objectives of the sponsor. Bennett (2006) defined advertising as a controlled identifiable information and persuasion by means of mass communication media Borden, (2007). Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor Kotler and Armstrong, (2010). Advertising can be done through print media which includes newspaper, magazine, brochures, audio-media for example Radio and Visual media which includes billboards and television Kotler and Armstrong, (2010).

Advertising, in the 1980s, is inescapable, vital and changing part of our lives. But, it in one form or another has been with mankind ever since trading began. Certainly, it was well established in ancient Greece and some actual examples were recovered from under the volcanic ash that preserved the ruins of Pompeii Wilmshurst, (1985).

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

many different kinds of mass media and also now interactive types of media. Advertising is used to persuade and inform people for purchase of product which can include notice, information, and public announcement of for sale of product.

Shah and d'Souza (2009) defines advertising as “paid form of non-personal presentation and promotion of ideas or products by and identifies sponsor.” They further add that purpose of marketing communication is to make buyer to visit a store try a product, purchase it regularly and recommended it to the friends. However, advertising core purpose is not only persuading and to inform, but also to create relationship in order to generate sales. Advertising is a helping tool to develop a long-term relationship between the product and the market and it aid in generating quick sales by reaching beyond geographical boundaries in motivating the purchase of the product. Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising Wilmshurst, (1985).

2.1.3 Objectives of advertising

Advertising is to inform about new products, suggests a new use of the product, inform on changing prices of products and explains how the functioning of the product (Novak, 2011). The primary objective of advertisers is to reach prospective customers by influencing their awareness, attitudes and buying behaviour to elicit or keep their interest to the product (Dulin, 2016). According to Kotler and Keller (2012), advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. It serves as guidelines for the planning and implementation of the entire advertising program. Fatima and Lodhi (2015) stated that, people are highly affected by the advertisements and organizations are trying to target the masses of the people by focusing on techniques of the advertisement, which fit best with their products. The specific objectives of an advertising campaign may adopt many forms as summarized below (Bendixen, 1993; Kotler and Keller, 2012).

- **Informative advertising** focus to create brand awareness and knowledge of new products, brand or new features of existing products.

- **Persuasive advertising** focus to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.
- **Reminder advertising** focus to stimulate repeat purchase of products and services.
- **Reinforcement advertising** focus to convince current purchasers that they made the right Choice

2.1.4 Importance of advertising

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labour organizations have also used advertising to make their viewpoints known to the public at large (Singh, 2012).

According to Rahman (2012), advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent.

Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass.

Communication to inform consumers of the choices available to them. We are all Influenced with advertisements in our day-to-day life. Its forms and contents both are well liked amongst consumers. In other words, advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes.

Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied

upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action (Singh, 2012).

For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens, Schaefer & Weigol, 2009).

According to Singh (2012), advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers' salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmed, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse (Singh, 2012).

The role of advertisement changes unto what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behaviour and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this

view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996, as cited by Vivekananthan, 2010).

Advertising has become an essential marketing activity in the modern era of large-scale production and serve competition in the market. It performs the following functions (Martin Khan 2006).

- 1. Promotion of sales:** It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.
- 2. Introduction of new product:** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.
- 3. Creation of good public image:** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
- 4. Mass Production:** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
- 5. Research:** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.
- 6. Education of people:** Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.
- 7. Support to press:** Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower

rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Door darshan and Zee TV insert ads before, in between and after various programmers and earn millions of rupees through ads. Such income could be used for increasing the quality of programmers and extending coverage.

2.1.5 Characteristics of advertising

The following are the basic characteristics of advertising campaign may adopt many forms as summarized below (Kotler and Keller 2012).

- 1. Communication:** Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
- 2. Information:** Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.
- 3. Persuasion:** The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
- 4. Profit maximization:** True advertising does not attempt at maximizing profits by increasing the cost but by promoting the sales. This way it won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.
- 5. Non-Personal Presentation:** Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.
- 6. Identified Sponsor:** A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.
- 7. Consumer Choice:** Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.
- 8. Art, Science and Profession:** Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organized knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

9. Element of Marketing Mix: Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

10. Element of Creativity: A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

2.1.6 Role of advertising in society:

Advertising is the integral part of every day's life. It is a pervasive method of marketing in society. Though the methods by which marketers advertise have changed over the decades, the role and purpose of advertising has changed over the period of time. Without advertising modern society cannot survive. Advertising is useful to society in following ways (Suprgeon. C., 2008).

Effective communication is crucial to the organization and advertising is an important tool which is used to gain communication success. Advertising executes several important communication functions in order to attain the organization's promotional aims (Shimp, 2007). Role of advertisement is to carry message to the far distances. It is important to target the scatter mass audience and society as it proved to be very essential tool in enhancing the sales of the brand (Abiodun, 2011). The major aim of advertising is to create positive attitude towards the advertisement and the brand until a consumer purchase that product and through this positive attitude create emotional response in the mind of a consumer (Goldsmith and Lafferty, 2002).

2.1.7 Media advertising models

An advertising model is the strategic use of an advertising medium, with the goal of reaching a specific target audience. An advertising medium is the type of media or vehicle the advertising is placed on. Understanding the target market helps to create an effective message and helps to determine the appropriate advertising medium. In order for a model to be effective, you must clearly understand the advantages and limitations of each medium (Burnett, 2002).

Successfully convincing people to buy products through the cunning use of advertising may seem like a lot of hocus pocus, but there's actually some psychological science behind this persuasive art form. While there's no cookie-cutter formula to follow in the world of advertising, an

advertising model is the next best thing. Marketers refer to advertising models to evaluate the effectiveness of their content before launching an ad campaign (Katz.h 2007).

Advertising models serve as blueprints to help marketers create persuasive ads, whether for print, TV, radio or online outlets. There are two popular advertising models namely AIDA (Awareness, Intention, Desire, and Action) and DRIP (Differentiate, Remind, Inform, and Persuade/ (Kelley.L, Jugenheimer. D., and Sheehan. K.,2015). According to [Crazy Egg \(2013\)](#), AIDA stands for Attention, Interest, Desire, and Action, which is the process customers go through before they decide to buy a product. On the other hand, DRIP calls attention to the actions marketers need to take to seal the deal: Differentiate Remind, Inform, and Persuade.

You can use both to help guide your advertising campaign by simply paying attention to which AIDA and/or DRIP step you accomplish with every strategic decision. AIDA and DRIP often – but not always – coincide with each other. For example, when you're first capturing someone's "attention," you'll want to also "differentiate" your product from the competition by explaining what makes you unique. Then, when they show an "interest" in your type of product or service, you'll want to "remind" them that you exist, and so on.

Should you run an ad campaign that accomplishes all four steps of both AIDA and DRIP in one single commercial, radio spot or print ad? That's a strategic decision to discuss with your team. It's certainly possible for one advertisement to have such a profound impact that it accomplishes AIDA and DRIP from start to finish (such as the infamous Sarah McLachlan SPCA commercials). However, you can also take a more long-term approach and release ads that focus solely on gaining attention, followed by more ads that build momentum and cultivate interest, etc.

2.1.1.1. The DAGMAR Advertising Model

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results, and it's associated with a slight twist on the AIDA model called ACCA: Awareness, Comprehension, Conviction, and Action. However, DAGMAR takes AIDA/ACCA a step further by emphasizing the need for effective goal setting (Colley, 1984).

According to Marketing, the first DAGMAR step is to decide exactly what you want to achieve through the advertising communication process and how you will measure whether or not it has been accomplished. You'll also need to decide how long the advertisement should run.

Next, determine who your target audience is and what kind of current attitudes or perceptions they currently have about your brand. Then, decide what you want their new attitude or perception to be after they've seen your advertisement. This will help you determine how to use advertising as a means of communication – and it's where AIDA or ACCA come into play. Your advertisements will communicate different information for consumers in the Awareness stage versus consumers in the Action stage. Once you've pinpointed this information, all you need to do is create advertising copy that seems capable of achieving all of your established goals.

2.1.1.2. The Product Life Cycle Model

According to Marketing Insider, the Product Life Cycle (PLC) model of advertising includes four stages: introduction, growth, maturity, and decline, but with a little ingenuity, many products can be reinvented and re-marketed in order to avoid a decline. The PLC requires you to plan out a big-picture strategy and put it on a timeline so that you're prepared to take action whenever the market response allows the product to transition from one stage to the next. You'll know which stage you're in based on the price of the product, number of sales, number of distribution channels, and number of competitors.

When a new product is introduced, it needs to get in front of as many eyes as possible. This initial advertising push could use TV, radio, print ads, pay-per-click ads, search engine optimization, events and sponsorships to introduce the product and the brand. You can start adding social media marketing, influencers and affiliates in the growth stage to generate more interest and build some trust. By the time your product enters the maturity stage, your advertising campaigns can focus on competitor differentiation, and you can add promotional sales, customer loyalty programs and other re-marketing techniques to your strategy.

2.1.1.3. The Ehrenberg Model (ATRN)

Andrew Ehrenberg (1974) took a scientific approach to advertising after observing that consumers were not very adventurous in their purchases. He noticed that when they were happy

with a product, consumers tended to fall into the habit of buying that same product over and over again, even if it wasn't necessarily perfect. However, eventually they might get dissatisfied with their usual product and start looking for an alternative.

Contrary to other advertising theories, Ehrenberg doubted whether advertisements really persuaded consumers to make purchases. According to Steve Raybould, Ehrenberg believed curiosity was another strong factor that might cause consumers to try out a product, and that if the product was worthy enough, they would buy it again.

Ehrenberg's model is sometimes referred to by the acronym ATRN, which stands to the stages of behavior he outlined: Awareness, Trial, Reinforcement, Nudging. Ehrenberg believed that advertising was responsible for generating "awareness" in a product, but that consumers could decide to try or "trial" a product for multiple reasons –not just because the advertisement was so compelling. Advertisement could also play a role in "reinforcing" the positive experience consumers had during their product trial, and "nudge" them to make a repeat purchase.

Additional Advertising Models

Other notable advertising models worth exploring include:

2.1.7.4. Maslow's Hierarchy of Needs: Focus advertising messages on how a product improves basic needs like safety or health in order to reach the broadest audience.

2.1.7.5. Visibility, Identity, Promise, Single-mindedness (VIPS): David Bernstein (1955) recommends all advertisements have excellent "visibility," portray a clear "identity" and "promise," and maintain "single mindedness."

2.1.7.6. The Decision-Making Process (DMP): Closely related to the Ehrenberg model, the DMP begins when a consumer recognizes a need for a product and seeks out information. From there, the consumer evaluates each choice before ultimately making a purchase Andrew Ehrenberg (1974).

2.1.7.7. Means-End Chain Theory: This advertising model emphasizes portraying product features that impart specific benefits, which in turn speak to the consumer's value system. For example, a product that advertises "whole grain ingredients" implies a health benefit, which makes the consumer feel like they'll live a more active and fulfilling life. There's no right or wrong model to use for advertising. Instead, try a few and find one that makes the most sense to

you in order to gain the most benefit. Try to stay open-minded, however. You might find that using a different approach gives you an illuminating perspective if you ever feel stuck (March, 1991).

2.2 Consumers' Buying Behaviour

2.1.2. The concept of consumer buying behaviour

A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages of the consumption process. In many cases, however, different people play a role in this sequence of events. The purchaser and user of a product might not be the same person, as when a parent picks out clothes for a teenager (Solomon M. R., 2017).

Consumer buying behaviour is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it. The process of decision making is one of the most complex mechanisms of the human thinking, as various factors and courses of action intervene in it (Furaji et al., 2013).

According to Zaltman (2003), marketing researchers involved in studying the buying behaviour of consumers soon appreciated the fact that though there were many similarities, consumers were not all alike. There were those who used products currently in style while many consumers did not like using "me too" types of products and showed a preference for highly differentiated products that they felt met their special needs and reflected their personalities and lifestyles. These findings led to the development of the market segmentation concept, which required dividing the total heterogeneous but potential market into relatively smaller homogenous groups or segments for which they could design a particular marketing mix. They also used positioning techniques and developed promotional programs to vary the image of their products, so that they were perceived as a better way to satisfying the specific needs of certain segments of consumers (Bearden, 1999).

2.1.3. Types of Consumer behaviour

Consumer behaviour is the study of consumer and the process they use to choose use or consume, and dispose of products and service including consumers, emotional, mental, and behavioural response, there are four types of consumer behaviour (Gibler and Nelson,2003).

➤ **Complex buying behaviour: -**

This types consumer behaviour is encountered when consumers are buying an expensive, infrequently bought product. They are higher involved in the purchase process and consumer research before committed to high-value investment. Imagine buying a house or a car, these are an example of a complex buying behaviour. Consumers distinguish salient differences among the competing brands. Consumers are highly involved in case of expensive and highly self-expressive products Kotler and Keller, (2009).

➤ **Habitual buying behaviour**

Habitual buying behaviour is characterized by the fact that the consumer has very little involvement in the product or brand category. Imagine grocery shopping you go to the store and buy your preferred types of bread. You are exhibiting a habitual pattern, not strong brand loyalty. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit Kotler and Keller, (2006).

➤ **Dissonance –reducing buying behaviour**

The consumer is highly involved in the purchase process but has difficulties determining the difference between brands dissonance can occur when the consumer worries that they will regret their choice. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the consumer behaviour displayed mostly by uninformed consumers (Kotler and Keller, 2006).

➤ **Variety seeking buying behaviour**

In this situation, a consumer purchases a different product not because they weren't satisfied with the previous one but because they seek variety. In variety seeking buying behaviour, consumers

very often switch from one brand to another (Kotler and Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

2.1.4. Roles of Consumers Behaviour

Various categories of roles can be thought of in relation to on consumer behaviour (William and Ferrell, 2000), explain the role of consumer behaviours as follows. “Sometimes, the goods are bought by the father and the children use it. The children ultimately become the consumer. A packet of coloured crayons bought by the father and used by his children in school. The father buys a refrigerator and the user is the entire family.” Therefore, we study certain consumer behaviour roles.

- **Influencer:** -A person who by some intentional or unintentional word or action influences the purchase decision.
- **Initiator:** - The individual who determines that certain need or want is not being fulfilled and purchases a product or service to fulfil the need.
- **Buyer:** - The individual who actually makes the purchase transaction mostly is the head of the family.
- **User:** -The person or persons who consumes or use the purchased or buying any kind of product.

2.1.5. Consumer behaviour models

In the previous sections, it has already seen that there are many factors which influence the decision-making of consumers. There are also various consumers’ models which help us in the understanding of consumer behaviour. According to Berkman et al (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 modes are very broad, few of them will be reviewed in this study based on their relevance to the study.

2.1.5.1.Economic Model:

According to Matin Khan (2006), consumers want to spend the minimum amount to maximize their gains. The Economic Model is based on the following assumptions:

- ✓ **Price Effect:** The lesser the price of the product, the more will be the quantity purchased.
- ✓ **Substitution Effect:** The lesser the price of the substitute product, the lesser will be the utility of the original product bought.
- ✓ **Income Effect:** When more income is earned, or more money is available, more will be the quantity purchased.

This model, according to behavioural scientists, is not complete as it assumes the homogeneity of the market, similarity of buyer behaviour and concentrates only on the product and price. It ignores all other aspects such as perception, motivation, learning, attitudes, personality and socio-cultural factors. It is important to have a multi-disciplinary approach, as human beings are complex entities and are influenced by external and internal factors as discussed in preceding sections. Thus, price is not the only factor influencing decision-making and the economic model, according to the behavioural scientists is not free of shortcomings.

2.1.5.2. Psychological Model:

According to G. Vani et al., (2010), psychologists have been investigating the causes which lead to purchases and decision-making. This has been answered by A.H. Maslow in his well-known postulation on the hierarchy of needs. The behaviour of an individual at a particular time is determined by his strongest need at that time. This also shows that needs have a priority. First they satisfy the basic needs and then go on to secondary needs. The purchasing process and behaviour is governed by motivational forces. Motivation stimulates people into action. Motivation starts with the need. It is a driving force and also a mental phenomenon. Need arises when one is deprived of something. A tension is created in the mind of the individual which leads him or her to a goal directed behaviour which satisfies the need. Once a need is satisfied, a new need arises. The process is continuous.

2.1.5.3. Pavlovian Learning Model:

McDaniel and Gates (1998) named this model after the Russian Physiologist Ivan Pavlov. Pavlov experimented on a dog and observed how it responded to the peeling of a bell after it was given a piece of meat. The responses were measured by the amount of saliva secreted by the dog. Learning is defined as a change in behaviour which is shaped by a practice based on previous experience. This is important to marketers as well. The learning process consists of the following factors:

- ✓ **Drive:** - This is a strong internal stimulus which impels action. Because of the drive, a person is stimulated into action to fulfil his or her desires.
- ✓ **Drives:** Can be innate (in-born) which stem from physiological needs, such as hunger, thirst, pain, cold, sex and etc. They can also be learned drive, such as striving for status or social approval.
- ✓ **Reinforcement:** When a person has a need to buy, say clothing, and passes by a showroom and is attracted by the display of clothing, their colour and style, which acts as a stimulus, he or she makes a purchase. He or she uses it, and if he or she likes it, enforcement takes place and he or she is happy and satisfied with the purchase. He or she recommends it to his or her friends as well, and visits the same shop again and again. Learning thus is an important part of buyer behaviour and the marketer tries to create a good image of the product in the mind of the consumer for repeat purchases through learning.

2.1.5.4. Howarth Sheth Model:

This model is slightly complicated and holds that consumer behaviour is a complex process and is influenced by the concepts of learning, perception and attitudes. This model of decision-making is applicable to individuals. It has four sets of variables which are: Input, Perceptual and Learning Constructs, Outputs and Exogenous or External Variables (Grewal et al., 2004).

2.3 Theoretical foundation of the study

Dulany's (1968) theory of propositional control stimulated the development of what came to be known as the theory of reasoned action (TRA; Ajzen and Fishbein 1980). As noted above, the first determinant of intentions in Dulany's theory was reconceptualized as attitude toward the behaviour of interest.

The second component, the behavioural hypothesis, was termed a "normative belief" in the TRA. It was defined as a person's subjective probability that a particular normative referent (the experimenter in Dulany's case) wants the person to perform a given behaviour. As in Dulany's model, this normative belief is weighted (multiplied) by the person's motivation to comply with the referent's perceived expectation. However, in the TRA, it is assumed that people can hold normative beliefs with respect to more than one referent individual or group.

Commonly identified referents are a person's spouse or partner; close family and friends; and, depending on the behaviour under consideration, co-workers, health professionals, and law enforcement authorities. The normative beliefs regarding such social referents combine to produce an overall perceived social pressure or subjective norm. Drawing an analogy to the expectancy-value model of attitude toward a behaviour, it is assumed that the prevailing subjective norm (*SN*) is determined by the total set of readily accessible normative beliefs concerning the expectations of important referents.

The advertising has a foremost and vital effect on purchasing behaviour 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 et al. (1990); therefore, it will get more exposure, because of the positive first impression. This awarded attention creates an opportunity to facilitate consumer involvement, increasing the ability to motivate and affect behaviour Gary (1999). Furthermore, the increased repetition of viewing the ad, due to impression, enhances the salience of the advert in memory Ehrenberg (1974). Advertising is more than a tool for selling. It has one main task, to create a significant influence in the consumer mind or perceptual space in relation to competitors, so as to produce distinctiveness and preferences. To elaborate the above statement of problem scientifically, and to point out the importance of undertaking this research, moreover to define the variables it is necessary to present a brief review of previous researches undertaking in this relationship. Different scholars argued that the degree of advertising effectiveness could determine the buying behaviour of consumers. Especially, the issue, regarding the extent to which the advertisement is outdoor, print, broadcast & internet and their effect on influencing consumers buying behaviour was recognized by different researchers' literatures.

2.3 Advertisement and Consumers Buying Behaviour

In competitive market, it is important for advertisement managers grab consumer attention through advertisement and sales promotion. Sizable marketing budget is spent on advertising the trend of using digital media platform for advertisement is growing. This study intend to explore the importance of various media advertisement on consumer behaviour (CB) stages such as awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post Purchase (PPUR). The consumer expectation of information from various media such as tv, radio newspaper, magazines and the internet are entirely.

As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behaviour. The advertising has a foremost and vital effect on purchasing behaviour 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 et al. (1990); therefore it will get more exposure, because of the positive first impression. This awarded attention creates an opportunity to facilitate consumer involvement, increasing the ability to motivate and affect behaviour (Gary, 1999). Furthermore, the increased repetition of viewing the ad, due to impression, enhances the salience of the advert in memory (Ehrenberg, 1974).

3.3 Review of Empirical Literature

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It changes not only the way of product which is consumed by user but alter the attitude with which they look at the product. This section summarizes the different scholars' research findings in relation to the study area.

A study by Melkamu Daba (2014) examined the effect of media advertising on consumers' buying behaviour in the banking service in the case of Oromia International Bank. The study found that TV has the most powerful influence on consumers' buying behaviour due to the combinations of audio-visual presentations. The informative advertisement, perception about the bank, the colour of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media advertisement. The results suggested that, the company needs to design its advertising methods using the various media outlets extensively to reach large number of target audience and to attract as well as retain customers.

Kalia, G. and Mishra, A. (2016) have carried out a study in on the effect of online advertising on consumers in Punjab by brings facts on how advertisers use social sites to make their products popular. It indicates that rectangular banner and skyscraper advertisements that are too designed in big picture and copy heavy layouts are preferred. Online advertisements of ecommerce sites and mobile phones are noticed as compared to any other products and those advertisements whose functions are displayed are chosen. The study suggests that, online advertisement placed above the mast head and on the right side of the homepage gains the maximum attention also vibrant colours and promotional offers attract people.

Another study by Meweal N. (2015) was undertaken to investigate the effect of advertisement on consumers buying behaviour in the case of Ethio – Ceramics Private Limited Company based on a sample of 180 consumers. Two-tailed correlation analysis showed that there is a strong and positive relationship between understandable, attention grabbing & honest advertisement and consumers buying behaviour. The correlation analysis also indicates a moderate and positive relationship between impressive, memorable & creative advertisements and consumers buying behaviour. The result of the multiple regressions shows, understandable advertisement has insignificant contribution on consumers buying behaviour. On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behaviour.

Moreover, Kushagra Pal (2019), investigated the effect of advertisement on consumer behaviour on a sample 100 respondents. Questionnaire was used to gather data for the study purpose. The result shows that advertising is very useful to create the awareness among consumers but they are unsuccessful to build powerful perceptions in consumer's mind. Two variables such as consumer perceptions and brand awareness about a particular product will persuade and influence the consumer to buy a product, as there is a positive relationship between two of them.

Advertisement and consumer's buying behaviour have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods). Olson and Mitchell (2000) contend that mobile phones and tabs are the latest source of an advertisement that is also very effective in changing the behaviour of the consumer. Oh & Xu (2003) say that mass media have the vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behaviour due to influence of advertisement. Haug (2003) studied the relationship between the advertising and mobile services; customer is just not only the user, also stakeholder (partner). Focus on the two factors of customer's behaviour as well as (1) flow of experience and (2) overall satisfaction, Chen et al. (2008) maintains that informational advertisement provide awareness to the consumers, so that they'll prefer to buy desired goods. Crawford and Molnar (2008), state that after influenced by the advertisement the Sargodha University students (consumers) at least try to buy the product one time in their life, that's mostly influenced by celebrities. Bashir and Malik (2009) have stated that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost,

Moreover, Ahmetoglu et al. (2010) concludes that advertisement have a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services. Abideen and Saleem (2011), pointed out that advertisement has positive effects on the consumer's behaviour, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision. Rasool, et al (2012) emphasized that brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market Malik et al. (2013) stated that the rain of online promotional advertising is growing significantly on the internet. Now days, that attracts the well-educated community Bakshi and Gupta,(2013). Promotion of the product is very effective on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for switching one brand to another brand (Chakraborty, et al, 2013).

Another study was conducted to investigate the effect of advertisement on consumer buying behaviour on Healthcare Products in Bangalore City on 100 respondents (K. Nirmala, and Suganthi Pais, 2016). The objective of analysing the impact of TV advertisements on healthcare products and the factors influencing the customers buying behaviour on healthcare product and the results of the study shows that the advertisements has both positive and negative impact on the customers buying behaviour and most of the time advertisements mislead the customers in choosing their products.

A study designed to answer the role of social media advertising on consumer buying behaviour in retail industry Istanbul-Turkey by Adnan V. and Ahmed A in (2016), found out weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behaviour, as those steps represent the five steps need recognition model in consumer buying behaviour. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level. However, there were changes between Females and males in the relation with consumer need recognition, and search for information.

Niazi (2011) studied on the effective of advertising and its influence on consumer buying behaviour. 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 behaviour. It also established the relationship between environmental response and consumer buying behaviours. According to the study, consumers are buying products which they see in advertisement more than emotionally.

4.3 Knowledge gap

After reviewing different research studies, it can be concluded that many researchers assessed and identified different aspects of advertising and its effect on consumer's buying behaviour. However, when the researchers examined those studies there are some differences among previous works. Many researchers have studied their work in their own way. This study emphasizes on which media advertising influence customers buying behaviour towards choosing Intersegmental channel. Now a days, in Ethiopia there is a competition between Canal + and Dstv. To increase their number of buyer both companies provide different attract full offer through different Advertisement platforms to increase their number of buyers. So, this research will examine the effect of advertising on consumer buying behaviour in the case of DSTV in Addis Ababa.

As it is mentioned on the above literature review, there are different types of media for delivering advertisement messages; however, they failed to mention the main features of advertisement that have more effect on consumers buying behaviour. The current study will use the previous studies as sample and the researcher of this study attempts to include facts and theories.

In this study, most literature were from abroad, hence, there is a gap on local empirical literature review on the influence of advertising on consumer buying behaviour of DSTV products. This study aimed to fill this gap by focusing on timelessness DSTV products in Addis Ababa as a case study.

2.3 Conceptual framework of the study

The underneath conceptual framework of the study reveals the relationship between four types of media advertisement (outdoor media, printed media, broadcast media and internet-based media advertising), and consumer buying behaviour. It is hypothesized that media advertisement causes positively affects consumer buying behaviour. The conceptual framework of the study is developed based on the theory of reasoned-action (Ajzen and Fishbien, 1980) to explain the

relationship between advertising and buying behaviour. The theory avers that consumers' attitude towards a given advertisement influences their buying behaviour.

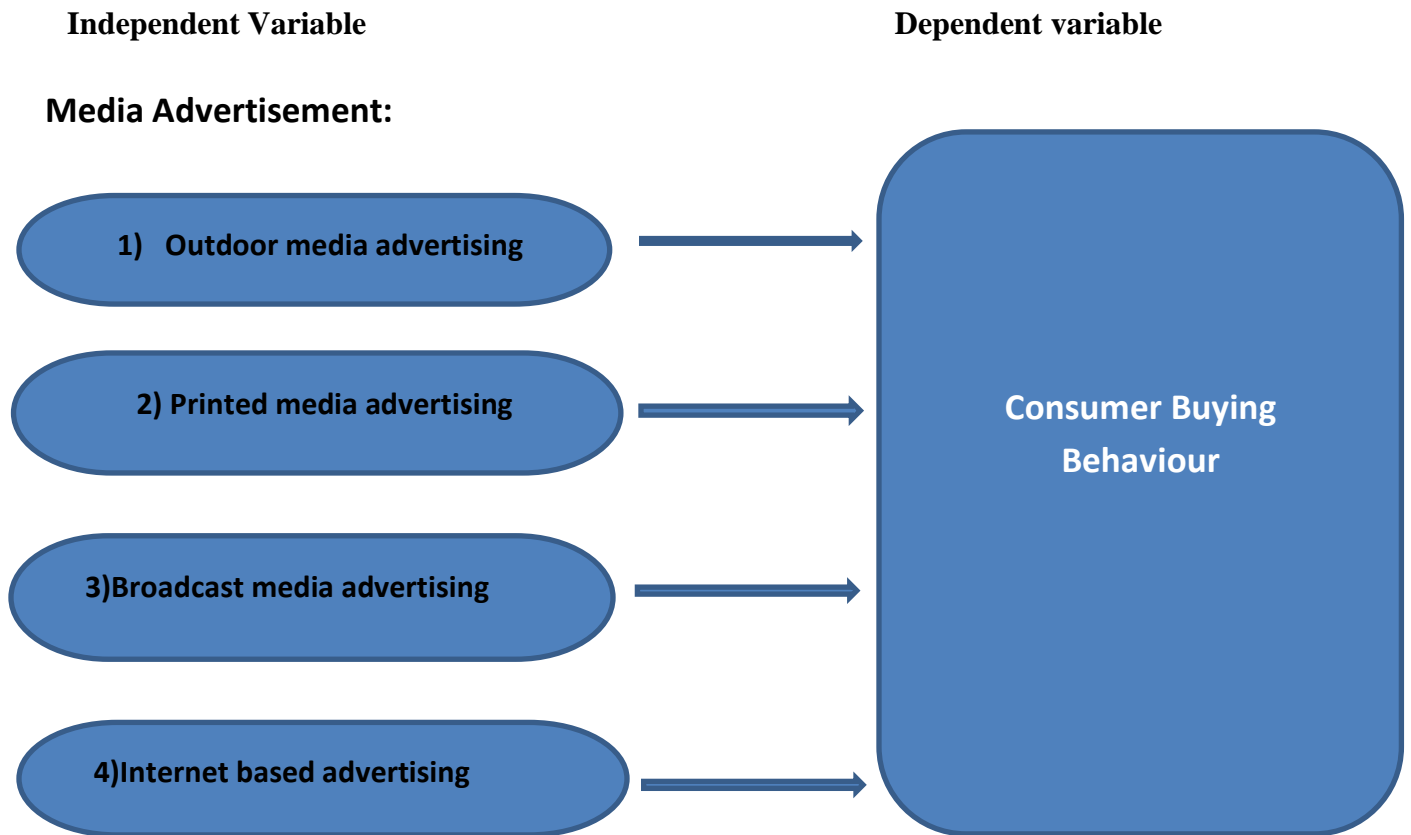


Figure 1: Conceptual framework of the study

2.3 Research hypotheses

- H1: Outdoor media advertising positively and significantly affects consumer buying behaviour.
- H2: Printed media advertising positively and significantly affects consumer buying behaviour
- H3: Broadcast media advertising positively and significantly affects consumer buying behaviour
- H4: Internet based advertising positively and significantly affects consumer buying behaviour

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research methodology of the study including the research approach and design; sources and methods of data collection; population, sample size and sampling techniques; reliability and validity of data collection instruments; method of data analysis, and the ethical considerations.

3.2 Research approach

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

3.3 Research design

A research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. This study applies a combination of descriptive and explanatory research designs. Descriptive research is used to obtain information concerning the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation. Descriptive research is a quantitative research method that attempts to collect quantifiable information for statistical analysis of the population sample. Moreover, explanatory design is used to explain the cause-and-effect relationship between media advertisement and consumer buying behavior.

3.4 Source of Data and data collection instruments

Data for this study was collected from both primary and secondary sources. The primary data will be collected using a questioner and conducted from consumer of DSTV. Secondary data will be gathered from books, journal articles, conference proceedings, etc. Structured questionnaire will be prepared in line with the research objectives. The questionnaires will be responded by DSTV customers in Addis Ababa. The questionnaire will contain an open ended and close ended questionnaire also Likert scale and finally will be analyzed using SPSS.

3.5 Population, sample size and sampling techniques

3.5.1 Population

The target population of this research were all consumers of DSTV satellite Tv located in Addis Ababa. However, there is lack of knowledge about the total number of DSTV customers in the city. In other words, it is difficult to have a sampling frame for the target population.

3.5.2 Sample size

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design. Jankowicz (1995), defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and also within the limited time frame. In light of this, the sampling technique used to select samples from the given population was convenient sampling. In this technique the sample selection process is continued until the required sample size has been reached. It involves selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003).

Since the population of the study is infinite, the following formula Kothari, (2004), is used to determine the appropriate sample size.

$$n = \frac{z^2 * p * q}{e^2}$$

Source: (Kothari, 2004)

- Where n= sample size
- z=the value of standard value of a given confidence level
- P= sample proportion
- q=1-p
- e=acceptable error
- e= 0.05, z=1.96
- p= 0.5 q= 0.5 and we get

$$n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2}$$

$$n = 0.9604 = 384.16$$

3.5.3 Sampling technique

Since it is difficult to prepare sampling frame for the target population (Dstv customers in Addis Ababa), the researcher is subjected to use non-probability sampling method. A non-probability sampling technique, which is convenience sampling, will be used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study.

3.5.4 Reliability and validity of data collection instruments

Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated Malhotra & Birks (2007), In order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test will be conducted using Cronbach-Alpha. Cronbach- alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum Oluwatayo (2012), This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).

Validity: - is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested Kothari (2004).

Table 1 Reliability of data collection instrument

Variables	N of items	Cronbach alpha
Outdoor media advertising	4	.699
Printed media advertising	5	.676
Broadcasting media advertising	5	.727
Iterant media	4	.666
Consumer buying behavior	4	.674

3.6 Method of Data Analysis

Quantitative data gathered via structured questionnaire was processed via SPSSV26 and analysed using descriptive and inferential statistics. Descriptive statistics (frequency, percentage, mean and standard deviation) was used to describe the perception of customers towards media advertisement and their buying behaviour. Moreover, the researcher used correlation analysis (to determine the association between advertisement and consumer buying behaviour) and multiple linear regression analysis (to test the effect of media advertisement on consumer buying behaviour).

3.7 Ethical considerations

The goal of moral philosophy in research is to ensure that no one is harmed or suffers on the adverse consequences of the research activities (Crane, 2012). The willingness of individuals to disclose the necessary information plays significant role for the successful completion of this research. For this reason, the researcher treated both respondents and the information they provide with honesty and respect any information provided by an individual participant in this study was treated in confidential manner. Moreover, this any participants in this study will be guaranteed. All sources used in this study were duly acknowledged.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter deals with the presentation of data, analysis and interpretation. To collect the data and extract findings, questionnaires were prepared and distributed to consumers of DSTV satellite TV located in Addis Ababa city. A total of 384 questionnaires were distributed to consumers of DSTV Addis Ababa and only 352 questionnaires were returned and used for this study, while 32 remained incomplete Data i.e. the response rate is 91.67%. So, the analysis was made based on 352 responded questionnaires. The questionnaires were developed in five scales as strongly agree, agree, neutral, disagree, and strongly disagree.

4.2. Reliability Test

Reliability test was conducted on the dependent and independent variables, internationalization factors and entrepreneurial orientation. The Cronbach's alpha values of the study variables are shown in table. As revealed, the reliability coefficient of the study variables exceeded the minimum acceptable level of 0.60 (Nunnally, 1978). As a result, Cronbach's alpha for the variables ranges from 0.666 to 0.727 and considered for the study.

Table 4. 1 Reliability Statistics of dependents and independent variables

Items	Number of Items	Cronbach's Alpha
Outdoor media	4	.699
Print Media	5	.676
Broadcast Media	5	.727
Internet Media	4	.666
Consumer Buying Behaviour	4	.674

Survey result using SPSS V26, 2022

As shown below in Table 4.2 all modes of advertisements have appropriate reliability. The results of Cronbach’s alpha test for each advertisement types and customer buying behaviour showed that the instrument is consistent and reliable.

4.3. Descriptive analysis

Descriptive analysis refers to statistically describing, aggregating and presenting the constructs of interest or association between the studies constructs. This descriptive analysis is used to look at the data collected and to describe that information. It is mainly important to make some general observations about the data gathered for general or demographics questions. The demographics factors used in this research are gender, age, education qualification, Marita status’ monthly income, length of time the respondents uses the Dstv services.

4.3.1. Demographic Profile of Respondent

Table 4 2 1 Gender of Respondents

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	116	33.0	33.0	33.0
	Male	236	67.0	67.0	100.0
	Total	352	100.0	100.0	

Source: Survey result using SPSS V26, 2022

Analysing the data obtained from the questionnaire, Table 4.3.1 reveals that 33 % of the respondents were female customers while 57 % were male respondents. This implies that majority of the respondents were males Dstv user.

Table: 4.3.2 Age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	61	17.3	17.3	17.3
	26-40	221	62.8	62.8	80.1
	40-50	60	17.0	17.0	97.2
	>50	10	2.8	2.8	100.0
	Total	352	100.0	100.0	

Table 4.3.2 1

Table 4.3 1

Source: Survey result using SPSS V26, 2022

As indicated in the above table 4.3.2, around 17 % of survey respondents were below 25 years old, 62.8 % were between the ages of 25-40, 17% of respondents were under the age between 40-50 years and the remaining 2.8% respondents were 50 and above years old. Many of the respondents were between the ages 26-40 years representing 62.8%. This shows that majority of the DSTV customers were in between the age 26-40 years old.

Table 4.3.3 marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	120	34.1	34.1	34.1
Married	232	65.9	65.9	100.0
Total	352	100.0	100.0	

Source: Survey result using SPSS V26, 2022

Based on the above table 4.3.3, from the total 352 questioner 34.1% of respondents were single and the rest of 65.9%b respondents were married. This implies that most of DSTV customers in Addis Ababa were married.

Table 4.3.4 Academic Qualification of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High school completed	22	6.3	6.3	6.3
Diploma	57	16.2	16.2	22.4
BA/BSC Degree	222	63.1	63.1	85.5
MA/MSc and above	51	14.5	14.5	100.0
Total	352	100.0	100.0	

Source: Survey result using SPSS V26, 2022

As shown in the above table 4.3.4, 63.1% of respondents are degree holders followed by 63.2% of respondents are diploma holders. In the other way, while 6.3% of respondents were achieved secondary education and 14.5% had qualified with MA/MSc and above.it implies majority of around 78% DSTV respondents in Addis Ababa were degree holders and above.

Table 4.3.5 Monthly income of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3001-6000 birr	39	11.1	11.1	11.1
6001-9000 birr	42	11.9	11.9	23.0
9001-12000 birr	37	10.5	10.5	33.5
12001-15000 birr	10	2.8	2.8	36.4
Above 15001 birr	224	63.6	63.6	100.0
Total	352	100.0	100.0	

Source: Survey result using SPSS V26, 2022

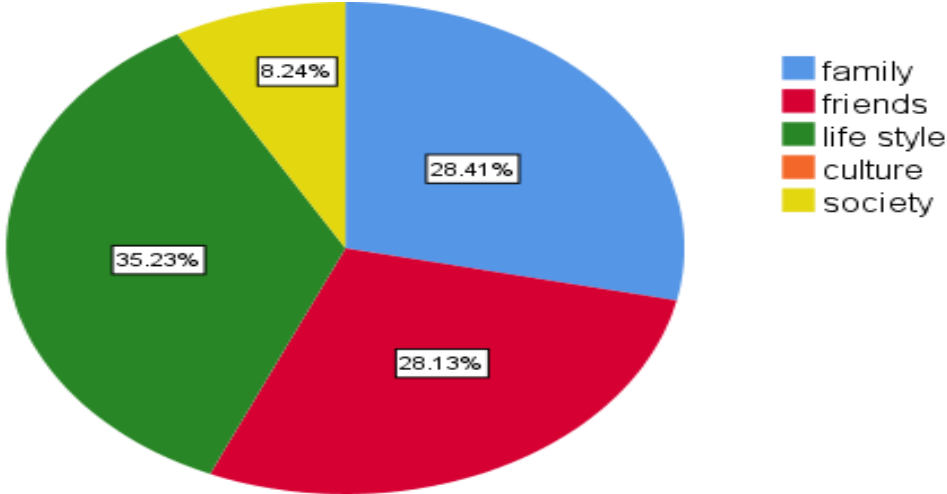
The results of monthly income of respondents are shown in table 4.3.5 shows that 63.6% of respondents have a monthly income of birr 15,000.00 and above and 11.9% of respondents earned monthly income in between birr 6001-9000. On the other hand, 11.11 % of consumers had monthly income of birr 3001-6000, 10.5% of consumers of the DSTV had monthly income of birr 9001-12000 and the remaining 2.8% had monthly income of birr 12000-15000 and below. This indicates that most of the customers had monthly income greater than 15001 birr.

4.4. RESULT AND DISCUSSION

4.4.1 Result of the Descriptive Statistics

The following graphical representation summarized the results and addressed general research questions.

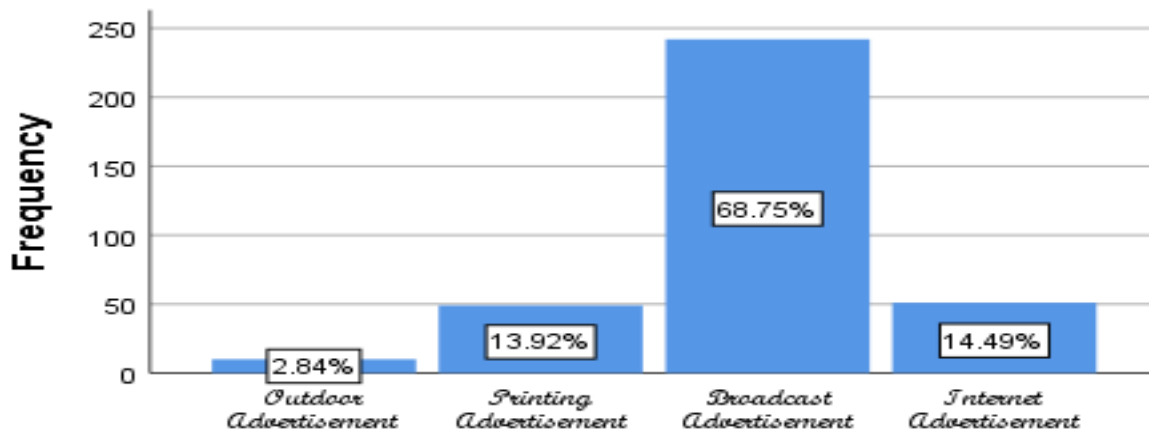
Figure 4. 1 Factors influenced to use DSTV service/product



Source: Survey result using SPSS V26, 2022

From Figure 4.1 it is clear that majority of (35.23%) of the respondents were influenced by their life style to use DSTV products. And 28.41%, 28.13%, 8.24% and 0% of the respondents were influenced by family, friends, society and culture, respectively. Among the factors, life style had most contribution. Due to this fact, most of the respondents were influenced by their life styles. Consequently, research question and objective one has been addressed.

Figure 4. 2 Mode of DSTV advertisements influenced consumers



Source: Survey result using SPSS V26, 2022

From the above Figure 4.3 it is clear that majority of the respondents (68.75%) believed broadcast advertisement influenced to use DSTV products. The remaining, 13.92%, 14.49%, and 2.84 % of the respondents answered they influenced to consume DSTV products printing media, internet media and outdoor media, respectively.

Table 4.4. Length of time respondents uses DSTV products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	70	19.9	19.9	19.9
	2 years	190	54.0	54.0	73.9
	3 years	30	8.5	8.5	82.4
	4 years	30	8.5	8.5	90.9
	5 years and above	32	9.1	9.1	100.0
	Total		352	100.0	100.0

Source: Survey result using SPSS V26, 2022

As it shown in the above table 4.4.1, 54% of respondents used the DSTV services for 2 years while 19.9% of respondents used the DSTV services for less than one year. On the other hand, 9.1% used for 5 years and above, 8.5% of the respondents use for 3 years and the remaining 8.5% used the DSTV services for 4 years.

4.4.2 Descriptive Statistics of Variables

In this sub-section, descriptive statistics in the form of mean and standard deviation are presented to illustrate the level of agreement of the respondents on the Likert scale items used to measure independent and dependent variables. Mean is the most common single number used to describe the average behaviour of a data set. The variability of the observed response was shown by the standard deviation. In addition to finding the average value of a set of data, identifying how much the data is spread from the average value is computed by deviations from the mean (Nicholas, 2006). The higher the value of the mean, the more agreement there is between the responses and the statement.

In order to analyse the effects of advertising on consumers' buying behaviour of DSTV in Addis Ababa, a total of 22 questions were formulated and were grouped into four dimensions based on the independent variables: the outdoor media, print media, broadcast media and internet media and the dependent variable the consumers' buying behaviour. For this purpose, customers were asked to rate the level of agreement on a five-points Likert's summative scaling method, which is a unidimensional scaling method developed by Gardner Murphy and Rensis Likert in 1938 (Bhattacharjee, 2012). The items were rated by judges on a 1 to 5 rating scale, where 1 stood for a strong disagreement, 2 stood for a disagreement, 3 for neutral (neither agreement nor disagreement), 4 for agreement and 5 stood for a strong agreement for each question under the four attributes. Table 4.4. 2

4.4.2.1 Descriptive Statistics of the Outdoor Media

Table 4.4 1 Descriptive Statistics Outdoor Media

Statements	N	Mean	Std. Deviation
Outdoor media advertising significantly affects consumer buying behaviour.	352	3.99	1.004
From the medium of advertising that Dstv is using, outdoor media (Billboards, Shop banners,) influenced me to consider the product	352	3.29	1.074
Few advertising messages are transmitted (clutter) in the outdoor medium where DSTV chose for advertising.	352	2.91	.829
The outdoor media environment in which DSTV is using for advertising is attractive.	348	3.66	.954
Valid N (listwise)	348		
Grand mean		3.46	0.97

Source: Survey result using SPSS V26, 2022

The above table demonstrates in detail about the mean and the standard deviation of the customer response, the interpretation is depended on the table proposed by (Andrich and David, 1978)

Rating scale

Mean Range	Interpretation	Response Made
1.0 - 1.7	strongly disagree	Very low
1.8 - 2.5	Disagree	Low
2.6 - 3.3	Not Sure	Neutral
3.4 - 4.1	Agree	High
4.2 - 5.0	Strongly Agree	Very High

As shown in table, the mean scores of the outdoor media attribute for all the four items ranged from 2.91 to 3.99. From the above table, the statement “Outdoor media advertising significantly affects consumer buying behavior” has the highest mean score of 3.99 with SD (1.004). This means most respondents agree that outdoor media advertisement significantly affect consumer buying behavior. While, the statement “Few advertising messages are transmitted (clutter) in the outdoor

medium where DSTV chose for advertising” has the least mean value (2.91) with SD (0.829) and the least mean value implies that respondents have low level of agreement on the statement the those messages are transmitted in outdoor medium where DSTV chose for advertisement. The grand mean score of the outdoor media influenced the product is 3.46 with a standard deviation value of 0.97 which shows that the individual response on average deviates or were a little over 0.97 away from the mean.

4.4.2.2 Descriptive Statistics of Print Media

Table 4.4. 3 Descriptive Statistics of Printed media

Statements	N	Mean	Std. Deviation
Printed media advertising positively affects consumer buying behaviour.	352	3.27	1.042
The medium of advertising that Dstv is using, print media (Newspapers, Magazines, and Brochures) influenced me to consider the product.	352	2.92	1.360
In my opinion, few advertising messages are transmitted (clutter) in the print media where Dstv chose for advertising.	352	2.99	.964
The print media program content in which Dstv is using for advertising is attractive.	350	3.46	.991
I trust printed media such as newspapers and magazines mostly to choose the product.	352	3.10	.953
Valid N (listwise)	350		
Grand mean		3.15	1.06

Table 4.4 2

Source: Survey result using SPSS V26, 2022

As you can see from the above table 4.4.4 the statements “The print media program content in which Dstv is using for advertising is attractive” has the highest mean value (3.46) with SD (0.991) which means most respondents agree that using DSTV advertising is attractive in the print media program content. While, the statement “From the medium of advertising that DSTV is using, print

media (Newspapers, Magazines, and Brochures) influenced me to consider the product” has the least mean value (2.92) with SD (1.36) and the least mean value implies that respondents have low level of agreement regarding print media (Newspapers, Magazines, and Brochures) influenced to use DSTV products/services. The grand mean score of the print media is 3.15 with standard deviation values of 1.06 which shows that the individual response on average deviates or were a little over 1.06 away from the mean.

4.4.2.3 Descriptive Statistics of Broadcast Media

Table 4.4 3 Descriptive Statistics of broadcast media

Statements	N	Mean	Std. Deviation
I believe in Broadcast media advertising positively affect consumer buying behaviour.	352	4.32	.911
From the medium of advertising that Dstv is using, broadcast media (TV, Radio, Internet) influenced me to consider the product	352	4.34	.930
In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where Dstv chose for advertising.	350	3.81	1.130
The broadcast media program content in which Dstv using for advertising is attractive.	352	4.24	.980
I trust television information mostly to choose the product.	348	4.26	.823
Valid N (listwise)	346		
Grand mean		4.19	0.95

Source: Survey result using SPSS V26, 2022

As it is showed on table 4.4.2 above, the statements “From the medium of advertising that DSTV is using, broadcast media (TV, Radio, Internet) influenced me to consider the product” has the highest mean value (4.34) with SD (0.930) which means most respondents agree that broadcast media (TV, Radio, Internet) are influenced to choose DSTV for advertising. While, the statement “In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where Dstv chose for advertising.” has the least mean value (3.81) with SD (1.130) and the least mean value implies that respondents have low level of agreement to transmitted messages in broadcast media choose DSTV for advertising. The grand mean score of the broadcast media is 4.19 with

standard deviation values of 0.95 which shows that the individual response on average deviates or were a little over 0.95 away from the mean.

4.4.2.4 Descriptive Statistics of Consumers' Internet Media

Table 4.4 4Descriptive Statistics of Internet media

Statements	N	Mean	Std. Deviation
I believe in Internet based advertising positively affects consumer buying behaviour.	352	4.16	1.018
The internet media program content in which Dstv using for advertising is attractive.	352	4.17	1.011
I trust internet information mostly to choose the product.	350	3.33	1.083
From the medium of advertising that Dstv is using, Internet media (Facebook, YouTube) influenced me to consider the product.	351	3.75	1.292
Valid N (listwise)	350		
Grand mean		3.85	1.10

Source: Survey result using SPSS V26, 2022

As it is showed on table 4.4.6 above, the statements “The internet media program content in which DSTV using for advertising is attractive” has the highest mean value (4.17) with SD (1.011) which means most respondents agree that using DSTV advertising is attractive in the print media program content. While, the statement “I trust internet information mostly to choose the product” has the least mean value (3.33) with SD (1.083) and the least mean value implies that respondents have low level of agreement to trust internet media to choose the products. The grand mean score of the print media is 3.85 with standard deviation values of 1.10 which shows that the individual response on average deviates or was a little over 1.10 away from the mean.

4.4.2.5 Descriptive Statistics of Consumer Buying Behaviour

Table 4.4 5 Descriptive Statistics Consumer Buying Behaviour

Statements	N	Mean	Std. Deviation
I searched extra information beside the messages in the Ad, when I decide to buy the product.	352	3.91	1.084
Knowing the services latest information may depend on advertising.	352	3.99	1.174
I want to build a long-term relationship with DStv product.	352	4.13	.904
I would recommend DStv to someone seeking advice on satellite entertainment service.	352	4.09	.809
Valid N (listwise)	352		
Grand mean		4.03	0.99

Source: Survey result using SPSS V26, 2022

From the above table 4.4.7, the statements “I want to build a long-term relationship with DStv product” has the highest mean value (4.13) with SD (0.904) which means majority of respondents agree that they want to build a long term relationship with DSTV product. While, the statement “I searched extra information beside the messages in the Ad, when I decide to buy the product” has the least mean value (3.91) with SD (1.084) and the least mean value implies that respondents have low level of agreement that before to decide buying the product they searched extra information. The grand mean score of the customer buying behaviour is 4.03 with standard deviation values of 0.99 which shows that the individual response on average deviates or was a little over 0.99 away from the mean.

4.5. Correlation analysis

The correlation analysis is performed to see the association between advertisement types and customer buying behaviour. Therefore, the correlation analysis revealed the relationship among Outdoor media, Print Media, Broadcast media, and Internet media. Pearson Correlation analysis is used to determine the level of association among variables and to examine the degree of linear relationship between two variables. Coefficient of correlations lies between -1 and 1. If coefficient of correlation lies between -1 and 0, the two variables are negatively related. But if the correlation result of the two variables lies between 0 and 1, the two variables are positively related. Furthermore, if coefficient of the correlation of two variables is equal to zero, it implies that there

is no relationship between them at all. According to Sekaran, U (2000) general guidelines for correlations $\pm 0.1 - \pm 0.29$ are considered weak, correlations of $\pm 0.30 - \pm 0.49$ are considered moderate and correlations above $\geq \pm 0.5$ are considered strong

Table 4.5 1 Guideline for the Pearson Correlation Analysis

Pearson Correlation	Strength of Association
$r = 0.10$ to 0.29 or $r = -0.1$ to -0.29	Weak
$r = 0.30$ to 0.49 or $r = -0.30$ to -0.49	Moderate
$r = 0.50$ to 1.00 or $r = -0.50$ to -1.00	Strong

9

Table 4.5 2 Correlation Analysis between Advertisement types and Customer Buying Behaviour

		Outdoor media	Print Media	Broadcast Media	Internet Media	Consumer Buying Behaviour
Outdoor media	Pearson Correlation	1	.236**	.561**	.222**	.223**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	348	346	342	343	348
Print Media	Pearson Correlation	.236**	1	.194**	.510**	.507**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	346	350	344	345	350
Broadcast Media	Pearson Correlation	.561**	.194**	1	.194**	.241**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	342	344	346	341	346
Internet Media	Pearson Correlation	.222**	.510**	.194**	1	.543**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	343	345	341	347	347
Consumer Buying Behaviour	Pearson Correlation	.223**	.507**	.241**	.543**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	348	350	346	347	352

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

Source: Survey result using SPSS V26, 2022

Pearson correlation is used to examine the correlation among variables and to identify variables that have strong correlation. As it can see from the below table 4.5.2, all types of advertisement have a strong and positive relation to customer buying behaviour.

According to table 4.5.2 correlation matrix, the four independent variables have a significant and positive association with dependent variable (customer buying behaviour). Broadcast media has the strongest association with customer buying behaviour than others independent variables with coefficient of correlation ($r= 0.561$, $p<0.01$) followed by the association between Internet media is the ($r=0.543$, $p<0.01$). In general terms, all independent variables are positively associated with dependent variable which is statistically significant at p value < 0.01 levels. Correlation coefficients say nothing about which variable causes the other to change. Although it cannot make direct conclusion about causality, we can take the correlation coefficient a step further by squaring it (Field, 2005). The correlation coefficient squared (known as the coefficients of determination, R^2) is a measure of the amount of variability in one variable that is explained by the other.

4.5.1 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represents the sample in order to get the best results (Hair et al., 2006). Four assumptions namely normality, linearity, Multicollinearity, Homoscedasticity and Autocorrelation were used in this research as discussed below.

1. Assumption One: Normality

Multiple regressions require that the independent variables in the analysis be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1).

Table 4.5 3 displays the normality of the variables using Skewness and Kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Standard error	Statistic	Standard error
Consumer Buying Behavior	352	-.748	.140	.567	.279
Outdoor media	352	-.719	.140	-.654	.279
Print Media	352	-.249	.140	-.637	.279
Broadcast Media	352	-1.096	.140	.466	.279
Internet Media	352	-1.179	.140	1.149	.279

Source: Survey result using SPSS V26, 2022

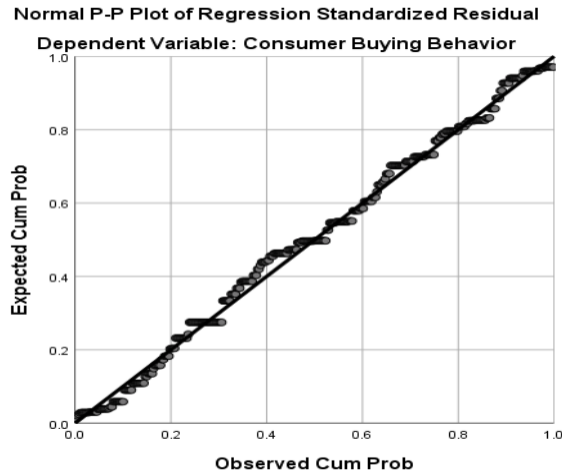
The skewness value can be either positive, negative or zero, and a perfect normal distribution would have a skewness value of zero because the mean equals the median. Whereas, kurtosis measures the extent to which observations cluster around a central point. It measures whether the dataset is heavy-tailed or light-tailed compared to a normal distribution. The value of Skewness and Kurtosis and their respective standard errors were computed and are presented in the above table. Since the skewness and kurtosis values fall in the range of +/- 1, the data is assumed to be normally distributed.

It can be seen from the above discussion that the figures and the table confirmed the normality assumption of the data, which implies that the conclusion made on the population parameters from the sample statistics is valid. Hence all the variables fulfilled the assumption of normality.

2. Assumption two: Linearity

Linear models predict values falling in a straight line by having a constant unit change of the dependent variable for a constant unit change of the independent variable (Hair et al., 2006). In other words, the linearity of the relationship between the dependent and independent variables represented the degree to which the change in the dependent variable is associated with the independent variable. To determine whether the relationship between the dependent variable customer buying behaviour and the independent is linear; plots of the regression residuals through SPSS Version 26 software had been used.

Figure 4. 3 linearity test



Source: Survey result using SPSS V26, 2022

3. Assumption three: *Multicollinearity*

Multicollinearity refers to the state of high correlation among the independent variables. When independent variables are multicollinear, there is an overlap of power which results in contradiction (Hair et al., 2006). In this research, multicollinearity was checked using the tolerance and variance inflation factor (VIF) values. The VIF calculates the influence of correlations among independent variables on the precision of regression estimates and the value should be less than 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and for each variable it is calculated using the formula $(1 - R^2)$ according to (Hair et al., 2006). If the tolerance value is less than 0.1, it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

Table 4.5 4 Multicollinearity test Tolerance values and Variance inflation factor

Model	Collinearity Statistics	
	Tolerance	VIF
Outdoor media	.430	2.326
Print Media	.625	1.599
Broadcast Media	.408	2.452
Internet Media	.632	1.583

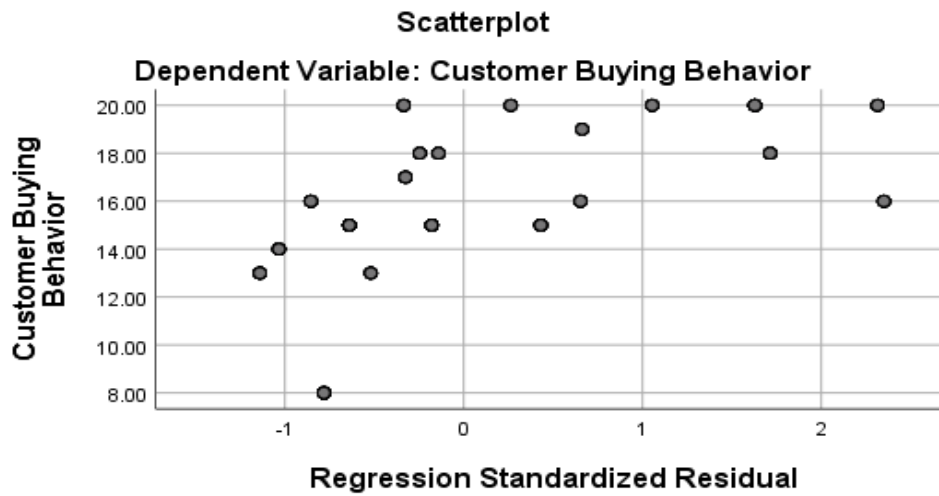
Source: Survey result using SPSS V26, 2022

The results of multicollinearity test in the table 4.5.2 shows that, the tolerance level of all independent variables is greater than 0.1 and the VIF value of all the independent variables is also less than 10. This result confirms the absence of multicollinearity.

4. Assumption four: Homoscedasticity

Homoscedasticity refers to “the assumption that dependent variable(s) exhibit equal levels of variance across the range of predictor variable(s)” (Hair, et. al, 2010). It is one of the most important statistical assumptions that researchers should assess before performing multivariate analysis (Hair, et al., 2010). Homoscedasticity is desirable because the variance of dependent variable being explained in the dependence relationship should not be concentrated in only a limited range of independent values (Tabachnick&Fidell, 2007)

Figure 4.5. 1 Homoscedasticity test



Source: Survey result using SPSS V26, 2022.1

From the plot of standardize fitted values against the standardized residuals (in Figure 4.5) we observed that the spread of the residuals are the same throughout. The plot (i.e. there is no any systematic pattern). This non-systematic of random pattern indicates the variables satisfied the homoscedasticity assumption as well.

5. Assumption five: Auto correlation

Durbin Watson is an indicator of autocorrelation, with this assumption if DW value=2 no autocorrelation, DW value>2 Negative autocorrelation, and DW value<2 Positive autocorrelation. so the above table DW value shows that there no Autocorrelation between the independent variables.

Table 4.5 5Auto correlation between variables

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.625 ^a	.390	.383	2.07383	2.021

a. Predictors: Internet Media, Broadcast Media, Print Media, Outdoor media

b. Dependent Variable: Consumer Buying Behaviour

Source: Survey result using SPSS V26, 2022

4.6 Regression Analysis

4.6.1 Multiple Regressions

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Multiple regressions, which is sometimes called multivariate regression, involves the use of more than one independent variable to predict the values of one dependent variable (Bhattacharjee, 2012). It is used to investigate the influence of independent variables on the dependent variable and to identify the relatively significant influencer.

Table 4.6. 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.637	1.94781

a. Predictors: (Constant), IM, OM, PM, BM

b. Dependent Variable: CBB

Source: Survey result using SPSS V26, 2022

The model summary in the above table 4.6.1 reports the strength of relationship between the independent variable (mode of advertisement) and the dependent variable (customer buying behaviour). In the above table the R is a Pearson correlation between predicted values and actual values of dependent variable, with a value of 0.801. R² is multiple correlations coefficients that represent the amount of variance of dependent variable i.e. customer buying behaviour is explained by the combination of four independent variables of mode of advertisement (outdoor, print media, broadcast media, and internet media) and R square is equivalent to 0.642 which means that 64.2%

variance of customer buying behaviour is explained by four predictors. Value of R square implies 64.2% of the variance in the dependent variable (customer buying behaviour) can be predicted from the independent variables.

Table 4.6. 2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2032.547	4	508.137	133.932	.000 ^b
	Residual	1134.400	299	3.794		
	Total	3166.947	303			

a. Dependent Variable: CBB

b. Predictors: (Constant), IM, OM, PM, BM

. Source: Survey result using SPSS V26, 2022

The table 4.6.2 above shows that the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. F-ratio is the test statistic used to decide whether the model as a whole has statistically significant predictive capability, considering the number of variables needed to achieve it. We can see that the significance value is 0.00 (i.e. $P=0.00$), which is below 0.05. Thus, the combination of the variables significantly predicts the dependent variable ($p < 0.05$). Therefore, the overall regression model is significant

Table 4.6. 3 Coefficients Matrix

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.106	.852		2.472	.014
	Outdoor media	-.133	.044	-.163	-3.015	.003
	Print Media	.149	.029	.229	5.224	.000
	Broadcast Media	.224	.066	.179	3.394	.001
	Internet Media	.718	.047	.664	15.244	.000

a. Dependent Variable: CBB

Source: Survey result using SPSS V26, 2022

The above table 4.6.3 shows which among the independent variables influence most the buying behaviour of consumers. The regression output shows that all predictor variables are statistically significant because their p-values are less than 0.05. Looking at the Beta under Standardized Coefficients, the effect of Internet Media advertisement on consumers buying behaviour (b=0.664) is greater than the other independent variables. Unstandardized coefficient β value indicates the degree of influence or effect of each mode of advertisements towards customer buying behaviour. Highest β value mean the independent value has highest influence or effect on dependent value. To indicate customer buying behaviour explanation and prediction by the four mode of advertisements, multiple regression method was used. As indicated in the above table, by observing the absolute value of Beta coefficient, , Internet Media (b=0.718) has strong effect on customer buying behaviour followed by Broadcast media (b=0.224), Print Media (b=0.149) and Outdoor Media (b=-0.133) have minimum effect on customer buying behaviour. Thus, regression model can be written as follows in a significant 95%.

$$Y = 2.106 + (-0.133) X_1 + 0.149X_2 + 0.224X_3 + 0.718X_4$$

Where: Y= Customer Baying Behaviour, X1= Outdoor media, X2= Print Media, X3= Broadcast Media, and X4= Internet Media

According to the table 4.6.3, Outdoor media has a negative effect on customer buying behaviour. This means that a one unit decreases outdoor media leads to -0.133 unit increase in customer buying behaviour by controlling for the other variables (X2, X3, and X4) constant. Similarly, Print Media can explain and predict customers buying behaviour positively. When Print Media increases by one unit, the dependent variable customer buying behaviour will increase by 0.149 units controlling for the other variable (X1, X3 and X4) unchanged. As indicated in the table 4.6.3, contrary to theory, broadcast Media has positive effect on customers buying behaviour. As Broadcast Media increases by one unit, customer buying behaviour increase by 0.224 unit controlling for (X1, X2, X4 and X5) constant. Internet Media can explain and predict customers buying behaviour positively. When Internet Media increases by unit, the dependent variable, customer buying behaviour increases by 0.718 unit controlling for the other variables (X1, X2, X3 and X4).

Table 4.6. 4Hypothesis Testing and Interpretation of Results

Number	Hypothesis	B	Sig.	Result
H1	Outdoor media advertising significantly affects consumer buying behavior.	-.133	.003	Rejected
H2	Printed media advertising positively affects consumer buying behavior	.149	.000	Accepted
H3	Broadcast media advertising positively affects consumer buying behavior	.224	.066	Accepted
H4	Internet based advertising positively and affects consumer buying behavior	.718	.000	Accepted

Source: Survey result using SPSS V26, 2022

4.7 Discussion of results

Considering the data analysis on the survey, the demographic composition of the respondents was that 33% of the respondents were female and the remaining 67 % were male. The higher percentage of male respondents could show that there are more male customers of DSTV than female customers. On the other hand, the majority of the respondents were between the age ranges of 26 to 40 years and below 25 years, which accounted for 62.8% and 17.3% of the respondents respectively. Respondents who were between the ages of 40 and 50 years, and above the age of 50 constituted a small proportion of 17%, and 2.8% respectively. This indicates that the age groups within 26 to 40 years are the main customers of the DSTV products showed in this research. The other variable was the education level of respondents, where the highest percentage of respondents, around 63.1 % was at first degree level. The second highest percentages of respondents were diploma holders that constituted of 16.2% of respondents. The remaining 14.5% respondents were at a second degree and above levels. And the remaining 6.3% were at a high school level. This implies that more than 74% of DSTV users have degree holders and above which means they are educated. In terms of the monthly income of the respondents, the majority had income of birr 15000 and above which accounted 63.6% and followed by 11.9% having income in between birr 6001-9000. Most of the customers used the DSTV services above 2 years which accounted 54 %

followed by 19.9% used the DSTV services for 1 years and less. This implies that most of the DS According to the respondents, most of DSTV users were influenced by life styles. The reason behind this was DSTV product/services programs designed highly preferable and choose the brand as their best preference. Due to this scenario, many users of DSTV purchase the products. Internet media advertisement was the most preferred advertisement channel by the most of the respondents; this implies that the majority of the respondents had an exposure for broadcast media. Outdoor media the least preferable advertisements by the respondents this could be due to the fact that most of the respondents have less reading billboards or less accessibility billboards in the city. This could have contributed for the small percentage of outdoor media exposure TV users in the city were used the product recently.

The correlation result revealed that there is a positive relationship between the outdoor media and the consumers buying behaviour, between the print media and the consumers buying behaviour, between the broadcast media and the consumers buying behaviour and internet media and the consumers buying behaviour. Moreover, the result further indicated that Broadcast media has the strongest association with customer buying behaviour than others independent variables with coefficient of correlation ($r= 0.561$, $p<0.01$); whereas the association between Internet media is the strongest one among the independent variables with coefficient of correlation ($r=0.543$, $p<0.01$).

As per the results of the regression analysis, all the independent variables, namely the outdoor media, print media, broadcast media and the internet media have significant effects on the consumers buying behavior and except outdoor media all have a positive effect on consumers buying behavior. To evaluate how much the current regression result was practical, detail literature review has been executed. M. E. Malik *et al.* (2014) indicated that as successful strategy to motivate people to buy a product, effective advertisement always reminds the first choice that pops up in a markets mind. They found that advertisement being attention internet media ($\beta = 0.664$) has more influence than advertisement being print media ($\beta = 0.229$) on behavior of youth. This was quite similar with the current multiple regression result.

Moreover, Internet media advertisements that display the product in function could make the product more noticeable as compared to other variables. Furthermore, a study in an Ethiopian context by Melkamu (2014), results reveals that the television broadcast media has the most

powerful influence on consumers' buying behaviour due to the combinations of both audio and visual presentations.

Overall, the results revealed that the independent variables used in this research accounted for 64.2% of the variance in the consumers buying behaviour ($R^2 = 0.642$). Thus, 64.2% of the variation in the consumers buying behaviour could be attributed to the effect of advertising. Other variables could explain the variation in consumers buying behaviour that accounts for about 35.8%. The result of this research further indicated that internet media is the most important mode of advertisements to have positive and significant effect on consumer buying behaviour.

The result of multiple regression analysis as show outdoor media advertising significantly affects consumer buying behavior, printed media advertising positively affects consumer buying behavior, Broadcast media advertising positively affects consumer buying behavior, and Internet based advertising positively affects consumer buying behavior.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Based on the results of the study obtained through the questionnaire distributed to 352 customers of DSTV in Addis Ababa, this chapter presents the following summary of major findings, conclusions and recommendations that was drawn from previous chapters of the study.

5.2 Summary of Findings

The ultimate objective of the study was to investigate the effect of advertising on consumer buying behaviour in the case of DSTV in Addis Ababa. Descriptive and explanatory research designs were used for this study purpose and 384 questionnaires were distributed to the city of Addis Ababa and Out of the total distributed questionnaires 352 were returned being properly filled out by DSTV consumers. The respondents were asked to assess the mode of advertisements and their intentions customer buying behaviour.

Multiple Correlations was conducted to assess the relationship that exists among mode of advertisements and their intentions customer buying behavior. The correlation matrix indicated that all mode of advertisement have a positive and significant correlation with customer buying behavior with value of coefficient of correlation r ranging from 0.561 to 0.194 which implies that as the mode of advertisement performs better ,the customer buying behavior also do same and vice-versa.

Multiple regression analysis was also conducted to see to what extent the independent variables have influence to explain or to predict the variation in dependent variable. According to the regression model summary table the advertisement types explained 64.2% of variation in dependent variable i.e. customer buying behaviour. The ANOVA table showed us that the regression model is fit to a good degree of prediction. According to the result of multiple regression internet Media appears to be the mode advertisements has strongest positive influence on customer buying behaviour with the unstandardized coefficient value $\beta = 0.718$ which implies a 1% increase in internet Media, would increase customer buying behaviour by 71.8% assuming that all others mode of advertisements remain constant. broadcast media is ranked as second important independent variable as it has the second highest a regression coefficient of $\beta = 0.224$. The hypotheses that the researcher hypothesize earlier in chapter two had tested using regression model

and t-test. The hypothesis test supported H1, H2, H3, and H4 the hypotheses test result implies that the three modes of advertisement (H2, H3, and H4) are positively and significantly affected customer buying behaviour but H1 are negatively affected customer buying behaviour.

5.3 Conclusion

The present study examined the effect of advertising on consumer buying behavior in the case of DSTV in Addis Ababa and the research findings indicated that modes of advertisements namely: Outdoor media, Print media, Broadcast media and Internet Media have positive and significant effect on dependent variable customer buying behavior. According to the regression model summary table, R2 value indicated that 64.2% of the variance on customer buying behavior can be predicted by the independent variables. The regression coefficient table also indicated that among the four modes of advertisement media internet media is the best predictor as its influence on customer buying behavior is greater than others advertisements with β value (0.718). The previous theories and studies in the area of Customer buying behavior showed us that there is a link and positive relation between the two variables i.e. types of advertisement media and customer buying behavior. Therefore, the more Media advertisement is effective; the more likelihood customers become consumed DSTV products. In general, the study findings support the view point that media advertisements increases customer of DSTV.

5.4 Recommendation

Based on the conclusions drawn in the above section, the following measures are recommended for DSTV advertisements in order to realize ultimate benefits media advertisements effective, creative and competitive.

- As the findings of the study showed customer internet media advert has the highest ($\beta=0.718$) influence on customer buying behavior. Hence, DSTV Company should be very conscious in strengthening intern advert media. Therefore, DSTV Company needs to focus more attention in the above stated variable which has a potential to increase customer buying behavior. The company can strengthen the media advertisements through hiring high quality technology, works with experts, spread continuous awareness and create/design attractive programs that can makes DSTV influenced customer.
- In this study broadcast media was the other second factor affecting customers buying behavior. Thus it is better for DSTV to work broadcast media on TV and radio so the company need working hardly this broadcast media attractive programs that can makes DSTV influenced customer.
- As Unstandardized coefficient β showed on this study DSTV should have to pay attention to strengthen outdoor media as it has the negative effect or influence on customer buying behavior ($\beta= -0.133$).
- It is advisable for company to use modes of advertisement properly have strong connection with its customers in order to attracts customers in the city.
- Marketing managers of DSTV company need to consider all the variables since these variables are the main factors that influence consumers' buying decision and could determine the company's market share. The company needs to work more on identifying the right advertisements that fits the product and should be aware the product.

5.5 Future studies

The study mainly examined the effect of advertising on consumer buying behaviour in the case of DSTV in Addis Ababa. The following untapped areas were identified for future research. First, this research is limited to consumers of DSTV and geographically located in the company's sales outlets that are in Addis Ababa, Ethiopia. Careful attention should be made while generalizing from these findings to other cities in Ethiopia or to other countries. Second, the effect of advertising has been researched from the side of customers only. Analysing the effect of advertising from the point of view of the company could be an area for future research. Any interested researchers could study the effect of advertising on other areas of business other than the one used in this study, which is the service delivered sector.

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Appendix I



St. Mary's University School of Graduate Studies Program of Marketing Management

Questionnaire to be completed by DSTV users in Addis Ababa

My name is Leyla Shemsu. I am doing a research with the title “The Effect of Advertising on Consumers Buying Behaviour in the case of DSTV in Addis Ababa” for the partial fulfilment of Masters of Arts Degree in Marketing Management at St. Mary's University. I kindly request your cooperation in filling this questionnaire. Your willingness in giving genuine information is well appreciated. The information you provide will only be used for the study and it is highly confidential. The questionnaire has three parts- Part I requests demographic information, Part II is about general knowledge about consumers, and Part III includes questions related to advertising and consumer buying behaviour. Thank you very much for sparing 15 minutes from your precious time to participate in this study.

Part I: Demographic Information

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

1. Sex

- A. Female B. Male

2. Age

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

3 Academic Qualifications

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

4 Marital Status

- A. Single B. Married

5 Monthly Income

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

Part II: General Knowledge of Consumers

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

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

7 Which mode of DSTV advertisements influenced you the most?

A. Outdoor Advertisement

C. Broadcast Advertisement

B. Printing Advertisement

D. Internet Advertisement

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

A. Less than 1 year

B. 2 years

C. 3 years

D. 4 years

E. 5 years and above

Part III- Media Advertisement

The following statements are aimed to assess your perception towards media advertising practices of DSTV by using five points Likert scale (1= Strongly Disagree, 5= Strongly Agree). Please, indicate your opinion by putting a tick mark (√) on the appropriate box in table below.

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No	Statement	1	2	3	4	5
A	Outdoor media					
1	In my opinion Outdoor media advertising significantly affects consumer buying behavior.					
2	From the medium of advertising that Dstv is using, outdoor media (Billboards, Shop banners,) influenced me to consider the product.					
3	In my opinion, few advertising messages are transmitted (clutter) in the outdoor medium where Dstv chose for advertising.					
4	The outdoor media environment in which Dstv is using for advertising is attractive.					
B	Print media					
1	In my opinion Printed media advertising positively affects consumer buying behavior.					
2	From the medium of advertising that Dstv is using, print media (Newspapers, Magazines, and Brochures) influenced me to consider the product.					
3	In my opinion, few advertising messages are transmitted (clutter) in the print media where Dstv chose for advertising.					
4	The print media program content in which Dstv is using for advertising is attractive.					
5	I trust printed media such as newspapers and magazines mostly to choose the product.					
C	Broadcast media					
1	I believe in Broadcast media advertising positively affects consumer buying behavior.					

2	From the medium of advertising that Dstv is using, broadcast media (TV, Radio, Internet) influenced me to consider the product					
3	In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where Dstv chose for advertising.					
4	The broadcast media program content in which Dstv using for advertising is attractive.					
5	I trust television information mostly to choose the product.					
	Internet media					
1	I believe in Internet based advertising positively affects consumer buying behavior.					
2	The internet media program content in which Dstv using for advertising is attractive.					
3	I trust internet information mostly to choose the product.					
4	From the medium of advertising that Dstv is using, Internet media (Facebook, YouTube) influenced me to consider the product.					
D	Consumer Buying Behavior					
1	I searched extra information beside the messages in the Ad, when I decide to buy the product.					
2	Knowing the services latest information may depend on advertising.					
3	I want to build a long-term relationship with DStv product.					
4	I would recommend DStv to someone seeking advice on satellite entertainment service.					

If you have additional suggestion

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Thank you for your time

