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MASTER OF BUSINESS ADMINISTRATION (MBA)

**THE EFFECT OF MEDIA ADVERTISING ON CONSUMER'S BUYING
BEHAVIOR: THE CASE OF AYAT REAL ESTATE**

BY

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ETHIOPIA

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DECLARATION

I declare that this research paper is my original work and prepared under the guidance of Temesgen Belayneh (PhD). All the source of material used for this thesis proposal has been duly acknowledged. I further confirm that this thesis proposal has not been submitted either in part or in full to any other higher learning institutions for the purpose of awarding any degree.

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ENDORSEMENT

This is to certify that **Netsanet Girum** carried out her thesis on “**The Effect Of Media Advertising On Consumers buying Behavior: In case of Ayat Real-Estate Addis Ababa** and submitted in partial fulfillment of the requirements for the award of the degree of Masters Of Art in Business Administration at St. Marry University with my approval as university advisor.

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Temesgen Belayneh (PhD) – Advisor

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Abstract

For any marketer, measuring the impact of advertisements on consumers' purchasing decisions is essential. All resources—including money, time, and effort—spent on advertising would be useless if it had no beneficial effect on consumers' intentions to make purchases. Examining how media advertisements affect customer behavior in the context of Ayat Real Estate is one of the research's goals. The researcher used Descriptive and explanatory research approach which describes and explains quantitatively the effect of advertisement on consumers buying behavior. Both primary and secondary data was used. The sampling techniques used is probabilistic sampling, specifically simple random sampling techniques. A questionnaire was administered to a sample of 364 respondents out of which 342 valid questionnaires were collected and analyzed. The study was adopted multiple linear regression and Pearson correlation analysis. The finding revealed that there are positive and significant relationships between media advertising and Consumer behavior of Ayat Real-Estate. According to the analysis made so as to see the relative importance of the independent variables (honest, creative, memorable, understandable, attention grabbing, and impressive) identified to predict the effect of media advertising on customer behavior; Understandable advertising is discovered to be the most important predictor of purchase intention with standardized coefficient ($\beta = 2.159$), followed by creative advertising the second predictor with standardized coefficient ($\beta = 1.463$), Next to this Attention grabbing advertising is the third predictor with standard coefficient ($\beta = 1.129$), Honesty after this advertising is the fourth predictor with standard coefficient ($\beta = 3.331$). Consequently it can be concluded that memorable advertisement has the strongest positive and significant effect on Ayat Real-Estate customer behavior. From the finding it is recommended that, the marketing department of the company is recommended to establish a better understandable advertisement that can grant the company is serving to establish potential and prospective customers. Thus, company should pay due attention to these dimensions in order to increase their sales volume and market share.

Key words: *Advertisement Character's, media advertising, Consumers behavior.*

CHAPTER ONE

Introduction

1.1 Background of the Study

Today, advertising is essential to the success of marketing policies. It is mass media content meant to influence readers, viewers, or listeners to take action about goods, services, and ideas (Raju, 2012).

Advertising has a long term dynamic effect on consumers' purchase and sales of producers. A firm's reason for advertising is to create awareness of a product. This has effect on current and future sales of firms as consumers tend to respond to the advertisement in the long run. This dynamic effect of advertising explains that firms usually advertise a product the most at the entry. (Sharma & Sharma, 2009). Producers often advertise their product with the intention of increasing their sales which allows the firms to gain economies of scale and keep prices down. It also makes their products well known on the market. Also, advertising is necessary when introducing new products on the market. Without it, firms would find it difficult to break into market in which there are established brands (Sloman & Wride, 2007).

Marketers invest in various media platforms to influence consumer behavior. Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer behavior need to be established.

The primary goal of advertising is to inform, persuade, and to remind the user or customer that there is something new on the market. However, when we dig deeper, advertising serves as a source to persuade or attract customers about a product to perform a specific action, which is usually to purchase a product (Kenneth & Donald, 2010). Advertising aids in informing consumers about new products or services, as well as new promotions on existing products and services. As a result, advertising is now more important than ever for business (Bardi, 2010).

Advertising can be defined as any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor. Most of the managers believe that the advertisement directly affects the sales volume and hence they evaluate the effectiveness of the advertising

campaign by the increase in the sales volume (Kotler, 2000). Advertisements represent a fictional world, a world arbitrarily created. They enter the real world of their prospective customers and try to draw their attention to the fictional reality they simulate. Advertisements have to be created in such a way that they catch the eye of the prospective customers and engage them in the communication. The advertiser, when creating the advertisement, has to bear in mind that prospective customers was not engage in the communication deliberately, they do not seek advertisements on purpose (Jobber, 2001).

According to Kotler and Keller, (2012) the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory. The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase.

The Ethiopian real estate market is hotter than ever, especially after the new reforms being introduced in every sector of Ethiopian society. These reforms have reignited the real estate market in Ethiopia due to the ever growing demand for homes from both the local population and the Ethiopian Diasporas (<http://www.allaboutETHIO.com>). In Ethiopia there are around 15 real estate developers in all over the country. Out of them the most dominant residential home developers include Ayat Real Estate, Sunshine Real Estate, Habitat New Flower Homes, Ropack International, Ambassador Real Estate, Trancon Real Estate, Gift Real Estate, Enyi Real Estate, Country Club Developers, Akakas Real Estate, Boran Real Estate, Flintstones Homes, and Zenebe Frew Real Estate. (Access capital-sector report, 2010).

The great demand for housing and real estate housing shows the strong development of real estate. Buyers of residential houses (Real estate) got the idea of purchasing the houses from electronics and print medias, sales persons or from social medias the majority of home buyers go online for their search for their future home (Real estate in digital age, 2017). This research study topic has been motivated by the need to understand whether product advertising affects consumer buying behavior at Ayat real estate in Addis Ababa.

1.2 Statement of the Problem

In today's competitive and dynamic environment, all marketers use advertising to communicate with their target markets. Their communication style and the information contained in their advertisements are insufficient to pique the interest of consumers. When the information is insufficient or irrelevant, advertising has no chance of influencing consumers' purchasing decisions for their products or services (Mittal & Pachauri, 2013).

Advertising is a marketing concept that aims to influence customer purchasing behavior (Guolla, 2011) and one of the key marketing weapons renowned for its long-lasting impact on customers' minds due to its much broader exposure (Katke, 2007). Ferguson et al. (2012) identified advertising as an effective tool for creating product awareness in the minds of potential consumers for them to make an eventual purchase decision. Furthermore, Latif and Abideen (2011) stated that advertising through all mediums influences the customer population, but advertising through media is one of the strongest mediums of advertising due to its reachability and the extent to which it influences the customer population. Therefore, it is very essential to research to find out the extent to which the media advertisement influences the consumer buying behavior in the real-estate sector.

The quality of information reported to potential and existing consumers during an advertising campaign aimed at forming the image and awareness of the products as well as achieving a specific economic result determined before and after the transmission of the advertising message is referred to as advertising effectiveness (Shakho, & Panasenka, 2012). However, determining the impact of media advertising on financial outcomes, whether from advertising or other promotional activities, is difficult. The media is the vehicle through which the message is delivered. Television, radio, newspapers, magazines, direct mail and mail order, outdoor display, and transportation are all important advertising tools (Wells et al., 2000).

Considering the varied influence of the different media platforms, Opeodu and Gbadebo (2017) pointed out that media platform in context to the advertisement is considered a compelling factor influencing consumer's choice. Thus, a wise choice of the media platform for the advertisements is important for the promotion of products or services (Singh, 2012). It was stated by Srivastava (2014) that advertisements have wide acceptance as the source of information among the consumers compare to other sources on different media platforms; as a result, media mix

decisions are a crucial decision for advertisers.

Several authors have studied the relationship between advertising and customer buying decisions in various contexts (Hawi,2019, Yordanos, 2020; Eden,2018). For example, Yordanos (2020) has studied the relationship between media advertising and customers' buying behavior in East Africa bottling S.C product (Coca-cola, Sprite and Fanta). From the finding it is concluded that there is statically significant and moderate relationship between consumers' perception of media advertisement and consumer buying behavior. Eden (2018) has studied the effect of media advertising on consumer buying behavior in the breweries sector. The finding of the study indicates that there is positive relationship between media advertisement and customer's product choice, and also there is also strong relationship between advertisements on quality of products with customers' product choice.

However the studies conducted by internal and external authors indicates the positive importance of media advertising on consumer buying behavior but they didn't clearly show how media advertising influence customer buying behavior "do all these media advertisements positively influence the consumers' buying behavior"?. Most business institutions do not assess the effect of their advertisement and can't empathize with the persons to whom the advertising is being directed; they do not know how the customers feel about their products or services and how is important their products or services to their target market. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in their buying behavior in the real estate industry (Mylonakis, 2008). Thus, this study would help a marketer to find out the extent to which the media advertisement influences in their buying behavior in the real estate industry.

Moreover, the above studies focused on different organizations but none got to deal with the effect of advertisement on consumers buying behavior in case of real state industry.

This study filled the gap by specifically investigate the effect of advertising on consumer behavior in the case of Ayat real estate. It examines which media advertising influence customers' behavior towards choosing the best real estate company for their housing needs. In order to achieve this objective, the existing media practices was evaluated from various aspects such as Honest, Creative, Memorable, Attention grabbing, simple to understand and impressive. So, this study analyzed the impact of media advertisement on Ayat real estate customer behavior.

1.3. Basic Research Questions

This study will try to answer the following research questions:

- What does currently perceived consumer buying behavior of ayat realestate customers?
- Which advertisement media has more influence on Ayat real estate consumer behavior?
- How does advertisement characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest) affect consumers behavior?

1.4 Objectives of the Study

1.4.1. General Objective

The general objective of this study is to investigate effect of media advertising on Ayat real estate companies'' customers buying behavior.

1.2. Specific Objective

The specific objectives of the study are:

- To asses currently perceived consumer buying behavior of ayat real estate customers.
- To explain extent to which advertisement characteristics (impressive, simple to understand, attention grabbing, memorable, creative, and honest) affect consumer behavior in ayat real estate.
- To find out which advertisement media has more influence on ayat real estate consumer behavior.

1.5. Significance of the Study

This research attempts to identify its significance to, The Company, Academics and the Researcher. This study will describe the effect of advertisement variables that influence the buying decision of Ayat real estate customers. Understanding of variables such as whether the advertisement is Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative, Honest by the target customers would help further understanding, how these variables affect the decision making of consumers. It would help Ayat homes marketing department to better reposition its advertising strategy, to capture the target market and to boost sales over times. The study is expected to improve the advertising and

promotional strategies of Ayat real estate, by providing practical information about core advertisement issues. The findings of this study will contribute and complement the already existing knowledge and literature on the relationship between advertisement and consumers buying behavior.

To academics, this work will provide a basis for further research works by investigating other variables those are not included in this study. To achieve this, relevant and authentic references will be cited. This Study might initiate readers to know about the effect of media advertising on consumers' buying behavior related to real estate investment and the factors that make consumers respond to advertising.

1.6. Scope of the Study

The study intended to analyze the effect of media advertising on consumers' buying behavior in Ayat real estate S.C in Addis Ababa. Geographically, the study will be carried out only on the customers of Ayat real estate located at Capital city, Addis Ababa.

This study only includes the effect of media advertising on consumer buying behavior, other components of advertising such as advertising cost, duration of advertising, exaggerated advertising mislead the consumer perception and other are excluded.

The study focused on only to the previous two year's residential homes and commercial outlets customers of Ayat Real Estate.

1.7. Limitation of the study

- ✓ The absence of adequate studies and organized data especially empirical literatures, both qualitative and quantitative data regarding the study variables (especially in the banking services), which would be useful to lay a more relevant factual base for the study.
- ✓ The respondents' unwillingness to fill the questionnaires due to lack of time, because of the nature of the customers, and lack of understanding the usefulness of the study.

- ✓ Sampling source is very limited comparing to the large population because it's difficult to reach or communicate with Diaspora customers and outside Addis Ababa.
- ✓ The majority of Ayat real estate customers are Diaspora community, so it was the biggest challenge to collect their idea. I made a survey question with their representative family

member.

1.8. Organization of the study

The study is divided into five chapters in order to provide clarity and coherence on the discussion of the study. The first part of the study will include the background, problem statement, questions and objectives and the significance and limitations. The second chapter included the relevance of the study in the existing literature. The third part of the study was included the methods and procedures used in the study. The chapter was comprised the presentation of the utilized techniques for data collection and research methodology. The fourth chapter was including the results of the study. The data was presented statistically treated in order to uncover the relationship of the variable involved in the study. The last chapter comprised three sections: the summary of the major findings, conclusions of the study, and the recommendations. Reference and annex was provided in the final part of the paper.

CHAPTER TWO

REVIEW OF RELATED LITRATURES

2.1. Theoretical Review.

2.1.1 Operational definitions

Advertising: is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action up on products, information or services (Arens, 2009).

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. The non-personal component means that advertising involves mass media (e.g. TV, radio, magazines, and newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient. Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch, 2003).

Consumer Buying Behavior: is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires (Ville, 2012).

Media Advertising: is the non- personal communication channels that carry messages without personal contact or feedback they include there are many advertizing „media“ such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertizing (Such as posters, Billboards bus sides) Armstrong and Kotler (2003).

The Source Factor: is the source that the person involved in communicating a marketing message, either directly or indirectly. a right way source could be a spokesperson who delivers a message and/or demonstrates a product or service (Ouwersloot& Duncan, 2008).

The Message Factor: is the most common approaches to attract attention is to present the product or service in unexpected manner maintaining interest after the audience recognizes that the communication or advertising is a challenge for advertiser (Terkan, 2014).

The Channel Factor: is the method wants to transport the message from the sender to the receiver is named the message channel, and is additionally mentioned because the medium (Belch and Belch 2007).

2.1.2 Objective of Advertising

An advertisement is one of the topical strategies of many brands for the promotion of their product. The purpose of mass advertisements is to gain attention for the product, ensuring prolonged association with consumers, or for the purpose of recall of their product in customers' mind (Rai, 2013).

The advertising objective should emerge from a thorough analysis of the current marketing situation. If the product class is mature, the company is the market leader and if brand usage is low, the objective is to stimulate more usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the objective is to convince the market of the brand's superiority. (Kotler and Keller, 2012)

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new 13 entrance, make special offers through sales promotion, to neutralize competitors advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina, 2012).

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer and Tanner, 2002). In addition, they define mass media advertising as "non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images" (Dwyer & Tanner, 2002) .

In today's market the range of products and services is especially large, they are all impossible to

remember or purchase. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is determined by a number of cognitive, emotional and behavioral aspects. In the centre of advertising is the customer, whose psychology is determined by numerous aspects and advertising itself, which aims at arousing the customers wish to acquire the product advertised, and most importantly, at achieving the act of purchasing the product (Jakštien, Susnien & Narbutas, 2008). All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai,2013).

2.1.3 Importance of Advertising

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). Advertising can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Dinu&Dinu, 2012).

According to Ph. Kotler and others (2003), both the businesses and individual sellers should ask themselves what should the advertising of their products and services are and what impact on the customer should it make.

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

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

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 15 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 (rahma,2012).

2.1.4 Types of Media Advertising

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. The functional goals for advertising include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn, Allen and Semenik, 2000).

Social media advertising

In today's digital age, social media has become an integral part of our lives. It has also become an essential tool for businesses to reach out to their target audience and promote their products or services. Digital marketing and online advertising have become the norm, and social media plays a crucial role in this domain. In this article, we will discuss the importance of social media in digital marketing and online advertising.

- **Print Media Advertising:** Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is

a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Omcreddy, 2010).

- **Outdoor advertising:** It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003).

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

- **Broadcast Advertising:** Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which

is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009).

The commercials aired on radio and televisions are an essential part of broadcast advertising. The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot (Management Study Guide, 2013).

- **Covert Advertising:** Advertising in movies. Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand NOKIA which is displayed on Tom Cruise's phone in the movie Minority Report, or the use of Cadillac cars in the movie Matrix Reloaded (Management Study Guide, 2013).

- **Surrogate Advertising:** Advertising indirectly and it is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising (Manohar, 2013).

- **Public Service Advertising:** Advertising for social causes and it is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of

advertising field for a social cause. Ogilvy once said, "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes." Today public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes. In USA, the radio and television stations are granted on the basis of a fixed amount of public service advertisements aired by the channel (Alina, 2010).

- **Celebrity Advertising:** Although the audience is getting smarter and smarter and the modern-day consumer is getting immune to the exaggerated claims made in a majority of advertisements, there exists a section of advertisers that still depend upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements. How effective these ads are, is something that each consumer himself can determine.

So, those were the most popular kinds of advertising used today. Each of the advertisement types mentioned has its own sub-types and rates of effectiveness. It is the job of advertising department to figure out which type of which medium is the best and the most feasible for the company (Manohar, 2011).

2.1.5 Concept of Consumers' Buying Behavior

Consumer is one who consumes the product or goods and services. The aim of marketing is to meet and satisfy target customers needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, 2013).

Consumer is a person who buys or uses things (goods) or services. Marketers are the persons who provide these services. The most challenging questions for marketers are why buyers do what they do (or do not do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer and also suggest the important influences on consumer decision-making. Factors affecting consumers' buying decisions are extremely complex. It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the

consumer from groups such as family, friends and society in general. Consumers' buying behavior result from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take. Consumers mainly face two types of purchase decisions: 'New Purchase' —these purchases are very difficult to be made by consumer due to lack of confidence in decision-making; and 'Repurchase'— consumer feels confident in making these decisions since they have previous experience in purchasing the product (Patwardhan, Flora and Gupta, 2010) .

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. 26

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Baheti, Jain and Jain, 2012).

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store. Think of how many times you have made impulse purchases in stores (Susilawati, 2001; Yakup & Jablonsk et al., 2012).

Consumer buying behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption.

Marketers' success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers. For example, purchase decisions may be influenced by the personality or lifestyle of the consumer (Belch & Belch, 2003).

2.1.6. The Five Stages Model of Buying Decision Process

The buying decision process in marketing helps marketers understand the consumer's journey -

how and why they made a purchase decision.

It starts when the consumer recognizes a need for a product and extends until after they have made the purchase.

Understanding this journey of customers, especially a target segment, is essential for brands to be successful. Marketers must understand and analyze the changes in the buying decision processes of customers as they may gain valuable insight. This might result in them changing marketing campaigns according to the new consumer trends.

Marketing scholars have developed a “stage model” of the buying decision process

The five-stage model in consumer behavior (Kotler, (2012).

There are five steps in the buying decision process. It starts with the pre-purchase stage and ends at the post-purchase stage. The buyer decision process consists of the following steps:

1. Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post-purchase behavior

1. Need Recognition Stage

Need recognition is the first step in the buyer decision process. In this step, the buyer recognizes a need or realizes that a product or service they require is missing. They may recognize this need either through external or internal stimuli.

Internal stimuli include hunger and thirst, for instance. Marketers do not have much control here, as they cannot induce internal stimuli. The product's marketing must focus on generating an **external stimulus** through a successful campaign.

2. Information Search Stage

According to the Nielsen research (2012) when an individual recognizes his need for a particular product/service he tries to gather as much information as he can.

Once an internal or external stimulus prompts consumers, they **start collecting information about possible solutions** from various sources. Consumers also rely on past experiences with brands while making a decision. A brand must successfully provide its customers with all the information they want. Customers should be able to interact with a brand - e.g. leave reviews and comments for future customers.

3. Evaluation of Alternatives Stage

In this step, customers evaluate their options - different companies provide means to meet their needs. Marketers must **convince the consumer that their product is superior** to competitors'. Consumers compare the available solutions and opt for the best one that fits their situation. This decision may be based on price, additional features, or other product or service factors.

Due to the engagement of consumers and marketers through social media, consumers purchase decisions are often influenced by both user-generated content and 14 marketer-generated content. There is an increase in digitalized word-of-mouth communication (Dellarocas, 2003) with marketers developing brand communities through social media platforms to engage consumers and generate word to mouth interactions through information sharing which will support sales increase (Kozinets 2002).

4. Purchase Decision Stage

Once the customer has all the information, they will finally decide to purchase one of the alternatives. Two main factors influence this decision: **attitudes** and **unexpected situational factors**.

Attitudes refer to how consumers are influenced by other consumers' opinions (e.g., through word-of-mouth). If someone whose opinion we value were to speak in favor of a brand, our likelihood of purchasing from that brand will be high. According to George et al. (2001), consumer behavior is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires.

Unexpected situational factors refer to unforeseen changes in any factors that may affect consumers' purchase decisions. These may include an unexpected price rise, better product benefits, etc. By this stage, marketers must have convinced customers that their product is the best in the market.

5. Post-purchase Behavior Stage

It is wrong to assume that a marketer's job is done once the customer makes a purchase. Knowing if the customer was satisfied or dissatisfied with the purchase is also crucial. The product or service will fail to meet the customer's expectations if the brand promises more than what it can deliver.

It is vital to ensure that the customer is satisfied with the product's performance, as this is the key to building trust and a loyal customer base for the brand.

2.1.7. The Effect of Advertising

2.1.7.1. Positive Effect 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 Labor 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). 19

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.

The role of advertisement changes unto what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996), as cited by Vivekananthan, (2010).

2.1.7.2. Negative Effect of Advertising

Advertising is the most visible activity of business. What a company may have doing privately for many years suddenly becomes public the moment it starts to advertise. Advertising is widely criticized not only for the role it plays in selling products or services but also for the way it 20

influences our society. As a selling tool, advertising is attacked for its excesses. Some critics

charge that, at its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Bovée & Arens, 1989).

According to American humorist Will Rogers, advertising is "the art of convincing people to spend money they do not have for something they do not need." Like Rogers, modern critics of advertising highlight its negative effect, claiming that ads foster impulse buying. However, advertising also provides consumers with valuable information about products being offered for sale (Lindblad, 2013).

Advertising is superficial. The basic criticism of advertising here is that it frequently carries little, if any, actual product information. What it does carry is said to be hollow ad-speak. Ads are rhetorical; there is no pure "information." All information in ads is biased, limited, and inherently deceptive. Advertising wastes resources and only raises the standard of living for some. One of the traditional criticisms of advertising is that it represents an inefficient, wasteful process that channels monetary and human resources in a society to the "reshuffling of existing total demand," rather than to the expansion of total demand. Advertising thus brings about economic stagnation and a lower standard of living (O'Guinn, Allen and Semenik, 2000).

Advertising Creates Needs. A common cry among critics is that advertising creates and makes people buy things they do not really need or even want. The argument is that consumers are relatively easy to seduce into wanting the next shiny bauble offered by marketers. Advertising Promotes Materialism. It is also claimed that individuals' wants and aspirations may be distorted by advertising. The longstanding argument is that in societies characterized by heavy advertising, there is a tendency for conformity and status-seeking behavior, both of which are considered as materialistic and superficial. Advertising Perpetuates Stereotypes. Advertisers often portray their target customer in advertisements, with the hope that individuals will relate to the ad and attend to its message. Critics charge that this practice yields a very negative effect—it perpetuates stereotypes (Arens, Schaefer & Weigol, 2009). 21

The most painful negative effect of advertising is the complete and utter degradation of some forms of art. Almost nothing you see on television or hear on the radio is done for the sake of

creativity. Everything you see or hear now is meant to sell you something. All the singers are singing about something you should buy, all the dancers are dancing around a new perfume, all the cartoons are telling you what to get your kids for Christmas (Nartey, 2010).

Advertising has often taken the route of causing “shock and awe” to gain the attention of a consumer; these campaigns occasionally backlash which has an immense negative effect on a business. Shock and awe marketing campaigns cause discomfort within a marketplace in which users may take to talking with others to denounce a business and their practices (Lunn, 2011).

2.2 Empirical Review

Akwasi Ampofo(2014)assessing Effects of Advertising on Consumer Buying Behavior: With Reference to Demand for Cosmetic Products in Bangalore, India. According to his findings, advertising does have influence on the purchase of cosmetic products and it is a must for cosmetic firms to continue advertising on their products if they require maximum sales. Also, we found out that, though advertising does influence the purchase of consumers, other factors like income and others’ recommendation do play a role in one’s purchase.

In this study, the researcher had wanted to estimate the effect of advertising on firms’ sales as well, but no access to data was the reason why this was not achieved. Ramzan Sama(2019) assessing Impact of Media Advertisements on Consumer Behaviour, he conclude, the findings indicated that TV and Internet advertisements are affecting AWR, In the era of digital revolution, consumers are bombarded with hundreds of advertising messages. This brings the need for managers to design a media mix strategy, which will break through the chaos and create the necessary impact. When a medium is selected for showcasing advertising, it should be carefully chosen to ensure the achievement of the advertiser’s goals. Many research works have been carried out to test the impact of advertisements on customer behavior. However, few research works were done out by considering five stages of customer behavior.

Kalia, and Mishra,(2016) study on the effects of online Advertising on Consumers in Punjab. The study 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 colors and promotional offers attract people.

According to Rai, (2013), there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition (Rai, 2013).

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand (Samar & Samreen, 2015).

Frezer(2018) studied The Effect of Advertising on Brand Equity:A Study on Flintstone Homes. Brand equity is a key indicator of brand success. Understanding the drivers that contribute to and detract from the strengthening of brand equity is therefore critical. The purpose of this study was to examine the effect of advertising on brand equity. The researcher approached this objective by studying advertising from perspectives; perceived advertising spending, individuals' attitudes toward brand's advertisements, advertising message content, and advertising media selection.

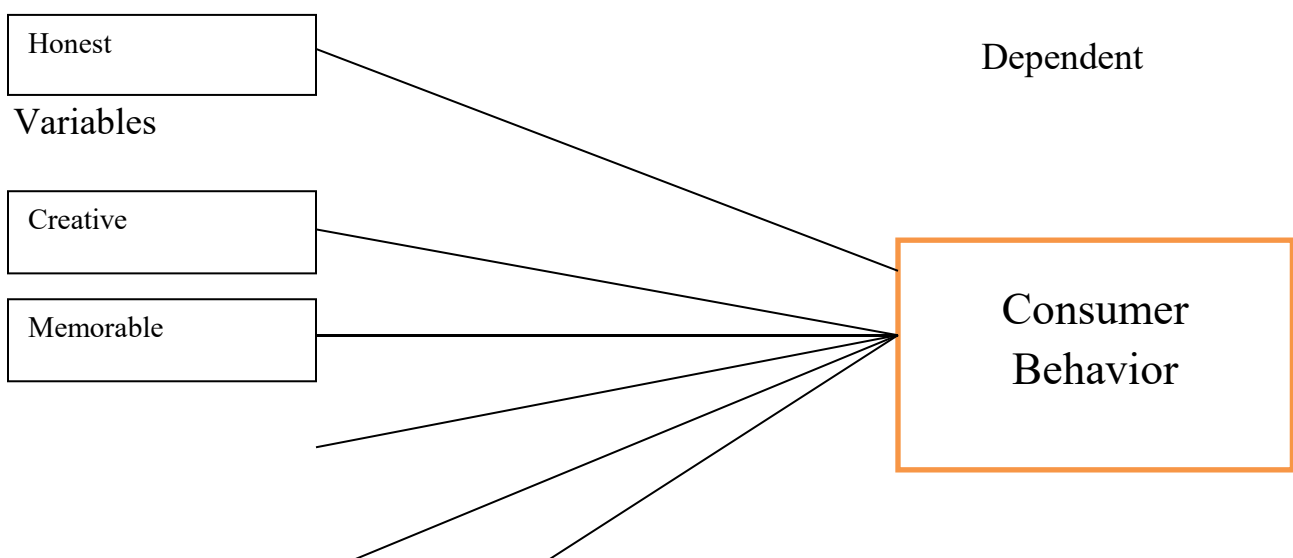
Melkamu(2014) studied on the effect of media advertising on consumers'' buying behavior in the banking service (The case of Oromia International Bank). In Ethiopia context, the study result reveals that, TV has the most powerful influence on consumers'' buying behavior due to the combinations of audio-visual presentations. The informative advertisement, perception about the bank, the color 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.

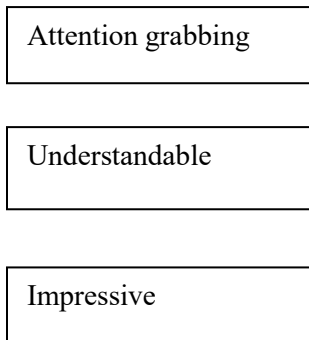
The study by Hiwot(2018) was analyzed the effects of advertising on consumers “buying preference of TECNO Mobile in Addis Ababa, Ethiopia. A quantitative approach was used in this research. In order to collect primary data, a structured questionnaire was prepared and given to the customers of TECNO Mobile using a convenience sampling technique. From the findings of the study, it was found out that the source factor, the message factor and the channel factor of advertising have positive and significant effects of up to 57.7% on the consumers” buying preference. The result further indicated that the channel factor has the highest positive and significant effect on consumers” buying preference. This implies that marketing managers need to give more emphasis and due attention to all the three variables since they influence consumers” buying preference significantly, so that the company could increase its market share and stay in the market competitively.

2.3 Conceptual Framework

The research is being conducted to investigate effect of advertising on Ayat Real Estate customers buying behavior. In order to come with strong and after careful study of literature review by adopted from (Belch and Belch (2007) which are the three elements of communication process namely source factor, message factor and channel factor were used for measuring the effect of advertising on customers” buying behavior. Hence, the following conceptual framework is constructed and would have been tested in this study.

Independent variables





Source: Adopted from (Prabakaran, Pooja Sharma 2012, et.al),

Fig1. Conceptual Framework

2.4. Hypothesis of the Study

According to (Kothari, 2004) a research hypothesis is a predictive statement, capable of being tested by scientific methods, that relates an independent variable to some dependent variable. Furthermore, Research hypothesis is a formal question that the researcher intends to resolve. It may be defined as a proposition or a set of propositions set as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts.

The hypotheses formulated after reviewing the relevant literature is presented below:

- There is a significant effect between honest advertisement and consumer's behavior.
- There is a significant relationship between creative advertisement and consumer's behavior.
- There is a significant effect between memorable advertisement and consumer's behavior.

- There is a significant effect between attention grabbing advertisement and consumer's behavior.
- There is a significant effect between understandable advertisement and consumer's behavior.

CHAPTER THREE

Research methodology

3.1 Description of the Study Area

Ayat Real Estate is a shareholder's company that was created in 1997 and is one of the pioneering Ethiopian companies in this sector. They have managed to complete over 5,000 residential units, making them one of the most experienced in this sector. Ayat Real Estate's history and background indeed makes them the largest construction company focused only on residential homes in Ethiopia. They had a bumpy beginning when they were first building and selling the Ayat Real Estate villa houses in the Ayat area, with rumors of low quality building materials being spread.(www.ayatrealestate.com).

Today, the Ayat villas which once sold for about 375,000 ETB are now being sold in excess of 20,000,000 ETB. Furthermore, in order to pass on the savings to its clients, Ayat Real Estate has bought and built factories for the purpose of producing the building materials they need, such as terrazzo tiles, concrete hollow blocks, marbles, prefabricated slabs, septic tanks, metal doors/windows, wooden doors/cabinets, and more.(www.ayatrealestate.com).

At the moment, one of their largest projects is in the Ayat area of Addis Ababa with numerous apartment buildings being built and sold. Their prices are also considered relatively fair. .(www.ayatrealestate.com).

3.2 Research Design

Research design is a blue-print or maps that details how the researcher collected information that is relevant to addressing the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem. It includes the outline of what the researcher did, from writing the hypothesis and its operational application to final analysis of data. The research purpose is a broad statement of what the researcher hopes to achieve. According to its purpose, research could be broadly divided into descriptive, exploratory and explanatory (Saunders et al., 2000; Schindler, 2004; Kothari,(1985).

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. (Kothari,

2004) It involves formalizing the study with definite structures in order to better describe or present facts about a phenomenon as it is perceived or as it is in reality (Kothari, 2004)

Therefore, this study adopted explanatory research design because it attempts to connect the media advertising with customer behavior. An explanatory research tries to establish relationship that exists between variables. It aims at identifying how one variable affects the other; it seeks to provide an empirical explanation to the causality and causes and effects relationship between one or more variables (Saunders et al., 2000, and Malhotra,2006).Creswell (2005) asserted that explanatory research is useful for identifying the type of association, explaining complex relationships of multiple factors that explain an outcome, and predicting an outcome from one or more predictors. Accordingly the appropriate research approach for this study is both descriptive and explanatory approach as the main objective of the paper was to describe and explain the effect of media advertising on customer behavior.

3.3 Research Approach

Three types of research approach are popular in social science and behavioral studies. These are Qualitative, Quantitative and mixed research designs (Creswell, 2009).

Qualitative research design applies an exploration to understand a situation or an issue by questioning participants in their current setting. Data analysis involves making inductions from the observed setting. Here, data was collected by an open ended question that is analyzed by the interpretation of the researcher.

Quantitative research approach involves testing objective theories by examining the relationship among variables. These variables can be measured by instruments and statistical analyses were applied to obtain findings. Here, testing theories deductively, building in protection against bias, controlling for alternative explanations and being able to generalize and replicate findings is given due attention. The Mixed design applies both quantitative and qualitative methods in a study.

Therefore in this study Quantitative survey method was employed to meet the purpose of this study. So, in this research approach Quantitative survey method was used to meet the purpose of the study because these researches are quantitative in nature. The researcher planned to use quantitative methods to examine the effect of media advertising on customer behavior, because

Creswell (2003) indicated that quantitative approach is the one in which the investigator primarily uses postpositive claims for developing knowledge that is the cause and effect relationship between known variables, and collect data on predetermined instruments that yield statistical data.

3.4. Data Type and Source of Data

Both primary and secondary sources of data collection were employed in the study. Well designed and structured questionnaire will utilize. This was completed by customers of Ayat Real Estate. Secondary data obtained from annual report was used to provide additional information where appropriate.

3.5 Population

This study used the accessible population. According to Hair et al. (2010), there are two types of population in research target population and accessible population. Target population refers to the entire group of individuals or objects to which researchers are interested in generalizing the conclusions. The accessible population is the population in research to which the researcher can apply the conclusions. This population is a subset of the target population and is also known as the study population. It is from the accessible population that researcher draw as per their annual report the sample was the previous two years of the Ayat real estate has handed residential homes, commercial outlets in Addis Ababa. For the purpose of this study the total target population was 4,000 customers of Ayat real estate companies in Addis Ababa.

3.6 Sampling procedure

There are different sampling procedures that have been developed to check the sample adequacy of representation of target population. For example, simple random sampling stratified random sampling and purposive sampling. This study target respondents are customers of Ayat real estate. This study will use probabilistic sampling techniques specifically simple random sampling.

This sampling technique can provide some great benefits. Participants have an equal and fair chance of being selected. As the selection method used gives every participant a fair chance, the resulting sample is unbiased and unaffected by the research team. It is perfect for blind experiments.

3.6.1 Sample Size

This refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small.

The researcher used the recommendation of Yamanie, (1967) who provides a simplified formula to calculate sample sizes. This formula used to calculate the sample sizes shown below. A 95% confidence level and $e = 0.05$ is the desired level of precision are assumed for Equation. Where n is the sample size, N is the population size (4,000 customers), and e is the level of precision.

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{4,000}{1 + 4000(0.05)^2}$$
$$n = 363.63 \approx 364$$

As sample size determination will based on the known population formula, questionnaires will distribute proportionally to each customers. Thus, a total of sample size of 364 will employed.

Accordingly to the respondents were taken as the sample size in order to have sufficient data. In order to choose the representative 364 respondent customers from Ayat Real Estate which are bought residential and commercial apartments in the past two years Selected by using probability sampling approach specifically simple random sampling procedure. It is a reliable method of obtaining information where every single member of a population is chosen randomly, merely by chance. Each individual has the same probability of being chosen to be a part of a sample.

3.7 Data collecting Instruments

The primary data was gathered particularly using survey questionnaire. The researcher was distribute the questionnaire to sampled respondents. For the purpose of this study a quantitative

methodology involving a close-ended questionnaire was used as the measuring instrument.

In this study, respondents were customers of Ayat homes located in various area of Addis Ababa city and some managerial level respondent was included.

3.8 Method of Data Analysis

The relevant data after collection were processed and analyzed through the use of a statistical software package called SPSS. The data from questionnaire was sorted out and at the same time information was checked for completeness. Then, responses on the questionnaires and interviews were examined to derive relationship among variables affecting the real estate market in Addis Ababa.

The study was adopted multiple linear regression and Pearson correlation analysis to establish the relationship between variables of interest. This helps in establishing the inferential significance of the relationship, direction and magnitude between variables. Pearson correlation analysis if there is a relationship between the variables. This includes the nature, magnitude and significance of such relationship. Pearson Correlation analysis was conducted at 95% confidence level ($\alpha = 0.05$).

3.9 Validity and Reliability

3.9.1 Validity

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). Numbers of different steps was take to ensure the validity of the study:

- Data was collected from the reliable sources, from respondents who are loyal to Ayat real estate.
- Survey questions was made based on literature reviews and frame of references to ensure result validity.

3.9.2 Reliability

Internal consistency or reliability is a measure of consistency between different items of the same construct. Cronbach's alpha is a reliability measure designed by Lee Cronbach in 1951 (Bhattacharjee, 2012). It is a coefficient of reliability and it is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. For testing the reliability of the data instrument Cronbach's Alpha will be calculated. According to Zikmund, Babin and Griffin (2010) scales with coefficient alpha between 0.8 and 0.95 are considered to have very good quality, scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability, and coefficient alpha between 0.6 and 0.7 indicates fair reliability.

In order to increase the reliability of the survey and the entire research, the questions were also pre-tested with 30 respondents. Based on the test, ambiguities were removed and a question that was not measuring what they were intended to measure was dropped. The survey results were also verified against key informant interview and review of literature.

Table 3. 1 Cronbach's Alpha for Each Field of the Questioner

No	Field	Number of Items	Cronbach's Alpha
1	Honest Advertisement	4	0.789
2	Creative Advertisement	4	0.798
3	Memorable Advertisement	3	0.854
4	Attention Grabbing Ads	4	0.751
5	Understandable Advertisement	4	0.731
6	Impressive Advertisement	4	0.810
7	Consumers Behavior	7	0.691

Source: Own Survey, 2023

3.10 Ethical Considerations

The data gathered will be used solely to understand the effect of advertising on consumers buying behavior. Furthermore, the researcher is solely responsible for conducting the whole research process and shall abide all the policies regarding the organization as well as the university. They will not be transferrable for any means in person or organization. The research is being done according to the guidelines, rules and regulations of the university. The four stages of ethics in doing research are followed by the way of a good design, modes of data collection, analysis of data and for proper dissemination. Prior objectives and motive of the research will be intimated. There shall be no misinterpretation or misuse of the data collected from the organization.

CHAPTER FOUR

4. Data Presentation, Analysis and Interpretation

The primary data gathered through questionnaires are presented, discussed, and analyzed in this chapter. Through the appropriate testing of the models (multiple regression and correlation analysis) and regression analysis, the chapter's primary goal is to examine the relevance of the explanatory variables on the Customers Behavior in Ayat Real estate. The second part of the essay discusses the findings of the post-regression analysis and the regression analysis using an econometric model, while the first section focuses on demographic variables.

A total of 364 questionnaires were distributed to customers of Ayat Real Estate, of the total dispatched questionnaires, 342 (94%) were filled up and returned.

4.1 Demographic Characteristics of Respondents

In any given study showing up characteristics of respondents is important as it describes the kind of respondents that have been involved specifically from the sex they belong, education levels and age that collectively stimulate their levels of understanding. The researcher considered the distribution of respondents in terms of their sex was important so as to ensure that all sex are included as respondents. The study used both sex as a way of minimizing bias in the responses. The researcher comprised education levels of respondents in the analysis with a concept in mind that educational levels of a respondent plays a vibrant role in influencing individual's judgment towards the study objectives through the presented study questions. The ages of the respondents have been another important aspect that was investigated in this study. The most influential factor for investigating age of the respondents was associated with the fact that it portrays the intention of all age groups.

Table 4.1 shows that out of the 342 respondents, 57.6 percent of them were male and the remaining 42.4 percent were female. The sex distribution of respondents of the study ensured that both sex are included as respondents and its minimizing partiality in the responses.

Table 4. 1 The Demographic Data of the Respondents

Item		Frequency	Percent
Sex	Male	197	57.6
	Female	145	42.4
	Total	342	100.0
Age	18-35	55	16.1
	26-35	80	23.4
	36-45	167	48.8
	Above 45	40	11.7
	Total	342	100.0
Marital Status	Single	36	10.5
	Married	155	45.3
	Divorced	151	44.2
	Total	342	100.0
Educational Level	Grade 1-12	53	15.5
	Diploma	94	27.5
	Degree	82	24.0
	Master's Degree and Above	113	33.0
	Total	342	100.0
Employment Status	Student	14	4.1
	Employee	93	27.2
	Self Employed	149	43.6
	Pension	86	25.1
	Total	342	100.0

Source: Own Survey 2023

On item 2, the respondent's age distribution categorized in a certain range to determine how age relates to customers buying behavior based on experience. The respondents study showed that, the lion's share (48.8%) of their age section was somewhere around 36 and 45 years. Further,

23% of the respondents were between the ages of 26-35 years. This suggests the greater part of the clients were sufficiently experienced to give genuine answers concerning the study.

On item 3, the respondent's marital status categorized in three major categories. Most of the respondents are married (45.3%) followed by divorced respondents (44.2%) and the least respondents are single (10.5%).

On item 4 of the same table, it sought to determine the respondent's education level. They were supposed to pick the highest level, based on four options provided. The majority (33%) of the respondents had master's degree, with 27.5% of the respondents having a diploma. The discoveries along these lines show that the respondents have the ability to answer the inquiries effectively. This implies that the educational level of the respondents play a vibrant role in influencing individual's judgment towards the study objectives through the presented study questions.

On item 5 of the table, it sought to determine the respondent's Employment status. The majority of the respondents (43.6%) are Self-employed with 27.2% of respondents are employees of an organization.

4.2 Descriptive Analysis

The first part deals with Ayat real estate customers' response of media advertisement and its characters. The second part is Customer purchasing behavior. In order to compare the Media advertising effect on consumer buying behavior descriptive statistics, mean and standard deviation is used.

4.2.1 Mean Statistics

Mean value shows the average of all customers' responses on each dimension, the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. While standard deviation shows how diverse the responses of customers are for a given construct.

According to Dawes, (2009) to determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale $(4 \div 5 = 0.80)$. Afterwards, number one which is the least value in the scale

was added in order to identify the maximum of this cell. The length of the cells is determined below:

From 1 to 1.80 represents (strongly disagree), (1.81 to 2.60) represents (do not agree),(2.61 to 3.40) represents (true to some extent), (3.41 to 4.20) represents (agree), (4.21 to 5.00) represents (strongly agree). Source Dawes (2009)

Table 4. 2 Mean Analysis of Media Advertisement

	N	Mean	Std. Deviation
Honest	342	3.5031	.74742
Creative	342	3.7608	.79941
Memorable	342	3.2570	.67457
Attention	342	3.6916	.77362
Understandable	342	3.5415	.79773
Impressive	342	3.3932	.68595

Source: Own Survey 2023

Accordingly the above table’s 4.2 three of the advertising Media measurement items counted a mean between 3.25 and 3.76 point hence it implies that the company’s customers are influenced by media advertisement. As results of the mean scores are ranking from creative ads being the highest mean score while the last one understandable ad being the least score. Customers have the highest buying behavior for the Creative ads dimension being the first highest mean score of (3.76). Secondly, customers buying trend more in Attention grabbing ads (3.69) of the service buying dimensions. The third and fourth dimensions with respect to buying behavior of customers are Understandable ads (3.54) and honest ads (3.50). And followed by Impressive ads (3.39) and Memorable ads (3.26) mean score respectively.

Table 4.3 Media advertising, that influences Consumers Behavior

	Frequency	Percent
News paper	29	8.5
Radio Ads	27	7.9
TV Ads	99	28.9
Social Media Platforms	128	37.4
Outdoor ads	59	17.3
Total	342	100.0

Source: Own Survey 2023

table 4.3 show that 37.4% of the respondents got Ayat Real-estate product information from Social media ads like in Facebook, Instagram. The remaining, 28.9% 17.3%, 8.5%and 7.9% of the respondents got information from different television advertisement, Newspaper and Radio descending in respectively. From the data depicts above majority of the respondent highly convinced by social media advertising.

4.3 Results and Discussion of Inferential Analysis

4.3.1 Correlation Analysis

Correlations measure the direction and association between two variables. The correlation coefficient, which ranges from +1 to -1;a correlation coefficient of +1 describes a perfect positive relationship in which every change of +1 in one variable is associated with a change of +1 in the other variable. A correlation of -1 describes a perfect negative relationship in which every change of -1 in one variable is associated with a change of -1 in the other variable. A correlation of 0 describes a situation in which a change in one variable is not associated with any particular change in the other variable. Hence, in this research Spearman's correlation was computed to check whether the customer satisfaction has any association with the independent variables.

According to Marczyk, Dematteo and Festinger, (2005) correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

Table 4. 4 Correlations between independent variables and dependent variables

No	Items	Consumer buying behavior		
		Degree of the correlation	Level of significance	Significance
1	Honest	.220	.000	Small
2	Creative	.497	.000	Moderate
3	Memorable	.364	.000	Moderate
4	Attention	.614	.000	Moderate
5	Understandable	.618	.000	Moderate
6	Impressive	.375	.000	Moderate

Source: Own Survey 2023

The results of the correlation between these variables (honest, creative, memorable, attention grabbing, understandable, impressive) are shown in Table 4.4 above. As it is indicated in the Table 4.4above, generally there is a positive, moderate, and statistically significant correlation between independent and dependent variable at 1% level of significance ($P < 0.000$).

The hypothesis was to check for a significant relationship between all the independent variable and dependent variable. The correlation results presented in Table 4.4 indicates that one of the independent variables (honesty of advertisement) is small correlated while the other independent variables (Creative Memorable, Attention grabbing, Understandable and Impressive) are moderately Correlated with dependent variable (Consumer buying behavior) at 1 % level of significance.

The correlation coefficient between Understandable and Consumer Behavior is placed first from all correlation results from other independent variable with ($r = .618$; $p < 0.000$) categorized under Moderately correlated. This means if the organization fully engages in understandable Ads It could have high impact on Consumer buying behavior. From this it is possible to say that the degree of understandable Ads can determine the Consumer buying behavior.

The correlation coefficient between perceived Attention grabbing Ads and Consumer buying behavior is placed second from all correlation results of all independent variable with ($r = 0.614$;

$p < 0.000$) and categorized under Moderately correlated. This means if the company improves the overall situation of its increasing attention grabbing quality of its ads, the company Consumer buying behavior will be improved. From this it is possible to say that the level of Attention grabbing Ads can determine the Consumer buying behavior.

The correlation coefficient between Creative ads and Consumer buying behavior is placed third from all correlation results of all independent variable with ($r = 0.497$; $p < 0.000$) and categorized under moderately correlated. This means if the company keeps a close eye on and evaluates its Creative ads, the organization Consumer buying behavior will be improved. From this it is possible to say that the magnitude of Creative ads could determine the Consumer buying behavior.

The correlation coefficient between Impressive ads and Consumer buying behavior is placed fourth from all correlation results of all independent variable with ($r = 0.375$; $p < 0.000$) and categorized under moderately correlated. This means if the company keeps providing Impressive ads, the organization Consumer buying behavior will be improved. From this it is possible to say that the magnitude of Impressive ads could determine the Consumer buying behavior.

The correlation coefficient between Memorable ads and Consumer buying behavior is placed fifth from all correlation results of all independent variable with ($r = 0.364$; $p < 0.000$) and categorized under moderately correlated. This means if the company keeps a close eye on and evaluates its ads to be memorable, the organization Consumer buying behavior will be improved. From this it is possible to say that the magnitude of memorable ads could determine the Consumer buying behavior.

The correlation coefficient between Honest ads and Consumer buying behavior is placed sixth from all correlation results of all independent variable with ($r = 0.220$; $p < 0.000$) and categorized under small correlated. This means if the company keeps a close eye on and evaluates its ads to be honest, the organization Consumer buying behavior will be improved. From this it is possible to say that the magnitude of honest ads could determine the Consumer buying behavior.

4.3.2 Normality Test

Table 4. 5 Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Consumer	.119	342	.000	.965	342	.000
Honest	.141	342	.000	.948	342	.000
Creative	.118	342	.000	.980	342	.000
Memorable	.111	342	.000	.969	342	.000
Attention	.164	342	.000	.955	342	.000
Understandable	.113	342	.000	.978	342	.000
Impressive	.135	342	.000	.969	342	.000
Consumer	.119	342	.000	.965	342	.000

Source: Own Survey 2023

4.3.3 Heteroskedasticity test

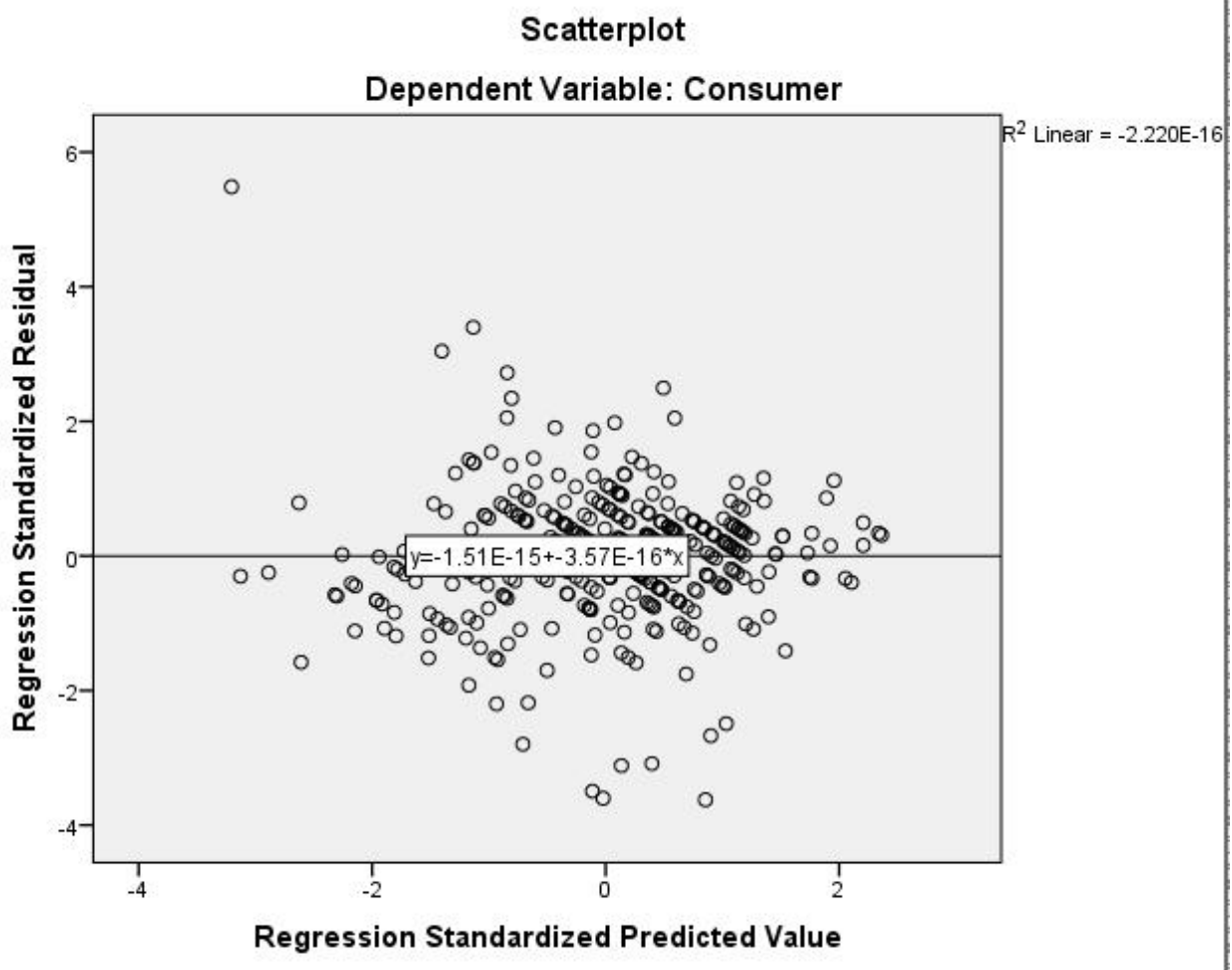


Figure 4.1 Heteroskedasticity

Instead of Homoscedasticity, Heteroskedasticity occurs when the variance of the error terms differ across observations. As indicated in the above Figure 3, the scatter plot takes an proves that the data is hetroskedastic.

4.3.4 Multicollinearty test

To have good results, the independent variables should not be highly correlated with each other. In multiple regression analysis, collinearity refers to the correlation among the independent variables (Pallant, 2007).

Therefore, to make sure that there is low collinearity, the values of Tolerance and VIF (Variance Inflation Factor) should be checked. According to Pallant (2007), tolerance indicates to what extent the independent variables do not explain much of the variability of a specified independent variable and the value should not be small (more than 0.10) to indicate the absence of collinearity. In addition to that, VIF, the inverse of tolerance value, should have a value of less than 10 to avoid any concerns of collinearity (Pallant, 2007).

Table 4. 6 Multicollinearty test

Model	Unstandardized Coefficients	Collinearity Statistics	
		B	Tolerance
(Constant)	.110		
Honest	.075	.649	1.540
Creative	.317	.661	1.512
Memorable	-.070	.617	1.620
Attention	.267	.559	1.790
Understandable	.393	.435	2.297
Impressive	-.037	.658	1.521

Source: Own Survey 2023

Hence, the values in the Table 4.6 above indicate low collinearity because all Tolerance values are above 0.1 and all VIF values are less than 10. Therefore, these tests reflect that the variables used in the study are free from multicollinearity.

The results of regression analysis presented in Table 4.6, indicate positive and significant relationship between the dependent and independent Variables. This means the predictive variables (independent variables) such as Honest, Creative, Memorable, Attention, Understandable and Impressive Ads jointly determine the dependent variable Consumer buying behavior.

Table 4. 7 Multiple Regression Analysis Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.	Durbin-Watson
1	.763 ^a	.582	.575	.42632	.000	1.801

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Honest, Creative, Memorable, Attention, Understandable and Impressive

Source: Own Survey 2023

The adjusted R-Square ($R^2 = .575$) shows the explanatory power of all variables involved in the study. Honest, Creative, Memorable, Attention, Understandable and Impressive Ads jointly determine (explain) 57.5% of the variance in Consumer buying behavior. Whereas 42.8% of the Consumer buying behavior was explained by the variables which were not included in the study.

Table 4. 8 Beta Weights of Predictor Variables in the Test

Parameter	B	Std. Error	Hypothesis Test	
			Wald Chi-Square	Sig.
Constant	6.518	1.2733	26.208	.000
Honest	.331	.1667	3.942	.047
Creative	1.463	.2129	47.191	.000
Memorable	.154	.1861	.683	.408
Attention	1.129	.1749	41.681	.000

Understandable	2.159	.2445	78.032	.000
Impressive	.187	.1887	.980	.322
a. Dependent Variable: Consumer Buying Behavior				

Source: Own Survey 2023

The values of the unstandardized Beta Coefficients (β) indicate the effects of each independent variable on dependent variable. Furthermore, the values of the unstandardized Beta Coefficients in the Beta column of the above Table 4.8 indicate which independent variable makes the strongest contribution to explain the dependent variable (Consumer buying behavior), when the variance explained by all other independent variables in the model is controlled. The t value and the sig (p) value indicate whether the independent variable is significantly contributing to the prediction of the dependent variable.

The study's hypothesis testing was made based on β , t, and P values. Hence using those coefficient results, the proposed hypotheses for this study were tested as follows.

$$Y=6.518 + 0.331X_1 + 1.463X_2 + 0.154X_3 + 1.129X_4 + 2.159X_5 + 0.187X_6$$

Hypothesis 1: Honest ads have positive and significant influence on consumer Buying Behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that Honest Ads have a positive and significant effect on Consumer buying behavior of the organization with ($\beta = 0.331$ & $p < 0.047$). The result is significant at 5 % level of significance. Thus, the proposed hypothesis was accepted. This statistic infers that if the organization increased its focus to Honest ads by (one) 1unit, then its Consumer buying behavior would increase by 33.1unit.

Hypothesis 2: Creative ads have positive and significant influence on consumer buying behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that Creative ads had a positive and significant effect on Consumer buying behavior with values ($\beta=1.463$ & $p < 0.000$). The result is significant at 1 % level of significance. Thus, the proposed hypothesis was accepted. Here also the beta coefficient implies that if the company changes its Creative ads (one)

1 unit, by keeping the other variables constant its Consumer buying behavior would increase by 146.3unit.

Hypothesis 3: Memorable ads have positive and insignificant influence on consumer buying behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that memorable ads had a positive and insignificant effect on Consumer buying behavior with values ($\beta = 0.154$, $p = 0.408$). Hence the result is insignificant at 5 % level of significance. The results clearly indicated that the proposed hypothesis was rejected. This implies that assuming other variables constant, a 1unit change in the memorable ads of the company results in 15.4unit increase in the Consumer buying behavior.

Hypothesis 4: Attention grabbing ads have positive and significant influence on consumer buying behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that Attention grabbing ads had a positive and significant effect on Consumer buying behavior with values ($\beta = 1.129$ & $p < 0.000$). The result is insignificant at 1 % level of significance. Thus, proposed hypothesis was accepted. In this case the beta coefficient describes that keeping the other variables constant, in this model a one (1) 1 unit change in the overall Attention grabbing ads, the consequence would be an increase in Consumer buying behavior by 1.129 unit. Therefore, Attention grabbing ads had a positive and significant effect on Consumer buying behavior.

Hypothesis 5: Understandable ads have positive and significant influence on consumer buying behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that Understandable ads had a positive and significant effect on Consumer buying behavior with values ($\beta = 2.159$ & $p < 0.000$). The result is insignificant at 1 % level of significance. Thus, proposed hypothesis was accepted. In this case the beta coefficient describes that keeping the other variables constant, in this model a one (1) unit change in the overall understandable ads, the consequence would be an increase in Consumer buying behavior by 2.159 unit. Therefore, Understandable ads had a positive and significant effect on Consumer buying behavior.

Hypothesis 6: Impressive ads have positive and insignificant influence on consumer buying behavior.

The results of multiple regressions, as presented in Table 4.8 above, revealed that Impressive ads had a positive and insignificant effect on Consumer buying behavior with values ($\beta = 0.187$ & $p < 0.322$). The result is insignificant at 1 % level of significance. Thus, proposed hypothesis was rejected. In this case the beta coefficient describes that keeping the other variables constant, in this model a one (1) unit change in the overall Impressive ads, the consequence would be an increase in Consumer buying behavior by 18.7 units. Therefore, Impressive ads had a positive and significant effect on Consumer buying behavior.

4.4 Discussion of analysis results

The discussion part is important to give a clearer understanding on the subject under study. The present research was conducted in order to see, the impact of media advertising on customer's buying behavior in Ayat real estate company. The study included the six variable Honesty, Creative, Memorable, Understandable, Attention Grabbing and Impressive nature of the advertisement, to see their effect on customer's buying behavior. Increased customer's buying behavior is frequently argued to be the single most important driver of organizations long-term performance.

Other researchers have also found similar results and hence the researcher compared the above results by providing empirical evidences to each relationship.

Also, YiLin (2011) reported attention grabbing advertising has a significantly positive correlation with consumers buying intentions ($p = 0.029 < 0.05$). Moreover, he also reported another perspective of relationship, he found advertising spokespersons have a positive effect on advertising attitudes ($p = 0.037 < 0.05$). Huang (2011) reported moderate relationship with ($r = 0.567$ and $p < 0.01$). Prabakaran (2012) reported similar result with synonym variable. That was advertisement being eye catching (calculated value 47 > table value 36.4) have positive relationship with consumers buying behavior. Arshad (2014) also found a strong relationship

between (arousal) attention grabbing advertisement and consumers buying behavior ($r = 0.689$ and $p < 0.05$).

Prabakaran (2012), under the title “Impact of Advertisement on Consumers Behavior” it was found positive relationship between impressive advertisement (calculated value $46 >$ table value 36.4) and consumers buying behavior. Abideen and Saleem(2009) conduct a study under the title “Effective Advertising and its influence on Consumers Buying Behavior” and they found strong association between impressive advertisement and consumers buying behavior ($p < 0.05$ but the “ r ” value was not stated).

Halkias (2013) analyzed the relationship between ability to recall (memorable) the advertisement and consumers purchasing behavior using ANOVA and reported significant relationship ($F = 24.13$ and $p < 0.001$). Moreover, they indicated developing effective advertising communication has been traditionally regarded as an important function to increase consumers’ purchasing motivation. Huang (2011) reported strong relationship with ($r = 0.520$ and $p < 0.01$). Anand (2000) analyzed effective recalling (memorize) of advertisement has significant effect on sparking buying intentions ($F = 22.26$ and $p < 0.001$).

Empirical literature on relationship between creative advertisement and consumer buying behavior is very limited and practitioners should emphasis on this issue. However, Prabakaran (2012) found positive relationship between advertisement being creative (calculated value $66 >$ table value 36.4) and consumers buying behavior.

Huang (2011) reported strong relationship with ($r = 0.715$ and $p < 0.01$). Prabakaran(2012) found positive relationship between advertisement being honest and consumers buying behavior. Saemundsson (2012) reported moderate relationship ($r = 0.513$ and $p < 0.001$).

Kumar and Raju (2013) found a significant relationship between ability of the AD in conveying the intended message (i.e. simple to understand) and its ability to change the opinion and prejudice of the respondent about a product. Prabakaran(2012) reported advertisement being understandable (calculated value $50 >$ table value 36.4) have positive relationship with consumers buying behavior.

Arshad(2014) found a strong relationship between (sensory) impressive advertisement and consumers buying behavior ($r = 0.690$ and $p < 0.05$). In a study undertaken by Prabakaran

(2012), under the title “Impact of Advertisement on Consumers Behavior” it was found positive relationship between impressive advertisement (calculated value 46 > table value 36.4) and consumers buying behavior. Abideen and Saleem(2009) conduct a study under the title “Effective Advertising and its influence on Consumers Buying Behavior” and they found strong association between impressive advertisement and consumers buying behavior ($p < 0.05$ but the “r” value was not stated).

As per the correlation analysis, it has been discussed that the results of this study were similar with the previous literatures. Thus, due to the positive relationship between the six predictor variables and consumers buying behavior, any advertisement campaign shall consider these relationships.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Summary of Major Findings

Social media advertisements are found to be the most influential type of media advertisement, followed by outdoor media advertisements, specifically those involving branding and banners, and broadcast media advertisements, which are the least influential, according to a descriptive analysis study of the media advertising identified to transmit advertisement message.

The result of descriptive statistics mean media advertising character's dimension shows that respondents are in pursuant to buying behavior very highest level with the creative advertising (M=3.76), Attention grabbing advertising (M=3.69) followed by highest buying behavior with understandable advertisement (M=3.54), and honest advertisement (3.50). impressive advertising & Memorable advertising slightly below average (M=3.39) and (M=3.25) respectively. This means all media advertisement character measurement item counted a mean between 3.25-4.20 point hence it implies that the Ayat real estate customer behavior are influenced by media advertising character's. Depending on the result of inferential statistics, moderate positive relationship was found between understandable advertisements ($r=0.618$, $p<0.01$), and Attention Grabbing advertisement ($r=0.614$, $p<0.01$) with customer buying behavior, Creative advertisement ($r=0.497$, $p<0.01$), Impressive advertising ($r=0.375$, $p<0.01$), and memorable advertising ($r=0.364$, $p<0.01$) with customer buying behavior. Whereas, relatively weak relationship were obtained with Honest advertisement ($r=0.220$, $p<0.00$) with Consumer behavior.

All hypotheses analyzed through multiple regressions the most variables have a positive and a significant effect on the company's Consumer behavior. According to the analysis made so as to see the relative importance of the four independent variables identified to predict the effect of media advertising on customer behavior; Understandable advertising is discovered to be the most important predictor of purchase intention with standardized coefficient ($\beta = 2.159$), followed by creative advertising the second predictor with standardized coefficient ($\beta = 1.463$), Next to this Attention grabbing advertising is the third predictor with standard coefficient ($\beta = 1.129$),

Honesty after this advertising is the fourth predictor with standard coefficient ($\beta = 3.331$). Consequently, it can be concluded that memorable advertisement has the strongest positive and significant effect on Ayat Real estate customer behavior.

5.2 Conclusion

This study looked at how media advertising affects consumer purchasing decisions. In this study, the variable of interest—media advertisement—that influences consumers' purchasing decisions was primarily investigated.

Businesses must be focused on how they promote their goods and services if they want to prosper in the marketplace. According to the current situation, consumer purchasing behaviour is changing faster than ever before, Thus businesses need to be mindful of their customers' interests and preferences. Making sure that every commercial in the media was visible to every viewer was one of the key components of media advertising. Commercials are always used to get a customer's attention. Every advertising agency wants to increase sales of its products. Businesses already spend a lot of money trying to reach new customers, spread the word about their brand, alter customers' perceptions, and affect customers' behavior. To get the highest ROI (return on investment) for their huge investment on advertising; they need to understand the effect of media advertising, environmental factor and advertising character on customer buying behavior. In general the collected data from the sample respondents were mostly analyzed using SPSS software version 20. Based on the discussions and analysis made the following conclusions were drawn.

"Which advertisement media has more influence on Ayat Real-Estate consumer buying behaviour?" was the relevant study question. The results of the media advertising analysis showed that social media advertisements have a greater degree of influence on consumer purchasing behavior than other listed Medias. This is because the majority of respondents were literate, and social media are among the most popular among customers, who are able to comprehend and recall information from marketing campaigns that are used to showcase content and boost brand awareness.

In regard to the last objective of the research of this study it could concluded that Understandable advertising has contribute the largest effect on consumers buying intentions. This finding was also compared with empirical evidences to get additional insight. The related research question

was: “How do advertisement characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative, and Honest) affect consumers buying Behavior?” The evidence presents except Impressive, Memorable Advertising the other four predictors contribute positive and significant effect on the creation of motivation and purchase intentions. Moreover, from the regression model, one can understand that there are other factors that can influence consumers buying behavior in the company that means 41.8% of those factors are out of the scope of this research.

The above theme area of description is clear that the research objectives of this study have been achieved and research questions have been answered. The evidence was mostly in line with the theoretical framework underpin this study. Most key factors of advertisement which have strong relationship with consumers buying behavior need to be well recognized. These key factors contributing to motivate consumers buying behavior in Ayat Real-Estate were advertisement character’s(honest, creative, memorable, attention grabbing, simple to understand and impressive). However, it should be noted that these findings might only be applicable to the contest wherein the research was conducted.

5.3 Recommendations

It has been demonstrated through a variety of tests and frequency that when a company advertises, it will undoubtedly get a return on its investment of time and energy. Many new real estate businesses have just been established and are rapidly growing. As a result, Ayat Real Estate has been closely observing its advertising campaign to ensure that it is being carried out correctly and in the appropriate medium. Millions of people can view an advertisement thanks to modern communications technology; if even a small portion of that audience is persuaded to purchase the good or service, the advertisement was successful. Based on the major findings and conclusions that have been discussed in the study, so the following points are recommended for practical application to enhance the consumer purchasing behavior in Ayat Real-estate Company:

- ✓ One of the biggest problems these real estate companies have in this fiercely competitive market is acquiring new clients; as a result, they must create and implement marketing plans that cater to consumer demands. Since the majority of consumers did not connect with the current advertisements, it is advised that the aforementioned advertisement features characters (honest, creative, memorable, attention-grabbing, easy to understand,

and impressive) be used in order to elicit a more distinguished and effective response from the customer.

- ✓ Sponsorship is a marketing tool that is frequently used by companies to reach a wide audience on a global basis so as to be placed higher than their competitors and to create awareness as well as make a higher profit margin. Through this platform, specific target audience alongside potential customers are reached as it able to penetrate through quite effectively in the promotional mix and as such, is a significant method being used by many organizations (Abiodun, 2011). Therefore, Ayat Real Estate SC have to use sponsorship on such occasions like sport games, public festivals, exhibitions, movies, TV shows, to be able to reach larger audience and to attract their attention.
- ✓ Testing the market preference and customers behaviors through the marketing research and incorporate continuously, so that this may results in the company in able to satisfy its existing customers and can possibly maintain its competitive advantage.
- ✓ The advertising companies always ensure that their adverts carry a strong convincing advertisement specifically on the quality and accessibility of the products they are providing.
- ✓ When taking action to influence more customers, it is important to give all advertising predictors the attention they deserve. However, greater focus should be placed on creative and understandable advertisements. The study's multiple regression analysis revealed that the remaining four advertisement elements are less affected by the factors influencing customers' purchasing decisions. Therefore, in addition to the current consumer base, Ayat Real Estate can draw in new customers by running campaigns with Clear and Creative marketing.
- According to the study's regression analysis, the majority of customers were first drawn in by print advertisements in newspapers, as well as radio and television commercials. The message of media advertising must be presented in a transmittable format that is suitable for the communication channel being used, taking into account the appeal, content, presentation, credibility, and execution of the message. The media's message promoting the companies should be delivered in a style that makes it simple for consumers to understand the message in both the advertiser's and their native tongue.

Finally, other researchers have to do more studies on these advertisement features which increase advertising effectiveness in order to see how these features look like in different organizations in the country and to understand more on the contribution of these factors towards motivating consumers buying behavior.

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Appendixes

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	197	57.6	57.6	57.6
Valid Female	145	42.4	42.4	100.0
Total	342	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-35	55	16.1	16.1	16.1
Valid 26-35	167	48.8	48.8	64.9
Valid 36-45	80	23.4	23.4	88.3
Valid Above 45	40	11.7	11.7	100.0
Total	342	100.0	100.0	

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	36	10.5	10.5	10.5
Valid Married	80	23.4	23.4	33.9
Valid Divorced	164	48.0	48.0	81.9
Valid 4.00	62	18.1	18.1	100.0
Total	342	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Grade 1-12	83	24.3	24.3	24.3
Valid Diploma	139	40.6	40.6	64.9
Valid Degree	83	24.3	24.3	89.2
Valid Masters Degree and Above	30	8.8	8.8	98.0
Valid 5.00	7	2.0	2.0	100.0
Total	342	100.0	100.0	

Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	14	4.1	4.1	4.1
Employee	86	25.1	25.1	29.2
Valid Self Employeed	149	43.6	43.6	72.8
Pension	93	27.2	27.2	100.0
Total	342	100.0	100.0	

Ad Channel

	Frequency	Percent	Valid Percent	Cumulative Percent
Magazine	29	8.5	8.5	8.5
Radio Ads	27	7.9	7.9	16.4
Valid TV Ads	99	28.9	28.9	45.3
News Paper	128	37.4	37.4	82.7
Banner, Bazar and Events	59	17.3	17.3	100.0
Total	342	100.0	100.0	

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer	.119	342	.000	.965	342	.000
Honest	.141	342	.000	.948	342	.000
Creative	.118	342	.000	.980	342	.000
Memorable	.111	342	.000	.969	342	.000
Attention	.164	342	.000	.955	342	.000
Understandable	.113	342	.000	.978	342	.000
Impressive	.135	342	.000	.969	342	.000

a. Lilliefors Significance Correction

Correlations

		Honest	Creative	Memorable	Attention	Understandable
Spearman's rho	Honest	1.000	.475**	.369**	.073	.035
	Creative		1.000	.000	.181	.518
	Memorable			1.000	.342	.342
		N	342	342	342	342

	Correlation Coefficient	.475**	1.000	.449**	.237**	.255**
Creative	Sig. (2-tailed)	.000	.	.000	.000	.000
	N	342	342	342	342	342
	Correlation Coefficient	.369**	.449**	1.000	.354**	.354**
Memorable	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	342	342	342	342	342
	Correlation Coefficient	.073	.237**	.354**	1.000	.627**
Attention	Sig. (2-tailed)	.181	.000	.000	.	.000
	N	342	342	342	342	342
	Correlation Coefficient	.035	.255**	.354**	.627**	1.000
Understandable	Sig. (2-tailed)	.518	.000	.000	.000	.
	N	342	342	342	342	342
	Correlation Coefficient	.252**	.240**	.180**	.393**	.490**
Impressive	Sig. (2-tailed)	.000	.000	.001	.000	.000
	N	342	342	342	342	342
	Correlation Coefficient	.220**	.497**	.364**	.614**	.618**
Consumer	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	342	342	342	342	342

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

Omnibus Test^a

Likelihood Ratio	df	Sig.
Chi-Square		
342.598	6	.000

Dependent Variable: Consumer

Model: (Threshold), Honest, Creative,
Memorable, Attention, Understandable,
Impressive

a. Compares the fitted model against the
thresholds-only model.

Goodness of Fit^a

	Value	df	Value/df

Deviance	1585.516	7676	.207
Scaled Deviance	1585.516	7676	
Pearson Chi-Square	129535.702	7676	16.875
Scaled Pearson Chi-Square	129535.702	7676	
Log Likelihood ^b	-796.224		
Akaike's Information Criterion (AIC)	1650.447		
Finite Sample Corrected AIC (AICC)	1656.024		
Bayesian Information Criterion (BIC)	1761.657		
Consistent AIC (CAIC)	1790.657		

Dependent Variable: Consumer

Model: (Threshold), Honest, Creative, Memorable, Attention, Understandable, Impressive

a. Information criteria are in small-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Parameter	B	Std. Error	Hypothesis Test		
			Wald Chi-Square	df	Sig.
[Consumer=1.29]	6.518	1.2733	26.208	1	.000
[Consumer=1.57]	7.376	1.0686	47.646	1	.000
[Consumer=1.71]	9.106	.9114	99.829	1	.000
[Consumer=1.86]	10.094	.8881	129.197	1	.000
[Consumer=2.00]	10.937	.8971	148.632	1	.000
[Consumer=2.14]	11.671	.9132	163.345	1	.000
[Consumer=2.29]	12.220	.9277	173.501	1	.000
[Consumer=2.43]	12.434	.9343	177.101	1	.000
Threshold [Consumer=2.57]	12.950	.9508	185.505	1	.000
[Consumer=2.71]	13.377	.9649	192.200	1	.000
[Consumer=2.86]	14.044	.9876	202.218	1	.000
[Consumer=3.00]	14.447	1.0011	208.260	1	.000
[Consumer=3.14]	15.150	1.0243	218.782	1	.000
[Consumer=3.29]	16.097	1.0576	231.631	1	.000
[Consumer=3.43]	16.607	1.0754	238.490	1	.000
[Consumer=3.57]	17.350	1.0996	248.969	1	.000
[Consumer=3.71]	18.127	1.1250	259.625	1	.000

	[Consumer=3.86]	19.047	1.1577	270.679	1	.000
	[Consumer=4.00]	20.119	1.2036	279.450	1	.000
	[Consumer=4.14]	20.941	1.2423	284.160	1	.000
	[Consumer=4.29]	21.547	1.2732	286.396	1	.000
	[Consumer=4.43]	22.089	1.3092	284.682	1	.000
	[Consumer=4.57]	24.142	1.6181	222.611	1	.000
Honest		.331	.1667	3.942	1	.047
Creative		1.463	.2129	47.191	1	.000
Memorable		-.154	.1861	.683	1	.408
Attention		1.129	.1749	41.681	1	.000
Understandable		2.159	.2445	78.032	1	.000
Impressive		-.187	.1887	.980	1	.322
(Scale)		1 ^a				



Appendix I

Researchquestionnaires

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

Dear respondents,

I attend a postgraduate program at St. Mary's University, department of Business Administration. As a partial fulfillment of the requirement for the award of Master's Degree in Business Administration, I am conducting a research study on **The Effect of Media Advertising on Consumers Behavior: In Case of Ayat Real Estate S.C.**

The objective of this questionnaire is to gather information on the above mentioned issue. I would like to assure you that the information you are providing will be kept strictly confidential, will not be transferred to any third party and will be used for the stated purpose only. The researcher sincerely requests you to answer each and every question carefully so that your responses will be valuable input for the findings to meet the purpose of the study being undertaken.

If you have any questions about this survey, please do not hesitate to contact me at my phone number **0911429741**.

General instruction:

- There is no need of writing your name
- On all part Please put (✓) this Mark in front of any choice to indicate your preference.

Thank you very much for your cooperation and timely response in advance!!!

Appendix I. Section One: Background Information

1. Gender of respondent

a) Male

b) Female

2. Age (year)

a) 18-25

c) 36-45

b) 26-35

d) 46 and above

3. Educational Status

a) (Grade 1-12)

c) Degree

b) Diploma

d) Master's Degree & above

4. Occupation

a) Student

c) Self-Employee

b) Employee

d) Pension

5. Marital Status

a) Single

b) Married

c) Divorced

6. By which mode of advertisement are you gets attached?

a. Magazine ad Newspaper ads

b. Radio ads

c. Television ads Brand & banners

Appendix II. Section Two: Questions Related Media Advertising & Consumer Behavior

INSTRUCTION:

Please rate the following statements by ticking “√” only one box on the right side with the response that you think best represent you are feeling about the media advertisement and consumer buying behavior.

Please follow this format	1 Strongly Agree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
----------------------------------	-------------------------------	----------------------	---------------------	-------------------	-------------------------------

VARIABLES	1	2	3	4	5
1. Advertisement of Ayat Real Estate					
Being Honest					
1.1 The advertisement message is Honest as a result it influences me to decide to buy the product.					
1.2 The ad creates wrong, irrelevant or totally different picture of the product that it is in reality.					
1.3 Reliability of ads don't give room for product or service and market comparison.					
1.4 Since ads are always unrealistic, I can't consider them as Honest.					
2. Advertisement of Ayat Real Estate	1	2	3	4	5
Being Creative					
2.1 The advertisement message is Creative as a result it influences me to decide to buy the product.					
2.2 Creative advertisements is the only tool in increasing consumers buying decision.					
2.3 Great advertising is the creative expression of understanding the market needs.					

2.4 The ad doesn't have any new information and features.					
3. Advertisement of Ayat Real Estate Being memorable	1	2	3	4	5
3.1 The advertisement message is memorable as a result it influences me to decide to buy the product or service.					
3.2 The ad always reminds me how to have better and healthy lifestyle.					
3.3 Since the ads are so weak, they don't stick in my brain for long time.					
4. Advertisement of Ayat Real Estate Being Attention Grabbing	1	2	3	4	5
4.1 The advertisement message is attention grabbing as a result it influences					

medecide to buythe product.					
4.2This ad is notbetter than otherads thathavethesamemassage.					
4.3Ibelievethe ad has a low degreeofvisual magnetism.					
4.4EverytimeIlook this ad it makes me discomfort.					
5. Advertisement of Ayat Real Estate Being Simple to Understand	1	2	3	4	5
5.1Theadvertisementmassageis simpletounderstandas aresultit helps medecide to buythe product or service.					
5.2Theadvertisementis complex, confusingand inaccurate.					
5.3Thefact inthe adsdoesn'tconvincemetodifferentfeaturesofthe productorservice.					
5.4Sincethe adis veryconfusing,Ican't understandwhat thead isall about.					
6. Advertisement of Ayat Real Estate Being Impressive	1	2	3	4	5
6.1Theadvertisementmassageisimpressiveasa resultit helpsmedecide tobuythe product.					
6.2ImpressiveAdoesn'tmotivatetheconsumerforpurchasingthe productorservicehabits.					
6.3Newimpressiveadvertisementof aproductorserviceis nota signalof newoffers.					
6.4 I believethereisalwaysmisinformation behindimpressive advertisement.					
7. Buying Behavior of Ayat Real Estate Consumers	1	2	3	4	5
7.1Iam happybeingthecustomer ofAyat Real Estate SC.					
7.2 I believeinadvertisementbecauseit helpstogetinformationandfacts.					
7.3TheadsofAyat Real Estate SC playedakeyroleon the buyingof quality product.					
7.4RegularandConsistentadsofAyat Real Estate SC enableitinstaying and winningthe market competition.					

7.5 There is not a big difference between the message in the ad and the reality.					
7.6 New ad of a service is a signal of new offers or incentives.					
7.7 Knowing the service latest information may depend on advertising.					



በቅድስት ማርያም ዩኒቨርሲቲ የድህረ-ምረቃት ትምህርት ቤት የንግድ አስተዳደር ትምህርት ክፍል

የተከበራችሁ የጥናት ሰባታዎቻችሁ

አሁን በቅድስት ማርያም ዩኒቨርሲቲ የንግድ አስተዳደር ትምህርት ክፍል የድህረ-ምረቃት ትምህርት እየተከታተሉ እንገኛለሁ። የንግድ አስተዳደር ትምህርት ማስትሬት ዲግሪ ማሟያ ይሆን ዘንድ በአደገ ሪፖርት አ.ማ ደንቦች ላይ ጥናት እያደረጉ እንገኛለሁ።

የዚህ መጠይቅ አላማ ከደንቦች መረጃ ማሰባሰብ ነው። የምትሰጡት መረጃ ሚስጥራዊነት እጅግን የሚጠበቅ ሲሆን ለማንኛውም ሰነድ ወገን የማይተላለፍ እና ለታለመለት ጥናት ብቻ እንደሚውል አረጋግጥላችኋለሁ። ለታለመለት የጥናት አላማ ምላሽ ጠቃሚ ግብአት ይሆን ዘንድ ሁሉንም ጥያቄዎች በጥንቃቄ ትመልሱ ዘንድ አጥኝው በአክብሮት ይጠይቃል።

ጥናቱን በተመለከተ ማንኛውም አይነት ጥያቄ እና ሀሳብ ካለዎት በሚከተለው አድራሻ ሊያገኙኝ ይችላሉ። ነፃነት ግሩም፣ ስልክ ቁጥር +251911429741

አጠቃላይ መረጃ

- ስምዎንን መፃፍ አያስፈልግም።
- ለሁሉም ጥያቄዎች ምላሽዎንን ለማሳየት ይህን ምልክት (✓) ከፊቱ በለው ሳጥን ያስቀምጡ። **ለትብብርዎ እና ወቅታዊ**

ምላሽዎ በቅድሚያ አመሰግናለሁ!!

I.ክፍል-አንድ: ጠቅላላመረጃ

1.ጾታ

ሀ.ወንድ ለ.ሴት

2.እድሜ

ሀ.18–25አመት ሐ.36–45አመት

ለ.26– 35አመት ማ.46አመት እና በላይ

3.የትምህርትደረጃ

ሀ.ሁለተኛ ሐ.ዲግሪ

ደረጃለ.ዲፕሎማ ማ.ማስትሬት እና በላይ

4.የስራ ሁኔታ

ሀ.ተማሪ/ሊተቀጣሪ ሐ.የግልስራሙ.ጡረቱኛ

5.የትዳር-ሁኔታ

ሀ.ያላገባ/ች ለ.ያገባ/ች ሐ.የፈታ/ች

6. በየትኛው የማስታወቂያ ዓይነት ነው የአቢሲኒያን ክንፍ መረጃ ያገኙት?

ሀ. በመፅሔት ማስታወቂያ መ. በጋዜጣ ማስታወቂያ

ለ. በራዲዮ ማስታወቂያ

ሐ. በቲቪ ማስታወቂያ ሠ. በፖስተር እና ባህሪ

II. ክፍል-ሁለት፡ የማስታወቂያ ተፅዕኖ ዳሰሳ

የሚከተሉት ጥያቄዎች የአያት ሪልሽን ቴት አ.ማ ማስታወቂያዎች በደንበኞች አገልግሎት አጠቃቀም ባህሪ ላይ የሚያሳድሩትን ተፅዕኖ ለመዳሰስ ነው። ስለሆነም የማስታወቂያው ታማኝነት፣ በፈጠራ ክህሎት መታጀብ፣ ሊረሳ ስለማይችል፣ ትኩረትን መሳብ፣ ግልፅነት እንዲሁም አስደናቂ መሆን ቀጥሎ በተቀመጠው የነጥብ አሰጣጥ መሰረት የእርስዎን የግልምልከታ ትይዘት ማረጋገጥን ያሳያል።”

ምልክት ያስቅም፡፡

ይህንን የነጥብ አሰጣጥ ደጠቀሁ	1 በጣም አልስማማም	2 አልስማማም	3 ገለልተኛ	4 እስማማለሁ	5 በጣም እስማማለሁ
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መተረጎም	1	2	3	4	5
የማስታወቂያው ታማኝነት					
የማስታወቂያው መልዕክት ታማኝነት የአያት ሪልሽን ቴትን እንደጠቀም ተፅዕኖ አሳድሮብኛል።					
ማስታወቂያው የተጋነነ የተሳሳተ መረጃ የሚያስተላልፍ ነው።					
ማስታወቂያዎች ለተጠቃሚው በቂ መረጃ ስለማይሰጡ ገበያውን ለማግኘት አያስችልም።					
ማስታወቂያው ሌላ ግዜ የተጋነነ ስለሆነ ታማኝነቱ ብዙ አላምንም።					

የማስታወቂያ ፈጠራ	1	2	3	4	5
የማስታወቂያው መልዕክት በፈጠራ ክህሎት የታጀበ መሆን ባንኩን እንደጠቀም ተፅዕኖ አሳድሮብኛል።					
በፈጠራ ክህሎት የታጀቡ ማስታወቂያዎች የተጠቃሚዎችን የመገልገል ላላጎት ለመጨመር ብቸኛ መሳሪያዎችና ቸውብዬ አምናለሁ።					
ፈጠራ የታከለበት ማስታወቂያ የገበያውን ነባራዊ ሁኔታ ያገናኘውን ገንዘብና ታሳቢ ያደረገ ነው።					
ይህ ማስታወቂያ ምንም ዓይነት ስህተት የለበትም።					

የማስታወቂያው አይረሰነት	1	2	3	4	5
የማስታወቂያው መልዕክት ሊረሰ የማይችል መሆን የአያት ሪልሽን ጥቅም እንደጠቀም ተፅዕኖ አሳድሮብኛል።					
ይህን ማስታወቂያ ስመለከት እንዴት አድርጌ የተሻለ የህይወት ዘይቤ መከተል እንዳለብኝ ያስታውሰኛል።					
የማስታወቂያው መልዕክት ደካማ ስለሆነ ረጅም ጊዜ አጭር ደውሰጥ ሊቆይ አልቻለም።					
ብዙ ጊዜ የማስታወቂያውን ከተመለከትኩ በኋላ ከሌሎች ጋር በጉዳይ ላይ እውቀት ያለሁ።					

ይህንን የነጥብ አሰጣጥ ደረጃ	1	2	3	4	5
ጠቀሙ	በጣም አልስማማም	አልስማማምም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ

ትኩረትን የሚይዝ	1	2	3	4	5
የማስታወቂያው መጠን በትኩረትን የሚይዝ መሆንን የአያት ሪፖርት ሪፖርት ለመምረጥ እንደወሰነ እረድቶኛል።					
ይህ ማስታወቂያ ከሌሎች ተመሳሳይ መጠን ካላቸው ማስታወቂያዎች በጣም የወረደው።					
በኔ አመለካከት ይህ ማስታወቂያ ቀልጥን የሚቆጣጠር አቅም የለውም።					
ይህን ማስታወቂያ ስለመለከት መንፈሴ ይረብሻል።					

ግልፅነት	1	2	3	4	5
የማስታወቂያውን መጠን በቀላሉ ለማረጋገጥ ለሌሎች ሪፖርት ሪፖርት ለመምረጥ ምርቶች እንደጠቀም ተፅዕኖ አሳድሮብኛል።					
ማስታወቂያው ስለሌሎች ማስታወቂያዎች እንዲሁም የሚያደናግር ነው።					
ማስታወቂያው ላይ ያሉት መረጃዎች አላሳመኑኝም።					

አስደናቂነት	1	2	3	4	5
የማስታወቂያው መጠን አስደናቂ መሆንን የአያት ሪፖርት ሪፖርት እንደጠቀም ተፅዕኖ አሳድሮብኛል።					
አስደናቂ ማስታወቂያዎችን በሌሎች አገልግሎት ለመጠቀም አያነሳሳም።					
አስደናቂ ማስታወቂያዎችን ስለመለከት አዲስ ነገር አላጠቀምኝም።					
ከአስደናቂ ማስታወቂያዎች ጀርባ ላይ ለሌሎች ተመሳሳይ መረጃዎች ለመጠቀም አልገኘኝም።					

የደምበኛውባህሪይ	1	2	3	4	5
የአያት ሪልሽንቴትንደምበኛበመሆኔደስተኛነኝ።					
በማስታወቂያአምናለውምክንያቱምመረጃእናእውነውንማግኘትስለሚቻል።					
የአያት ሪልሽንቴትንማስታወቂያአገልግሎቱንወድጄውእንድጠቀምቁልፍሚናተጨውል።					
በተከታታይእናበመደበኛነትየሚቀርቡየአያት ሪልሽንቴትንማስታወቂያዎችበገበያው ውስጥተፎካካሪእንዲሆንአስችሎታል።					
የአያት ሪልሽንቴትንለመጠቀምስወስንበማስታወቂያከተላለፈውምልዕክትበተጨማሪሌሎች መረጃዎችንአጣርቼነው።					
የተመለከትኩት ማስታወቂያ እና በተጨባጭ ካለው እውነታ ጋር ልዩነት የለውም።					
“አዲስማስታወቂያካለአዲስንገርአለማለትነው”የሚለውንሃሳብእቀበለዋለሁ።					
የአንድንድርጅትየቅርብመረጃለማግኘትየሚረዳውማስታወቂያነው።					

ላደረጉልኝ ቀና ትብብር እና ለሰጡኝ መረጃ ከልብ አመሰግናለሁ!