



ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
EFFECT OF ADVERTISEMENT ON CONSUMER  
PURCHASE DECISION:  
A Case Study of Ephesian Detergent Products in  
Addis Ababa

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July 2024

ADDIS ABEBA, ETHIOPIA

**ST. MARY’S UNIVERSITY**

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ADDIS ABABA**

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**THESIS SUBMITTED TO ST. MARY’S UNIVERSITY, SCHOOL OF GRADUATE  
STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR DEGREE  
MASTER OF ARTS IN BUSINESS ADMINISTRATION**

**July 2024**

**ADDIS ABABA, ETHIOPIA**

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## DECLARATION

I, the undersigned graduate student, hereby declare that this thesis is my original work, prepared under the guidance of Mohammed Mohammednur (Asst. Prof.). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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Name

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Signature

Date: - July 2024

Addis Ababa, Ethiopia

## **Statement of Certification**

This is to certify that Temesgen Wubshet has carried out his research work on the topic entitled; “The Effect of advertisement on Consumers purchase decision the case of detergent product in Addis Ababa” is his original work and is suitable for submission for the award of Master of Art Degree in Business Administration.

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Advisor

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Signature

## **ACKNOWLEDGEMENT**

I wish to convey my profound gratitude to the Divine for His blessings and guidance that have allowed me to successfully complete this research.

A special mention goes to my advisor, **Mohammed Mohammednur (Ass. Prof)**, whose insightful suggestions and unwavering support have been instrumental in shaping my research, Enriching its depth and quality, whose constructive contribution in stimulating suggestions and encouragement, helped me to coordinate my research. I would like to express my deepest appreciation to all specially my families who provided me the possibility to complete this research. I really couldn't do it without you.

**Thank you all!**

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## **LIST OF ACRONYM'S**

AIDA - Awareness, Interest, Desire, Action

ANOVA- Analysis of variance

FMCG – Fast Moving Consumer Goods

SPSS - Statistical Package for Social science

## **ABSTRACT**

This study examines the impact of advertising on consumer purchase decisions for Ephesian detergent products in Addis Ababa. Through a structured survey and rigorous statistical analysis, the research identifies the most influential advertising elements affecting consumer behavior. The findings reveal that frequent advertisements have the strongest impact, significantly enhancing consumer engagement and decision-making processes. These frequent advertisements ensure that the brand remains at the forefront of consumers' minds, reinforcing brand presence and encouraging repeated purchases. Celebrity endorsements are also found to play a crucial role in the advertising strategy. By adding credibility and increasing brand trust, celebrities help capture consumer attention and enhance brand recall, leading to higher consumer attraction and loyalty. Moreover, the study highlights that the effectiveness of advertisements is moderately influenced by the quality of the message content, the creativity of the advertisements, and the strategic selection of media platforms. Compelling message content and innovative advertisement designs capture consumer interest and effectively communicate the brand's value proposition. Strategic media selection ensures that advertisements reach a wider audience, utilizing a mix of traditional and digital media to maximize visibility and impact. The study concludes that a combination of frequent advertisements, celebrity endorsements, and creative, well-placed advertisements forms a robust strategy for influencing consumer behavior. To maintain and enhance advertising effectiveness, it is essential to continuously adapt strategies based on consumer feedback and evolving market dynamics. Therefore, the recommendations include increasing the frequency of advertisements, leveraging appropriate celebrity endorsements that resonate with the target audience, enhancing creative content to make advertisements more engaging, , and maintaining a responsive approach to market feedback. These strategies collectively aim to strengthen brand presence, improve consumer engagement, and influence purchase decisions more effectively, ensuring sustained growth and competitiveness for Ephesian detergent products in the dynamic market of Addis Ababa.

Key Words-Advertisement, Purchase decision, celebrity endorsement, media selection, message Content, being creative and frequency of advertisement

# CHAPTER ONE: INTRODUCTION

## 1.1. Backgrounds of the Study

Advertising can be traced back to the very beginning of record history. Archeologists working in countries around Mediterranean have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights and Phoenician opined pictures on a large rock to promote their wares along parade route. Modern advertisement however is far from those early day efforts (Kotler& Armstrong 2012)

Advertising is considered as an important part of many marketers' promotional mix. This is since it can reach a larger number of consumers with a limited cost. Thus, it can be considered as a cost-effective method. It can also be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services. There are Identified five characteristics of advertising which affects consumers in their purchase decision. These are Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest. (Kotler& Armstrong 2012).

In contrast to repeated exposure to the same media, Chang and Thorson's (2004) study found that a combination of TV and website commercials elicited stronger cognitive and affective reactions.

Additionally, Kumar (2014) conducted study on the influence of advertisements on the buying habits of brands of detergent and soap. Ad recall, Understandability, Believability, and Relevance of advertising were identified by him in his study as indicators of their impact on consumer b According to a Syed Aulia (2023) study, the frequency of advertisements was a strong predictor of buy intention when it came to consumer durable goods purchases in Oman.

Verma and Mishra's (2023) research highlights the significance of innovative advertising in shaping customer buying behavior. They contend that striking commercials readily build a brand community, are memorable, and require minimal media exposure.

The most important aspect among the variables examined in Lemlem Ambelu's (2020) study on the impact of advertising on consumers' decisions to buy soap and detergent goods in Addis Ababa was medium selection.

The researcher discovered Ethiopian advertising studies when reading literature that examined the role of advertising in establishing brand equity. Research was done on the effects of advertising on the brand equity of the beer and soap industries, respectively, by Kassahun F. (2015) and Martha A. (2017). Both studies defined brand equity and evaluated how advertising contributes to brand equity development.

Gehla (2006) states that purchases of soap and detergent are classified as minimal participation. The prospective client will employ a limited or nominal decision-making process. Nominal decision-making, also known as habitual decision-making, essentially does not need making a choice. When a problem is identified, the brand that is favored is found through internal search (long-term memory). The brand is then purchased, and an evaluation is only necessary if the brand does not perform as intended. When there is relatively little engagement in the transaction, nominal decisions are made. A fully symbolic choice does not even take into account the option to not buy (Hawkins & Mather Baugh 2010).

## **1.2. Statement of the Problem**

Many in marketing business feel that they do not know how advertising works but cannot take the risk of not advertising their products or service in case they suffer a disadvantage compared with competitors. As brand image has come to represent a dynamic and enduring source of consumer interest and (company revenue), the way in which brands can be portrayed and their image controlled have become central to the concerns of brand managers. Advertising alone does not make the brand but the successful consumer brand is, inseparable from its portrayal in advertising and other communication media. Advertising communication frames the way consumers engage with and understand marketed brands. It is advertising rather than more tangible aspect of marketing management that symbolically realize the marketing ideal of giving the consumers what they think (want) (Belch& Belch, 2003).

Even though a lot of research has been done on manufacturing companies worldwide, this study may suggest a novel approach to examining the factors that influence how effective an advertisement is in influencing consumers' decisions to buy detergents. Therefore, this study might be useful to the detergent-related sectors in evaluating the effectiveness of their advertising campaigns and determining where they currently stand in the advertising status quo detergent manufacturers should focus on delivering high quality products at competitive prices, while also investing in impactful advertising and sales promotion strategies to build strong brand awareness among consumers.

Many in marketing business feel that they do not know how advertising works but cannot take the risk of not advertising their products or service in case they suffer a disadvantage compared with competitors. As brand image has come to represent a dynamic and enduring source of consumer interest and (company revenue), the way in which brands can be portrayed and their image controlled have become central to the concerns of brand managers. Advertising alone does not make the brand but the successful consumer brand is, inseparable from its portrayal in advertising and other communication media. Advertising communication frames the way consumers engage with and understand marketed brands. It is advertising rather than more tangible aspect of marketing management that symbolically realize the marketing ideal of giving the consumers what they think (want) (Belch& Belch, 2003).

Missed chances, a decline in market share, and eventually worse profitability could arise from a failure to comprehend and take advantage of the most recent trends and customer behaviors in advertising. Therefore, for businesses looking to develop and succeed sustainably, it is imperative that they address the pressing issue of how advertising influences purchasing decisions in the current digital era. According to a preliminary evaluation of customers, they believe that the constant commercials for soap and detergent do not influence their decision-making.

The main reason for conducting this research is that the observation of the researcher in "To what extent are the different kinds of advertising tools influences consumer Purchase Decision?" is that various types of advertising tools have varying effects on consumer purchase decisions.

Based on the assessment of multiple studies about the influence of advertising techniques (video, writing, and internet) on consumer purchase decisions, it can be concluded that there is a significant deficiency of study on this topic. Thus, study has been conducted to identify the effect of advertisement on Consumer Purchase Decision on detergent product in Addis Ababa.

These gaps lead the researcher to study the determinants of the effectiveness of Advertisement on Consumer Purchase Decision. Therefore, to achieve the above scenario, the researcher was focused to identify the five crucial factors and investigate to what extent the effectiveness of the Advertisement influenced by these factors such as Message Content, Celebrity Endorsement, Frequency of Advertisement, Being Creative and media selections.

### **1.3. Research Question and Objective of the Study**

This study will focus on the following specific questions:

- (1) To what extent does message content affect the consumer purchase decision for detergent in Addis Ababa?

Objective: to determine the effect of message content on consumer purchase decision for detergent in Addis Ababa

- (2) To what extent does celebrity endorsement affect the consumer purchase decision for detergent in Addis Ababa?

Objective: to determine the effect of celebrity endorsement on consumer purchase decision for detergent in Addis Ababa.

- (3) To what extent does frequency of advertisement affect the consumer purchase decision for detergent in Addis Ababa?

Objective: to examine the effect of frequency of advertisement on consumer purchase decision for detergent in Addis Ababa.

- (4) To what extent does being creative affect the consumer purchase decision for detergent in Addis Ababa?

Objective: to examine the effect of being creative on consumer purchase decision for detergent in Addis Ababa

- (5) To what extent does media selections have affect the consumer purchase decisions for detergent in Addis Ababa?

Objective: to analyze the effect of media selection on consumer purchase decision for detergent in Addis Ababa.

#### **1.4. Significance of the Study**

The purpose of this study is to investigate how consumer Purchase Decision for detergents is influenced by advertising. The results of the study will be used when making decisions, providing marketers with a foundation upon which to build an ad campaign for a certain product.

The finding of this study we need to benefit the following parties:

- Companies/Organizations; All detergent companies would benefit from the study in terms of identifying potential tactics and methods for promoting their goods and services. Marketing managers would find it very interesting and useful, and it would assist them in selling their goods and services and generating profits that are appropriate for the business or organization.
- Consumers: To emotionally persuade customers to purchase the product, we must raise brand recognition.

#### **1.5. Scope of the Study**

The scope of this investigation is intellectual as well as geographical. Conceptually, Although there are many marketing factors that influence consumers' decisions to purchase a particular product, this study is limited to issues related to advertisements, such as media selection, creative and frequency of the advertisement, message content, being creative of the advertisement, and celebrity endorsement of the advertisement. Customers for the detergent product are not only from Addis Ababa, but they are also limited by time and expense. The geographic reach will be limited to Addis Ababa customers.



## **1.6. Limitations of the Study**

Geographical Limitation: The study focuses solely on Addis Ababa, which may not represent the entire Ethiopian market. Consumer behavior in other regions might differ due to cultural, economic, and social differences.

Sample Size and Demographics: The sample size and demographic characteristics of the respondents may limit the generalizability of the findings.

## **1.7. Organization of the Study**

The researcher will write five chapters. The first chapter was the study's background, problem statement, research questions, objective, scope, limitations, significance, definition of important words, and organizational structure are all included in the introduction section. The review of various literatures pertaining to the subject areas will be presented in the second chapter. It includes a conceptual framework, research hypotheses, empirical reviews, and theoretical reviews. The research area, research design, data type and source, sample size and determination, sampling technique, data collection method tools, data processing and presentation, data analysis techniques, and ethical issues will all be covered in detail in the third chapter. The fourth chapter will cover the interpretation, analysis, and discussion of the results. Lastly, a summary, conclusion, and recommendations were given in the final chapter.

## **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

### **2.1. Theoretical Review**

Advertising:

Advertising has an impact on people's opinions, behaviors, and lifestyles. It is a key means of communication between the product's manufacturer and consumer. A company's product needs to invest in its promotional activities, particularly advertising, to become a well-known brand (Hussein et al., 2008). According to Latif and Abideen (2011), advertising may influence

Much of the assumptions regarding advertising's effects assume that advertising is a strongly persuasive force. Consumers are not, however, passive recipients of advertising messages. Amirata Dhaliwal. (2016) suggests that the question is no longer „what does advertising do? “ a question she and others raised over a decade ago, but rather „what do people do with advertising? “ customers' choice of brands.

It has been discovered that celebrity endorsements have a big impact on what people decide to buy. According to research by Afnan Al-Mutairi and Kamran Siddiqui (2023) on the influence of celebrity endorsements on consumer purchase intentions in Saudi Arabia, the beauty of celebrities has a significant influence on these intentions.

According to Tolani (2012), the first advertisement may have been a sign painted on a wall of a building. The early outdoor-advertising competitors were town criers employed by merchants to praise their goods. Gutenberg's invention of the moveable-type printing press in 1450 resulted in the mass production of posters and circulars. According to Pope (2013) over a century ago, Harper's Weekly commented that advertisements were “a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time.” Few if any historians today would claim

that they could compose a complete history of an era from its advertisements, but in recent year's scholars have creatively probed advertisements for clues about the society and the business environment that produced them. The presences of many excellent online collections of advertisements provide learners as well as established scholars the opportunity to examine these sources in new ways. The experience can be tantalizing and frustrating, since advertisements don't readily proclaim their intent or display the social and cultural context of their creation. Yet studying advertisements as historical sources can also be fascinating and revealing

### **2.1.1. Theories of Advertising**

In evaluating the impact of advertising on consumer behavior, it is essential to balance the diverse theoretical perspectives and empirical findings with a critical eye. My viewpoint integrates these insights, recognizing both the strengths and limitations of various scholarly arguments.

In the literature, instead of one proven theory, there are at least four distinct, alternative theoretical formulations of how advertising produces its effect. Weilbacher (1984) summarizes these four theories.

Pressure – Response Theories of advertising assume that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect. This theory tends to ignore the quality of advertising creative work in causing advertising effects. This view holds that repeated exposure to advertising messages can lead to increased consumer awareness and subsequent purchase behavior. Critics argue that this theory oversimplifies consumer behavior, ignoring the complexity of individual decision-making processes and the potential for advertisement fatigue, where excessive exposure can lead to consumer irritation and negative brand perception.

While pressure-response theories highlight the importance of frequency and intensity in advertising, they tend to overlook the complexities of modern consumer behavior. In today's digital age, consumers are bombarded with advertisements across multiple platforms, making it crucial to consider the quality and relevance of the messages, not just the quantity. Repetitive exposure can lead to ad fatigue, suggesting that a more nuanced approach is necessary, focusing on engaging content that resonates with the audience.

Active Learning Theories of advertising assume that advertising conveys information that leads to attitude change and, in turn, to changes in marketplace behavior. This view holds that repeated exposure to advertising messages can lead to increased consumer awareness and subsequent purchase behavior. Critics argue that this theory oversimplifies consumer behavior, ignoring the complexity of individual decision-making processes and the potential for advertisement fatigue, where excessive exposure can lead to consumer irritation and negative brand perception.

The role of advertising in reducing cognitive dissonance is significant, particularly in reinforcing positive purchase decisions. However, this theory's applicability is limited to post-purchase scenarios where the consumer's experience has been positive. Negative experiences can exacerbate dissonance, undermining the effectiveness of subsequent advertising. Therefore, brands must prioritize delivering quality products and services to ensure that advertising efforts aimed at dissonance reduction are effective.

Persuasion theories offer valuable insights into the mechanics of changing attitudes and behaviors through advertising. However, they must be applied with an understanding of consumer skepticism, especially in a market saturated with similar messages. Effective persuasion in advertising requires authenticity and relatability, ensuring that the messages align with consumer values and experiences. Thus, while persuasive techniques are powerful, their success largely depends on the context and execution.

Behavioral theories underscore the importance of learned associations and reinforcement in shaping consumer preferences. While these theories provide a foundational understanding, they can be too simplistic when not accounting for cognitive processes and individual differences.

Low Involvement Theories of advertising assume, at least in some advertising situations, that the information content of advertising is not of importance to the consumer and that it tends to be passively stored rather than actively evaluated in relation to consumer reactions to products and companies. In this conception, advertising effects cumulatively increase brand relevance or salience, result in changed purchase behavior, and lead to revised attitudes only after the brand has been purchased or used. This theory posits that advertising can reduce cognitive dissonance by providing reassurance to consumers post-purchase, thus reinforcing their decision and encouraging brand loyalty. The counterargument here is that cognitive dissonance reduction through advertising is only effective if the initial purchase experience is positive. Negative experiences can lead to increased dissonance and damage brand reputation, regardless of advertising efforts.

Dissonance Reduction Theories suggest that behavior may lead to attitude change and that newly formed attitudes are reinforced and stabilized by information from advertising. Critics of behavioral theories argue that such an approach neglects the role of cognitive processes and individual differences in learning and behavior. Consumers are not passive recipients of advertising but actively interpret and evaluate messages based on their experiences and beliefs.

### **2.1.2. Importance of Advertising**

Any company can benefit from advertising in many ways, and it can have a big influence if done correctly. Moreover, it facilitates the communication of details about the products, their qualities, and the places where they are offered for sale. It also suggests reusing and helps in the effort to promote the development of new items. Arnes, Schaefer, and Weigol (2009) assert that it can facilitate the distribution of goods and services on a local or international scale.

Any company can benefit from advertising in many ways, and it can have a big influence if done correctly. Apart from correspondence Companies may utilize advertising to launch a product that customers would find useful or to draw attention to a demand that hasn't been filled. When new products are introduced to the market, this effect is usually apparent. Customers usually have little knowledge of these products until businesses advertise and market them in an attempt to generate consumer demand (Dinu & Dinu, 2012).

Any company can benefit from advertising in many ways, and it can have a big influence if done correctly. Apart from correspondence an advertisement's goal now centers on what the business wants its target market to do. Advertising is a tool used by an organization to shield itself from the damaging impacts of the current economic climate. Nevertheless, the economist thinks that commercials have a significant influence on consumer behavior and may even force a company into rivalry.

The strategy is predicated on the organization's pursuit of the right answer regarding the competition's influence, while also accounting for the knowledge of the advertisement.in keeping with the rivals' aim of obtaining client satisfaction. This viewpoint holds that the amount of advertising influences the customer, who is the organization's primary goal (Park, 1996, as cited by Vivekananthan, 2010).

### **2.1.3. Type Advertising**

Sandage C, H & Fry burger V & Rotzoll (2001) identified seven types of advertising. These are

- ✓ Brand advertising
- ✓ Commerce and retail advertising
- ✓ Political advertising
- ✓ Advertising with feedback
- ✓ Corporate advertising
- ✓ Business advertising
- ✓ Public or social advertising

Justification. Brand advertising aims to achieve higher consumer recognition of specific brands through visual and textual elements. It is suitable for long-term brand building and establishing a brand's identity in the market.

Brand Recognition: Enhances brand visibility and recognition.

Consistency: Ensures a consistent brand message across different media.

Emotional Connection: Helps build an emotional connection with consumers.

## **2.2. Models of Advertising Effect**

Textbooks on marketing and advertising communications, as well as professional practice, have greatly benefited from the linear information processing theories of persuasion and communication. In general, cognitive psychology's methods and presumptions are reflected in these theories. Specifically, they make a comparison between how computers and people absorb information.

### **AIDA Model**

Strong developed the AIDA behavioral model in 1925 with the intention of ensuring that an advertisement raises awareness, piques interest, and ultimately inspires desire and action in the consumer (Hackley, 2005). The AIDA model is one of the models that make up the hierarchy of effects model. This model alludes to methods that must be used when making an advertisement. Originally, the model was created to outline the steps a salesperson should take.

It helped support sales training. Advertising persuasion hierarchy-of-effects models are typically adaptations of Strong's (1925) AIDA (Awareness, Interest, Desire, Action) sequence, in which the consumer is brought from unawareness to awareness via a linear internal state continuum, followed by arousal of interest and desire (for the brand). At last, the consumer is motivated to act by making a purchase (hence the abbreviation AIDA). According to the AIDA process, the

main goal should be to raise people's awareness levels and, via piqued interest and desire, persuade them to take action, particularly by making a purchase of a product.

### Hierarchy of Effects Model

The second model, The Livider and Steiner-created Hierarchy of Effects model emphasizes cognitive phases and identifies two further steps that must occur before the recipient may become a buyer. It appears that the person progresses from being aware of the product's existence to being aware of its features. From then on, does he develop a liking for the product, which makes him choose it over others on the market and convinces him of its worth, ultimately leading him to make the purchase of the product.

### Innovation-Adoption Model

Based on Rogers' (1973) Diffusion of Innovations theory in communication, this article explains how advertising contributes to the acceptance of innovative products. It helps the consumer segment evaluate both the message and the product leading to trial use by raising audience knowledge of the product and piquing their interest (creative executions play a significant role in this process).

This trial serves as a preventative measure prior to the final purchasing decision. Advertising is important because it encourages consumers to try products before deciding whether to accept or reject them based on the merits of the offering and other components of the marketing mix.

Advertising re-starts the process in the event of a rejection by positioning the product in a different way through creative message execution techniques. Advertising seldom depends on significant product modifications to win over consumers.

Justification. AIDA model is suitable for this research:

The AIDA model offers a clear, structured process that can help in systematically designing advertising strategies. Focuses on changing consumer behavior, which is essential for measuring



the effectiveness of advertising campaigns. This model is adaptable to various forms of advertising, from traditional media to digital platforms. Each stage in the AIDA process can be measured, allowing for detailed analysis and optimization of advertising efforts.

#### Hierarchy of Effects Model

This model is beneficial for research for the following reasons: It provides a more detailed understanding of the cognitive processes involved in consumer decision-making. Each stage can be individually assessed, providing granular insights into the effectiveness of advertising efforts. This model is particularly useful for campaigns aimed at brand building and long-term consumer engagement.

#### Innovation-Adoption Model

This model is ideal for research involving new or innovative products. Emphasizes the trial stage, which is crucial for new products to gain market acceptance Encourages consumer evaluation and feedback, which can be valuable for refining advertising strategies.

### **2.3. Advertising and Consumer Buying Behavior**

The mental, emotional, and physical actions people take when choosing, acquiring, utilizing, and discarding goods and services to fulfill needs and desires are referred to as consumer buying behavior (Schiffman & Kanuk, 2009).

It covers the buying and other consumption-related actions that participants in an exchange process take part in. Consumer behavior, according to Solomon, Bamossy, Askegaard, and Hogg, is the study of the actions taken by people or groups as they choose, acquire, utilize, and discard goods, services, concepts, or experiences in order to satiate needs and desires.

Economic determinants that impact consumer purchasing behavior include income expenditure patterns, product prices, prices of complementary goods, prices of replacement goods, and

demand elasticity (Sanders & Armstrong 2001). Learning, attitudes, and psychological perception all have an impact on it (Kotler et al., 2001). Social and cultural variables influence consumer behavior, which not only influences individual purchasing decisions but also dictates the type of goods to be purchased. (Perault, Jerome, & McCarthy, 2005); Arnould & Thompson, 2005).

Understanding consumer behavior and why it occurs is the first step towards creating effective advertising. Ijima (1997) defined consumer behavior as an individual's activities related to the acquisition and utilization of goods and services, as well as the cognitive and social processes that both precede and follow these acts. It explains why consumers choose a one brand or product over another and how businesses use this information to effectively market to them.

#### **2.4. Empirical Review of the Study**

As per a study conducted by Sangeeta Gupta (2013), "Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry," Customer purchasing behavior serves as the foundation for the customer behavior study. Three roles are played by the consumer: buyer, payer, and user. Relevant news is positively correlated with pleasure, suggesting that it plays a significant role in evoking favorable emotional reactions.

70% of Indian customers were found to have been influenced by advertisements in a study on the effects of advertising related to cosmetic products. Cosmetic product advertisements educate consumers on the benefits of using the goods and raise awareness of them, but other criteria such as quality, brand, recommendations from others, and cost have a significant impact on their decision to purchase (Ampofo, 2014).

To benefit from the combined advantages of celebrity status and physical appeal, advertisers have selected celebrities as endorsers based on their attractiveness (Singer 1983). All it takes to understand the significance of beauty is to watch television or peruse print ads. Celebrity endorsement has become a potent tool for advertisers looking to use the celebrity's image and identity to promote a brand or business (Atkin & Block, 1983). These endorsements

result in higher purchase intentions and more positive attitudes toward advertising than non-celebrity endorsed commercials.

The current study, as written by Manish Mittal (2017), aims to comprehend "the impact of celebrity endorsements on advertisement effectiveness & purchase decisions among Indian youth." The information was gathered using a closed-ended questionnaire with 212 participants in the sample. Therefore, a celebrity's endorsement in an advertisement influences the decision to buy. To effectively reach the target audience, communicate messages that resonate, and ultimately influence purchasing decisions, advertising must carefully select the appropriate media channels.

A study was done to see how social media influences customers' decision-making process while buying purchases and whether this influence varies depending on where they are in the process. The present study employs an adapted version of the quantitative research methodology.

In the Aseer Region of Saudi Arabia, a convenient sample of 310 people were given questionnaires to complete to collect the primary data. According to the study, social media's impact varies depending on where a consumer is in the process of making a purchase. (Khatib, Dr. Fahed, 2016) Without a doubt, the profession of professional advertising is fundamentally creative. For the creation of effective advertising, the best creative strategies must be planned and carried out (El-Murad and West, 2004; Sasser and Koslow, 2008a, 2012; Nyilasy and Reid, 2009). In the realm of advertising, a product must possess both novelty and relevance or appropriateness to boost buy intentions for the brand it is affiliated with, in order to be deemed innovative.

Through grabbing attention, creating emotional connections, improving brand recall, differentiating the brand, and eventually influencing consumer behavior in favor of the promoted products, creativity in advertising plays a critical role in influencing purchase decisions.

The impact of lifestyle, inventive advertising, and halal labeling on the decision to buy Wardah cosmetic items. The Slovin formula was used to determine the number of samples, which included 250 female students from Universitas Malahayati in Bandar Lampung. The study

population comprised 663 female students who had purchased Wardah cosmetic goods. Smart-PLS v3.0 was utilized for the data analysis. The study's findings demonstrated how the lifestyle, halal labeling, and inventive advertising of Wardah cosmetic products influence students at Universitas Malahayati in Bandar Lampung while making purchases. (Ema Listyaningish, Bambang Purwanto, 2020; Finka Okitanianar)

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An empirical examination of the structural antecedents of attitude toward the advertisement in an advertising pretesting context was the subject of a study by Nor Hazlina Sajali, Normalini, and Nor Hazlina Hashim (nhashim@usm.my), titled "The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention." The study was published in the *Journal of Marketing* (53(4), 48–65). Understanding consumer intention involves taking into account attitudes toward behavior and subjective norms, which are based on research by Ajzen (1991, *The Theory of Planned Behavior*, *Organizational Behavior & Human Decision Processes*, 50(2), 179–211). 150 respondents are surveyed, and the antecedents of mobile advertising that result in consumer approval of mobile advertising and the subsequent intention to purchase are ascertained using partial least squares analysis. Results show that the advertising message content has the largest impact on attitude in advertising that is done via mobile phone. Attitudes towards mobile advertising are linked to the intention to purchase the product or services advertised.

Danielle M. Walls, Linda E. McNeely, Jan Gollins, and Jennifer Lee Burton "A Review of the Connection Between Purchase Intentions and Ad Frequency" An analysis of purchase intentions

revealed that consumers who had seen an advertisement one to two times were more motivated by emotional reasons, those who had seen it three to ten times were more motivated by cognitive factors, and those who had seen it more than ten times were more motivated by emotions. Therefore, the frequency of advertisements influences consumers' decisions to buy.

## 2.6 Conceptual Framework of the Study

Based on the literature review, the relationship between advertisement and customer Purchase Decision can be conceptualized and depicted in Figure 1 below.

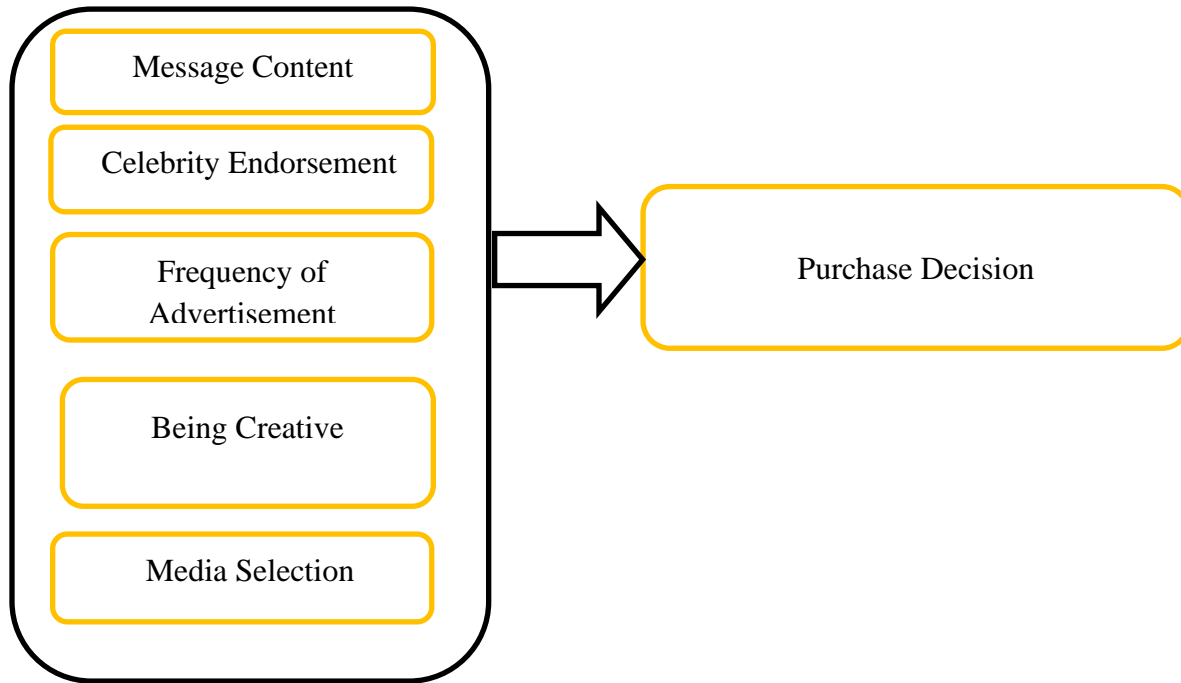


Figure 1 Conceptual Framework of the Study

A framework of a research study refers to the conceptual structure that guides the investigation, providing a systematic approach for understanding and analyzing the relationships between various variables. It typically includes theoretical underpinnings, hypotheses, and a depiction of how different elements are interconnected, in a study on advertising's impact on consumer purchase decisions, the framework might illustrate how factors like message content, celebrity endorsement, advertisement frequency, creativity, and media selection influence consumer behavior. This structure not only helps in organizing the research process but also in interpreting the findings coherently

## **CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

### **3.1. Research Design**

"Research designs are plans and procedures for conducting research, ranging from general hypotheses to specific techniques for gathering and analyzing data (Cresswell 2009). They serve as a structure for carrying out research."

Descriptive research, which uses both qualitative and quantitative approaches, was combined with an explanatory research methodology in this study. The relationships between detergent consumer purchase decisions and advertising are found and explained via explanatory study design. The relationships between detergent advertising and consumer buying decisions were found and described using the explanatory design.

### **3.2. Research Approach**

Huges (1998) highlighted Punch's suggestions regarding things to take into account while selecting a research approach. The literature and the approaches taken by previous researchers were highlighted as one element. The researcher has selected a hybrid technique that incorporates both qualitative and quantitative methods to align this study with past studies' conventional approaches.

The quantitative research strategy involves analyzing the relationship between variables to test hypotheses, while the qualitative research approach looks for patterns in attitudes and ways of thinking. Additionally, the researcher used statistical techniques to look at the association between the factors that were found. Additionally useful for estimating parameters and drawing conclusions about populations are descriptive statistics (Trochim 2000).

### **3.3 Source of Data and Method of Data Collection**

#### **3.3.1 Data Type and Source**

To achieve the objective of the study both primary and secondary sources of data were used. The primary data were collected from the detergent managers, IT Experts and Clerical worker by using interview

Secondary sources of data such as books, academic journals, report manual of organization, research reports and record data by concerned relevant offices and unpublished documents will be collected for supporting the primary data sources. Secondary sources of data are used in this study in order to acquire basic data regarding plans, regulations, reports and directions in the Study area

#### **3.3.2 Method of Data Collection**

In this study, the primary means of gathering data were interview. Most of questions were statements that addressed each of the study variables and were created based on a review of relevant literature. To obtain the necessary primary data from respondents, the interview were given to a chosen group of people. They included both open-ended and closed-ended questions, Respondents can contribute more specific information, feelings, attitudes, and comprehension of the topic by answering open-ended questions. Conversely, a closed-ended inquiry facilitates respondents' ability to reply. To facilitate the completion of the interview. Respondents were asked to indicate which of the following ratings—strongly affected, moderately affected, slightly affected and not affected.



### 3.4. Target Population of the Study

The target population of this study contains all employees of the Ephesian detergent product which constituted managers, IT Experts and Clerical workers. found in Addis Ababa, Therefore, the target population of this study were of Ephesian detergent product

Table 1 Target population of the study

No	Working unit of Employes	Population sizes of Employes
1	Managers	1
2	IT experts	2
3	Clerical worker/production personnel	51
	Total	54

Source: Own, Computed from Survey Data, 2024

### 3.5. Sample Design and Sampling Techniques

#### 3.4.1. Sample Design

In designing the sample of the research study, the study taken considerations for the need to make inferences from the sample of the population to answer the research questions and meet the research objectives. The subject of the study will be conducted on the effect of advertisement on consumer purchase decision the case of Ephesian Detergent Products Thus, the Ephesian industry managers, IT experts and clerical workers will be included in the sample of this study by using purposive sampling techniques because they are the production staff's managers and directly involved in the services

For the employees of the Ephesian industry a finite population sample formula of Yemane (1967) is used to selected representative sample for the study as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = the required sample size: (?)

N = the target population (total number of employees)

e = value for selected alpha level of 0.05 = 1.96 (the alpha level of 0.05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error.)

$$n = \frac{54}{1 + 54(0.05)^2} = \frac{54}{1.135} = 47.5$$

Therefore, n =47 was taken as a sample size of the employees of Ephesian industry After identifying the sample size using the above equation, we (researchers) allocate the estimated sample size to each stratum by using stratified sampling techniques in the study to maximize the predictive power of the sample size. One method is proportional allocation. Thus, the proportional allocation is done using the Kothari (2004) formula as follows:

$$N_h = \frac{nN_1}{N}$$

Where: Nh = Proportional sample to the strata

n = Sample size determined using the formula provided by Yemane, (1967)

N1 = Total number of populations in each strata

N = Target population

Table 2 Sample Size Determination for each stratum

Name of Each Strata	Total No. of Population in each Strata	Proportional size
Managers	1	$N_h = \frac{47*1}{54} \approx 0.87$
IT Experts	2	$N_h = \frac{47*2}{54} \approx 1.74$
Clerical workers	51	$N_h = \frac{47*51}{54} \approx 44$
Total	54	47

Source: Own, Computed from Survey Data, 2024

### 3.4.2 Sampling Techniques

The researcher was used both stratified sampling and purposive sampling techniques to answer the research questions and to achieve the research objectives. A stratified random sampling technique is preferred because it is used to assist in minimizing bias when dealing with those populations who are heterogeneous in nature. With this technique, the sampling frame can be organized into relatively homogeneous groups (strata) before selecting elements for the sample. According to Janet (2006), stratified random sampling technique increases the probability that the final sample will be representative in terms of the stratified groups. Three strata are created, these are: Stratum 1 = Managers, Stratum 2= IT experts and Stratum 3 = clerical workers. The purposive sampling technique will be used to select appropriate sample from the population or people who are directly involved in the activities of the production in Ephesian industry.

### 3.5 Method of Data Analysis

To analyze the effect of advertisement on consumer preference, The interview were reviewed after tabulating the data and drawing logical conclusions, recommendations, and conclusions,

descriptive statistics (frequency, mean, and standard deviation were computed for the data that were presented and analyzed.

### **3.6. Ethical Consideration**

According to Mugenda & Mugenda (2003), subjects are free to leave the study at any moment without facing any repercussions because involvement in research is entirely voluntary. While doing the research, this study takes a few ethical considerations into account. The researcher avoided data collection and usage for purposes other than those intended by taking care to ensure that no data was falsified or misinterpreted. A request for voluntary participation in the study was made to respondents along with a description of the necessary information, including the purpose of the inquiry. Furthermore, the investigator promised to maintain the privacy of their response. The researcher promised that participation would not negatively impact anyone's life in any way.

## CHAPTER FOUR: DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

### 4.1 Demographic Profile of respondents

The population who detergents made up the study's population. The information was gathered from Ephesian industry. 47, or 87%, interview was correctly conducted

Table 3 Effect of message content on consumer purchase decision

Demographic		Strongly Affected	Moderately Affected	Slightly Affected	Not Affected	Total
Gender	Male	5	8	4	2	19
	Female	8	12	5	3	28
Age	15-24	2	4	3	2	11
	25-34	8	12	4	2	26
	35-44	2	3	1	1	7
	Above45	1	1	1	0	3
Educational Background	High School Complete	2	3	2	1	8
	Diploma	7	14	5	2	28
	First Degree	3	2	3	1	9
	Masters/PhD	1	1	0	0	2

Source: Own, Computed from Survey Data, 2024

The data indicates that message content has varying levels of impact on consumer purchase decisions across different demographics. Among males (19 respondents), 26.3% are strongly affected, 42.1% are moderately affected, 21.1% are slightly affected, and 10.5% are not affected. In contrast, females (28 respondents) show slightly higher sensitivity, with 28.6% strongly

affected and 42.9% moderately affected. Age-wise, the 25-34 group (26 respondents) is the most responsive, with 30.8% strongly affected and 46.2% moderately affected. Younger consumers aged 15-24 (11 respondents) have lower influence, with 18.2% strongly affected and 36.4% moderately affected. For educational background, those with a Diploma (28 respondents) are most influenced, with 25% strongly affected and 50% moderately affected, whereas those with a Masters/PhD (2 respondents) show the least influence, with only 50% strongly affected and none slightly or not affected.

Table 4 Effect of celebrity endorsement on consumer decision\

Demographic		Strongly Affected	Moderately Affected	Slightly Affected	Not Affected	Total
Gender	Male	6	7	4	2	19
	Female	10	10	5	3	28
Age	15-24	3	3	3	2	11
	25-34	9	10	5	2	26
	35-44	3	2	1	1	7
	Above45	1	2	0	0	3
Educational Background	High School Complete	2	3	2	1	8
	Diploma	9	10	7	2	28
	First Degree	4	2	2	1	9
	Masters/PhD	1	2	0	0	2

Source: Own, Computed from Survey Data, 2024

The data reveals how different demographics respond to celebrity endorsements in their purchase decisions. For gender, among males (19 respondents), 31.6% are strongly affected, 36.8% are

moderately affected, 21.1% are slightly affected, and 10.5% are not affected. Females (28 respondents) exhibit a similar trend, with 35.7% strongly affected and 35.7% moderately affected. In terms of age, the 25-34 age group (26 respondents) is the most responsive, with 34.6% strongly affected and 38.5% moderately affected, while the 15-24 age group (11 respondents) shows less influence, with 27.3% strongly affected and moderately affected. For educational background, respondents with a Diploma (28 respondents) are most influenced, with 32.1% strongly affected and 35.7% moderately affected, whereas those with a Masters/PhD (2 respondents) are the least influenced, with 50% moderately affected and none slightly or not affected. This data highlights that younger adults and those with a Diploma education level are more likely to be influenced by celebrity endorsements in their purchasing decisions.

Table 5 Effect of frequency of advertisement on consumer purchase decision

Demographic		Strongly Affected	Moderately Affected	Slightly Affected	Not Affected	Total
Gender	Male	7	7	3	2	19
	Female	11	10	5	2	28
Age	15-24	4	3	2	2	11
	25-34	9	11	4	2	26
	35-44	4	2	1	0	7
	Above45	1	1	1	0	3
Educational Background	High School Complete	2	3	2	1	8
	Diploma	9	11	6	2	28
	First Degree	5	2	1	1	9
	Masters/PhD	1	1	0	0	2

Source: Own, Computed from Survey Data, 2024

The data indicates that the frequency of advertisements significantly affects consumer purchase decisions across different demographics. Among males (19 respondents), 36.8% are strongly affected and 36.8% are moderately affected, while females (28 respondents) show a similar trend with 39.3% strongly affected and 35.7% moderately affected. Age-wise, the 25-34 group (26 respondents) is the most responsive, with 34.6% strongly affected and 42.3% moderately affected. The 35-44 group (7 respondents) is notably influenced, with 57.1% strongly affected and 28.6% moderately affected. For educational background, those with a First Degree (9 respondents) are the most strongly affected, with 55.6% strongly affected and 22.2% moderately affected. In contrast, respondents with a Masters/PhD (2 respondents) are less influenced, with 50% strongly affected and 50% moderately affected. Overall, frequent advertisements tend to have a stronger impact on younger adults and those with lower educational attainment.

Table 6 Effect of creative advertisement on consumer purchase decision

Demographic		Strongly Affected	Moderately Affected	Slightly Affected	Not Affected	Total
Gender	Male	5	8	4	2	19
	Female	9	12	5	2	28
Age	15-24	3	3	3	2	11
	25-34	8	12	4	2	26
	35-44	3	3	1	0	7
	Above45	1	2	0	0	3
Educational Background	High School Complete	2	3	2	1	8
	Diploma	8	12	6	2	28
	First Degree	4	2	2	1	9
	Masters/PhD	1	1	0	0	2

Source: Own, Computed from Survey Data, 2024



The data illustrates the impact of creative advertisements on consumer purchase decisions across different demographics. Among males (19 respondents), 26.3% are strongly affected, 42.1% are moderately affected, 21.1% are slightly affected, and 10.5% are not affected. Females (28 respondents) are more influenced, with 32.1% strongly affected and 42.9% moderately affected. In terms of age, the 25-34 group (26 respondents) is the most responsive, with 30.8% strongly affected and 46.2% moderately affected, followed by the 15-24 group (11 respondents), where 27.3% are strongly and moderately affected. For educational background, those with a Diploma (28 respondents) are the most influenced, with 28.6% strongly affected and 42.9% moderately affected. Respondents with a First Degree (9 respondents) show a significant response as well, with 44.4% strongly affected. Meanwhile, those with a Masters/PhD (2 respondents) are the least influenced, with 50% strongly affected and 50% moderately affected. This data suggests that creative advertisements have a notable impact, especially among females, younger adults, and those with a lower level of education.

Table 7 Effect off media selection on consumer purchase decision

Demographic		Strongly Affected	Moderately Affected	Slightly Affected	Not Affected	Total
Gender	Male	6	8	3	2	19
	Female	9	13	3	2	28
Age	15-24	3	3	3	2	11
	25-34	8	13	3	2	26
	35-44	4	2	1	0	7
	Above45	0	3	0	0	3
Educational Background	High School Complete	2	3	2	1	8
	Diploma	9	12	5	2	28
	First Degree	4	2	2	1	9
	Masters/PhD	0	2	0	0	2

Source: Own, Computed from Survey Data, 2024

The data indicates that the selection of media significantly impacts consumer purchase decisions across various demographics. Among males (19 respondents), 31.6% are strongly affected and 42.1% are moderately affected, while females (28 respondents) show a similar pattern with 32.1% strongly affected and 46.4% moderately affected. Age-wise, the 25-34 group (26 respondents) is the most responsive, with 30.8% strongly affected and 50% moderately affected. The 35-44 age group (7 respondents) also shows notable influence, with 57.1% strongly affected. For educational background, those with a Diploma (28 respondents) are the most influenced, with 32.1% strongly affected and 42.9% moderately affected. Respondents with a First Degree (9 respondents) also show significant responsiveness, with 44.4% strongly affected. Conversely, individuals with a Masters/PhD (2 respondents) are less influenced, with none strongly affected and 100% moderately affected. Overall, media selection plays a crucial role in shaping consumer purchase decisions, particularly among younger adults and those with a lower level of education.

## 4.2. Descriptive Analysis

Table 8 Descriptive Analysis

<b>Descriptive Statistics</b>			
Variables	N	Mean	Std. Deviation
Message Content (M)	47	1.87	1.03
Celebrity Endorsement (C)	47	1.94	1.03
Frequency of Advertisement (F)	47	2.09	1.04
Being Creative (C1)	47	1.94	1.02
Media Selection (M2)	47	1.98	1.03

Source: Own, Computed from Survey Data, 2024

The descriptive statistics table reveals insightful trends regarding the impact of advertising factors on consumer purchase decisions. Analyzing the mean scores, "Frequency of Advertisement (F)" stands out with the highest average at 2.09, indicating a strong influence on consumer behavior. This underscores the strategic importance of allocating resources towards frequent exposure in marketing campaigns, as it significantly enhances consumer engagement and decision-making. Furthermore, "Celebrity Endorsement (C)" follows closely with a mean of 1.94, suggesting that leveraging celebrity endorsements effectively enhances brand appeal and consumer trust. This strategy proves beneficial in capturing consumer attention amidst competitive market environments, thereby enhancing brand recall and preference.

In contrast, variables such as "Message Content (M)," "Being Creative (C1)," and "Media Selection (M2)" exhibit moderately influential mean scores around 1.87 to 1.98. These findings highlight the necessity for marketers to craft compelling messages, creative executions, and strategic media placements that resonate effectively with target audiences. Although these factors show moderate influence individually, their cumulative impact can significantly bolster brand perception and consumer loyalty over time. The standard deviations across these variables, ranging from 1.02 to 1.04, underscore the inherent variability in consumer responses. This variability necessitates a nuanced approach in advertising strategies, where continuous monitoring and adaptation based on consumer feedback and market dynamics are crucial for sustained effectiveness.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

### **5.1. Summary of Major Findings**

The study explored the influence of various advertising elements on consumer purchase decisions regarding Ephesian detergent products in Addis Ababa. The key findings are:

1. **Frequency of Advertisement:** This factor exhibited the strongest influence on consumer behavior, with a mean score of 2.09. Frequent advertisements significantly enhance consumer engagement and decision-making.
2. **Celebrity Endorsement:** With a mean score of 1.94, celebrity endorsements effectively enhance brand appeal and consumer trust, proving beneficial in capturing consumer attention and enhancing brand recall.
3. **Message Content, Creativity, and Media Selection:** These factors showed moderate influence with mean scores ranging from 1.87 to 1.98. Compelling messages, creative executions, and strategic media placements are essential for effective advertising.
4. **Variability in Responses:** The standard deviations ranging from 1.02 to 1.04 indicate variability in consumer responses, suggesting the need for adaptive advertising strategies based on consumer feedback and market dynamics.

## 5.2. Conclusion

The study concludes that advertising significantly impacts consumer purchase decisions for Ephesian detergent products in Addis Ababa. Frequent advertisements are crucial as they maintain consumer engagement and reinforce brand presence. Celebrity endorsements add credibility and enhance brand trust, leading to higher consumer attraction. Well-crafted message content, creative advertisements and strategic media selection play vital roles in shaping consumer perceptions and purchase decisions. Combining frequent advertisements with celebrity endorsements and creative, well-placed advertisements creates a robust advertising strategy that effectively influences consumer behavior. The study highlights the need for a nuanced approach, considering consumer feedback and market dynamics to sustain advertising effectiveness. To validate this, a structured survey was conducted among a sample of consumers in Addis Ababa, and the data were analyzed using rigorous statistical methods.

The findings support the initial premise. First, the frequency of advertisements significantly enhances consumer engagement and decision-making processes, ensuring that the brand remains top-of-mind for consumers and encouraging repeated purchases. Second, celebrity endorsements add credibility and increase brand trust, capturing consumer attention and enhancing brand recall, which leads to higher consumer attraction and loyalty. Third, the quality of message content and creativity in advertisements moderately influence effectiveness, with compelling content and innovative designs capturing consumer interest and effectively communicating the brand's value proposition. Fourth, strategic media selection ensures that advertisements reach a wide audience by utilizing a mix of traditional and digital media platforms to maximize visibility and impact. Based on these findings, the conclusion is that a combination of frequent advertisements, appropriate celebrity endorsements, creative content, and strategic media selection forms a robust strategy for influencing consumer behavior. It is recommended that companies continuously adapt their advertising strategies based on consumer feedback and market dynamics to maintain and enhance their effectiveness. This approach will help strengthen brand presence, improve consumer engagement, and influence purchase decisions more effectively, ensuring sustained growth and competitiveness for Ephesian detergent products in the dynamic market of Addis Ababa.

### **5.3. Recommendation**

Based on the findings and conclusions, it is recommended to increase the frequency of advertisements to enhance consumer engagement and decision-making. Leveraging celebrity endorsements should continue, as they build brand trust and appeal, with careful selection of celebrities who resonate with the target audience. There should be a focus on enhancing creative content by investing in compelling and innovative advertisement messages that captivate the audience and address market needs creatively. Media selection should be optimized by strategically choosing platforms that reach a wider audience, using a mix of traditional and digital media to maximize reach and visibility. Additionally, it is crucial to continuously monitor consumer feedback and market trends to adapt advertising strategies, ensuring sustained effectiveness and relevance of the advertisements.

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## **APPENDIX I**

**St. Mary's University**

**School Of Graduate Studies**

**Department Of Business Administration**

Dear respondent, my name is Temesgen Wubshet. I am student at St. Mary's University school of graduate studies pursuing masters' degree in Business Administration. Currently I am doing research regarding Effect Of Advertisement On Consumer Purchase Decision A Case Study of Detergent Products in Addis Ababa kindly request you to spend your precious time by filling up this questioner. Your feedback will be kept confidential and your answers are highly valuable. Please describe your views of the following statement by choosing from the given alternatives.

The questioner has three parts to be completed. Part I demographic profile of respondents. Part II reflects your buying decision with regard to soap and detergent. Part III has different statement with respect to effect of advertisement. Please tick on the numbers in each block which best reflect your level of agreement. No need to include your name while filling up the questioner. The information requested from is being collected solely for this research purpose and it will be anonymous, so please respond honestly. If you have any question regarding the questioner please contact me with the following address.

Name;- Temesgen Wubshet. Phone no- 0921892992

Email. [temesgenwubshet26@gmail.com](mailto:temesgenwubshet26@gmail.com)

### Part I: - Consumer Profile

Please put "X" in the appropriate space to indicate your answer.

1. Age (years)

1= 15-24 ☐ 2= 25-34 ☐ 3=35-44 ☐ 4= 45 and above ☐

2. Gender ; 1 = Female ☐ 2= Male ☐

3. Educational background

1=High School Complete 2=☐ Diploma 3= ☐ = First Degree ☐

4=Masters/PhD ☐

### Part II: General Knowledge of Consumers

1. Which advertising media gets your attention? (You can choose more than one answer).

T.V ☐ Radio ☐ Internet ☐ newspaper ☐ billboard ☐ others ☐

(Please specify.....)

2. How often are you exposed to advertisement?

Never ☐ everyday ☐ 2-3 times per day ☐ once in a week ☐

### Part III: Effect of Advertisement

Direction: Please indicate your degree of agreement/disagreement with the following statements related to your perception. (1= strongly affected, 2 = moderately affected 3=, slightly affected 4= not affected.

<b>No</b>					
<b>1.</b>	<b>Message Content</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
1.1	The advertisement message is clear and understandable..				
1.2	Adv. message used by detergent companies is an impressive and motivating.				

1.3	Detergent advertisements are attention-grabbing.				
1.4	The languages used to advertise detergent product are clear.				
1.5	Detergent ads remind me of how to maintain a better lifestyle				
1.6	Detergent advertisements are scientific				
1.7	I believe advertisements because they provide information about the product				
1.8	Advertisements for soap and detergents are not exaggerated..				
1.9	Detergent advertisements provide honest information.				
1.10	Detergent advertisements stick in my mind.				
1.11	Detergent advertisements are realistic				
<b>2.</b>	<b>Celebrity Endorsement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
2.1	I find celebrity endorsements in detergent advertisements influential.				
2.2	Celebrities used in detergent advertisements are credible professionals.				

2.3	I am attracted to detergent advertisements featuring famous personalities..				
2.4	Detergent advertisements featuring celebrities are factual.				
2.5	Legendary personalities endorsing detergent products grab market attention easily..				

<b>3. Frequency of Advertisement</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
3.1	Advertisement frequency influences my decision to buy the product.				
3.2	I discuss frequently aired detergent ads with friends..				
3.3	Repetitive detergent ads convince consumers about product quality..				
3.4	Frequent ads indicate the company's focus.				
3.5	Frequent detergent ads motivate consumers.				
3.6	I prefer products advertised frequently				
3.7	"I find it easy to remember soap and detergent advertisements that are aired frequently				
3.8	Repetitive advertisement makes the audience to feel the company have higher product capacity				
3.9	Frequent advertisement of soap and detergent troubles the audience.				
<b>4. Being Creative</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>

4.1	The advertisement message is creative and influences my decision to purchase				
4.2	Creativity in advertisements impacts my interest in purchasing a product				
4.3	Great advertising creatively addresses market needs.				
4.4	The advertisement presents innovative information				
4.5	The advertisement presents features that distinguish it from previous campaigns				
<b>5. Media Selection</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
5.1	Soap and detergent producers utilize multiple media channels to reach diverse audiences effectively				
5.2	Soap and detergent advertisements are predominantly featured in trusted media platforms, such as television, radio, and reputable websites..				
5.3	The media platforms chosen by soap and detergent producers are widely accessible and visible across different marketplaces				
5.4	Soap and detergent producers consider the audience acceptance and preferences while selecting media platforms for advertising				
5.5	Soap and detergent producers express satisfaction with their media selection strategies				



## APPENDIX II

ቅድስተ ማርያም ዩኒቨርሲቲ

የድህረ ምረቃ ትምህርት ቤት

ውድ የጥናቱ ተሳታፊዎች

ስሜ ተመሥገን ውብሽት ይባላል። የቅድስተ ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ቤት በንግድ ሥራ አመራር ትምህርት ክፍል የሁለተኛ ዲግሪዬን ለመጨረስ የሚያስችለኝን የጥናት ወረቀት እየሰራሁ እገኛለሁ። የጥናቴ ትኩረት የሆነው በሣሙና ማስታወቂያዎች እና በተጠቃሚ የመግዛት ዉሳኔ ላይ ነው። መጠይቁ ሶስት ክፍል ስለሆነ የመጀመርያው ክፍል ስለ እርስዎ አጠቃላይ መረጃ ሲሆን ሁለተኛው ክፍል ደግሞ ስለ ሣሙና የመግዛት ዉሳኔን በተመለከተ ነው። ሶስተኛው ክፍል ስለ ሣሙና ማስታወቂያ ይዘት ይሆናል። ስምዎትን መፃፍ አይጠበቅብዎትም። እንዲሁም ከዚህ መጠየቅ የሚሰበሰበው መረጃ ለዚህ ጥናት ብቻ ይውላል። ሚስጥራዊነቱ የተጠበቀ ስለሚሆን የእርስዎን አመለካከት የሚያንፀባርቀው ቁጥር ላይ ምልክት ያድርጉ። እባክዎትን ይህ መጠይቅ ለዚህ ጥናት ብቻ ስለሚውል ትክክለኛ አስተያየትዎን ያስፍሩ። ተጨማሪም ጥያቄ ካልዎት ከታች ባሉው ስልክ ቁጥርና ኢሜል አድራሻ ሊያገኙን ይችላሉ።

ተመሥገን ውብሽት ስ.ቁ: 0921892992 Email. temesgenwubshet26@gmail.com

ክፍል ፩. በዚህ ክፍል ላይ በተጠቀሱት ጥያቄዎች ላይ የ(x) ምልክት በማስቀመጥ ያሳዩ።

1) እድሜ። ሀ) 15-24 ☐ ለ) 25-34 ☐ ሐ) 35-44 ☐ መ) 45 በላይ ☐

2) ፆታ ሀ) ሴት ☐ ለ) ወንድ ☐

3) የትምህርት ደረጃ ሀ) 2ኛ ደረጃ ያጠናቀቀ ☐ ለ) ዲፕሎማ ☐ ሐ) መጀመርያ ዲግሪ ☐

መ) ሁለተኛ ዲግሪ ☐ ሠ) ከዚህ በላይ ☐

ክፍል ፪ ጠቅላላ እውቀት

1) የትኛው የማስታወቂያ ሚዲያ ትኩረትዎን የወስዳል

ሀ) ቴሌቪዥን ☐ ለ) ሬዲዮ ☐ ሐ) ኢንተርኔት ☐ መ) ጋዜጣ ☐ ሠ) ቢልበርድ ☐

ረ) ሌሎች ☐

2) ምን ያክል ጊዜ ለማስታወቂያ ይጋለጣሉ

ሀ) በጭራሽ ☐ ለ) በየቀኑ ☐ ሐ) 2-3 ጊዜ በቀን ዉስጥ ☐ መ) በሳምንት አንዴ ☐

ክፍል ሶስት ፫ የማስታወቂያ ውጤት

አጠቃላይ ሣሙና የመግዛት ዉሳኔን የሚዳስሱ መጠይቆች። ከዚህ በታች የተዘረዘሩትን አረፍተ ነገሮች ሣሙና የመግዛት ዉሳኔን የሚዳስሱ መጠይቆች ናቸው። ከእነዚህ አረፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከአረፍተ ነገሮች ጎን በተቀመጡት መለኪያዎች አንዱ ላይ ምልክት በማድረግ ያሳዩ። 1) በጣም አልስማማም 2) አልስማማም 3) ገለልተኛ ነኝ 4) እስማማለሁ 5)በጣም እስማማለሁ

ተ/ቁ					
1.	የመልዕክት ይዘት	1	2	3	4
1.1	የማስታወቂያ መልዕክት ግልፅ እና ሊረዳ የሚችል ነው				
1.2	ሳሙና ኩባንያዎች የሚጠቀሙት የማስታወቂያ መልዕክት በጣም አስደናቂና አነሳሽ ነው				
1.3	ሳሙና የማስታወቂያዎች ትኩረት የሚስቡ ናቸው				
1.4	የዴተርጀንት ምርት ለማስተዋወቅ ጥቅም ላይ የዋሉ ቋንቋዎች ግልጽ ናቸው				
1.5	የዴተርጀንት ማሳወቂያዎች የተሻለ አኗኗር መከተል የምችልበትን መንገድ ያስታውሱኛል				
1.6	የዴተርጀንት የማስታወቂያዎች ሳይንሳዊ ናቸው				
1.7	የማስታወቂያዎች ስለ ምርቱ መረጃ ስለሚያቀርቡ አምናለሁ				
1.8	ለሳሙናና ለሳሙና የሚሆኑ የማስታወቂያዎች የተጋነኑ አይደሉም				
1.9	የዴተርጀንት የማስታወቂያዎች ሐቀኛ መረጃ ይሰጣሉ				

1.10	የዴሞክራሲ ማስታወቂያዎች ወደ አገልግሎት ይለጡ ::				
1.11	የዴሞክራሲ ማስታወቂያዎች እውነታውን ያገናከብናቸው				
2.በታዋቂ ሰዎች ሥላሚደረግ ማስታወቂያ		1	2	3	4
2.1	የዴሞክራሲ ምርቶችን የሚያስተዋውቁ ታዋቂ ሰዎች በአማራጭ ምርቶችን ለመግዛት ያበረታታሉ				
2.2	በማስተዋወቂያዎች ውስጥ ጥቅም ላይ የዋሉ ታዋቂ ሰዎች እምነት የሚጣልባቸው ባለሙያዎች ናቸው.				
2.3	ዝነኛ የሆኑ ባሕርያትን የሚያሳዩ የማጠቢያ ማስተዋወቂያዎች ይማርካሉ::				
2.4	ታዋቂ የሆኑ ሰዎችን የሚያሳዩ የዴሞክራሲ ማስታወቂያዎች እውነተኛ ናቸው::				
2.5	የዴሞክራሲ ምርቶችን የሚደግፍ አፈ-ባህሪያት የገበያ ትኩረት በቀላሉ ይይዟል....				

3. የማስታወቂያ ድግግሞሽ		1	2	3	4
3.1	የማስታወቂያ ድግግሞሽ ምርቱን ለመግዛት በምወስነው ውሳኔ ላይ ተጽዕኖ ያሳድራል::				
3.2	ከጓደኞቼ ጋር በተደጋጋሚ የሚታዩ የዴሞክራሲ ማስታወቂያዎችን እወያያለሁ				
3.3	ተደጋጋሚ የዴሞክራሲ ማሳወቂያዎች ሸማቾችን ስለ ምርት ጥራት ያሳምኑታል				
3.4	ማስታወቂያዎች በተደጋጋሚ መታየት የድርጅቱን ትኩረት ያሳያል				

3.5	ተደጋጋሚ የዴሞክራሲ መስተዳደር ማስታወቂያ ሽማግሌትን ያነሳሳል።				
3.6	በተደጋጋሚ የሚያስተዋውቁ ምርቶችን እመርጣለሁ				
3.7	"በተደጋጋሚ የሚንቀሳቀሱ ሰሙና እና የሰሙና ማስታወቂያ ዎች ማስታወስ ቀላል ሆኖ አግኝቼዋለሁ				
3.8	ተደጋጋሚ ማስታወቂያ አድማጮች የኩባንያው ምርት የምርት የማከማቸት አቅም እንዳለው እንዲሰማቸው ያደርጋል				
3.9	ሰሙናና ሰሙና አዘውትረው የሚያስተዋውቁ ማስታወቂያዎች አድማጮችን ይረብሻሉ።				
<b>4. የፈጠራ ችሎታ</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
4.1	የማስታወቂያ መልዕክት ፈጣሪና ለመግዛት ያስነሳሳል።				
4.2	በማስታወቂያዎች ውስጥ የፈጠራ ችሎታ አንድ ምርት ለመግዛት ያለኝን ፍላጎት ተጽእኖ ያሳድራል				
4.3	ታላላቅ ማስታወቂያዎች የገበያ ፍላጎቶችን የሚያሟሉ የፈጠራ ችሎታ ያላቸው ናቸው።				

4.4	ማስታወቂያው አዳዲስ መረጃዎችንና ከቀደሙ ዘመቻዎች የሚለዩ ገጽታዎችን ያቀርባል				
<b>5. የሚዲያ ምርጫ</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
5.1	ሰሙና እና ዲቴሌጀንት አምራቾች ከተለያዩ ተጠቃሚዎች ጋር ለመደረስ በተለያዩ የሚዲያ ዘዴዎች ይጠቀማሉ				
5.2	ሰሙና እና ዲቴሌጀንት ማስታወቂያዎች በአብዛኛው በሚታመኑ የሚዲያ መድረኮች ላይ እንደ ቴሌቪዥን፣ ሬዲዮ እና ተገቢ ድረ-ገጾች ላይ ይታያሉ				
5.3	ሰሙና አምራቾች የሚመርጧቸው የመገናኛ ብዙኃን መድረኮች በተለያዩ የገበያ ቦታዎች በስፋት የሚደረስባቸውና የሚታዩ ናቸው				

5.4	ሶፕና ቲተርጀንት አምራቾች ማስታወቂያ መድረኮችን ሲያስቀምጡ የተደላይ ተመልካቾች ፍላጎታቸውንና መቀበላቸውን ያረጋግጣሉ።				
5.5	ሳሙና አምራቾች በመገናኛ ብዙኃን ምርጫ ስልት እርካታን ይገልፃሉ				