



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

**THE EFFECT OF MEDIA ADVERTISING ON CONSUMER  
BUYING BEHAVIOR IN THE CASE OF ULTIMATE  
MOTORS PLC**

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**June, 2024  
Addis Ababa, Ethiopia**

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

**DEPARTMENT OF MARKETING MANAGEMENT**

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

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## **Abbreviation and Acronyms**

|     |                          |
|-----|--------------------------|
| MA  | Media Advertising        |
| BA  | Broadcast Advertising    |
| PA  | Print Advertising        |
| OA  | Outdoor Advertising      |
| CBB | Customer Buying Behavior |
| PLC | private limited company  |

## **Abstract**

Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attract the customers. The objective of this paper is to find out how much advertisement bring effect on the consumer's buying behavior. By using 5 point Likert scale with cross sectional data, 153 questionnaires were distributed. This study adopted a survey research design. It involves collection of data from respondents through questionnaire tested on SPSS V.27 software. Multiple regression technique was used to test hypotheses. The research findings show that a significant and positive relationship between the independent variables Broadcast, Print and outdoor Media and dependent variable consumer buying behavior. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behavior. Advertising thought to be an essential tool for the success of a company and plays a crucial role in maintaining and developing sustainable competitive advantage of companies.

**Keyword:** Advertising (Broadcast, Print and outdoor Media) Consumer buying behavior,

# **CHAPTER ONE**

## **Introduction**

This chapter consisted Background of the study, Statement of the problem, Research question, General and Specific of the study, Significant of the study, Scope of the study, Limitation of the study, Definition of Key Terms and finally Organization of the study.

## **1.1Background of the Study**

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Ryans, 1996). According to Latif & Abideen, (2011) stated that Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising, sales promotion and public relations are mass communications tools used by marketers. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising. Advertising can influence the attitude of individual behavior, life style in the long run as well as the culture of the country. A company can enhance the brand of their product by investing in promotional activities in order to compete in a consumer market that is dominated through advertising (Hussainy, Riaz, Kazi & Herani, 2008).

According to Latif & Abideen, (2011) explain that The primary aim of advertiser is to reach consumers and influence their awareness, attitude and buying behavior. Their major preoccupation is to keep individuals interest in their product through spending on advertising. They also need to understand what influence customers behavior. Advertising has the potential to contribute to brand choice of consumers. It impacts on consumer behavior. Advertising impact on brands change frequently in peoples memory. Brand memories consist of those associations that are related to brand name in consumer's mind. These brand cognition influence consideration, evaluation and final purchase (Romaniuk & Sharp,2003). Consumer behavior should be analyzed for effective advertising, to know why consumers behave in particular ways under certain circumstances. And also to know the factors that influence consumer behavior, especially the economic, social and psychological aspects (Ayanwale, Alimi & Ayabinpe, 2005).

The practice of advertising is very old. Previously Communication and information on a product or a service were the only focus of advertisements but nowadays in addition to that advertising has to build brand image, shape brand loyalty and above all convince people to buy the product (Raju, 2012). According to Keller (2005), the urge to advertise seems to be a part of human nature evidenced since ancient times. The existence of advertising is one of the major challenges and presents difficulties in traditional economic models because it means to change the decisions of consumers. Various studies and researches have been conducted on this topic in order to well understand what really is advertising. Advertising itself is a huge communication means, now when an image and message are added, it becomes more persuasive than it was.

In general, advertising shapes attitudes, society, individual and inevitably influences customers' buying behavior. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions. The most important task for a business advertising itself is to present its products and services in such a manner that the whole environment around the buyer turns into a positive emotional stimulus (Jakštien, Susnien & Narbutas, 2008)

According to this study conducted to Ultimate motors private Limited company. Ultimate motors was established in 1997 at a paid up capital of Birr 5 million. Ultimate Motors which upon its establishment started with automotive businesses later diversified its activities into construction and agricultural equipment and energy business.

During the last eleven years since its establishment, Ultimate Motor's capital has grown from 5 million to 10.68 Million and its current and fixed assets have reached to almost three times its capital. Ultimate Motors private Limited Company is now one of the few largest companies that have own well-equipped office, workshop, body rebuild shop and large spare part warehouse buildings. Ultimate Motors Private Limited Company is one of the most recognized and respected companies in Ethiopia. Its integrity and loyalty to both the customer and supplier has enabled it to reach where it is today. Ultimate Motors PLC has 145 employees. and this research paper analyzed the effect of media advertising on consumers' buying behavior in the case of ultimate Motors private Limited company.

## **1.2 Statement of the Problem**

In today's competitive and volatile environment all marketers communicate with their target markets through advertising (Mittal, & Pachauri 2013). Advertising must be consistent enough so that it can be accepted and bring an effect on consumers' buying behavior when judged against information previously processed and held in long term storage (Schultz & Tannen 1988).

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, 2000).

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, this research is examine which types of media advertising (Broadcast, Print or outdoor) influence consumers buying behavior in the automobile industry .If media advertisement is not create any positive change in consumers' buying behavior, all the resources such as money, time and efforts spent on media advertisement will go in vain. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in their buying behavior of consumers.

Several authors have studied the relationship between advertising and customer buying behavior in various contexts. Though the effect of selected Media Advertising on Consumer buying behavior has been a widely researched area, in sufficient numbers of studies are conducted within the context of Ethiopian Automotive industries and within the other motors sector but there is no any study conducted on Ultimate Motors with regard to this topic. Therefore, this study is intended to fill this specified gap and seeks to work out the Effect of Media Advertising on Consumer Buying Behavior in the case of ultimate PLC within Three specified Media Advertising category that are Broadcast, Print or outdoor.

## **1.3Research Questions**

- 1,What is the effect of media advertising on the consumers' buying behavior?
- 2,What are the major types of advertising affect consumers buying behavior in case of ultimate motors plc?

3, To examine the types of advertising that motivates consumers to respond to media advertising?

## **1.4 Objective of the Study**

The general and specific objective of this study were as standing below.

### **1.4.1 General Objective**

The general objective of the study to Examine the effect of Media Advertising on Consumers' Buying Behavior in the ultimate motors plc.

### **1.4.2 Specific Objectives**

- 1, To analyze the effect of media advertising on consumers' buying behavior
- 2, To examine types of Media Advertising factors that motivates consumers to respond to media advertising?
- 3, To identify Broadcast, Print or outdoor Advertising factors that affect consumers buying behavior automotive industry plc.

## **1.5 Significance of the Study**

The study might initiate readers to know about the effect of media advertising on consumers' buying behavior related to business services and the factors that make consumers respond to advertising and The study will have the following significant role because of no other studies conducted in this study area.

Stakeholders like management staffs, employees, customers, government institutions, investors, and etc., will be benefited from the outcome of this study by having the correct information and awareness about the effect of media advertising on consumers' buying behavior and the factors that influence consumers to respond to media advertising.

The findings of the study may help to know the implementation of the decisions passed regarding the media ads and promotions, and the effect will bring on the consumers purchase behavior. Paves a way for other researchers to conduct further survey on this area and serve as a reference material for students and marketing practitioners.

Use to identify personal, psychological, cultural and social factors that affect consumers buying behavior automotive industry.

## **1.6 Scope of the Study**

The Geographical Scope This study will conduct in Addis Ababa and the study is restricted activities such as consumers buying behavior and their challenges in the indicated specific geographic location Conceptual Scope It focuses on the buying behavior of final consumers like

individual's differences buying decisions that buy goods and services for personal consumption Mahindra Scorpio model vehicles. Methodological Scope This study will use information from limited sampled female and male consumers and marketing actors involved in the sector in the study areas. Data would collected from consumers and sales persons of ultimate motors. The study uses descriptive research design approach. The time of the research only covers ultimate motors consumers who buy Mahindra vehicles from April 2022 up to April 2024G.C

### **1.7 Limitation of the Study**

The respondents unwillingness to fill the questionnaires due to lack of time. Since the questionnaires used were closed-ended items, it might lack content coverage or authenticity. Lack of reliability of the information provided by the respondents. Even though the researcher have tried to make clear the purpose and direction of the study the participants had misunderstanding in answering in the right way, which resulted in unreliable data. It was a researcher's belief that the result set a realistic background for future researches on by providing insights into the study of the effect of media advertising on consumers' buying behavior in the study area.

### **1.8 Definitions of Terms**

The following will be the key concepts and terms used in the study:

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

- **Consumer:** a consumer is a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product (Schifman, 2010).
- **Consumer Behavior:** The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria, 2008).
- **Awareness:** Awareness is the cognitive stage to attract customers and is the first step of communication process (Ashcroft & Hoey, 2001).
- **Effective advertisement:** Effective advertisement is described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley (1984).

### **1.9 Organizations of the Study**

This research study entitled: "The effect of media advertising on consumers buying behavior in the ultimate motors plc.is organized in the following five main and subchapters. Chapter One try to will discuss on background of the study, statement of the problem, research questions, objectives

of the study, significance, scope of the study, Limitation, definition term and organization of the study. Chapter Two theoretical foundation of the study through exploring the arguments of different theoretical perspectives and empirical evidences and Conceptual Frame Work of the study. Chapter three it also includes research approach, research design, sampling design, target population, sampling size determination, sampling techniques, data collection instrument, data collection procedure, instrument validity and reliability, data analysis and ethical considerations are consisting in this chapter. Chapter four introduction, overview of the data analysis, respondent demographic data, analysis of research structural questions, hypothesis finding, correlation analysis, summary of hypothesis, discussion of the study findings, chapter five introduction, summary, conclusion and recommendation.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **Introduction**

In this chapter the researcher reviews relevant literature on theoretical, empirical reviews and conceptual frame work issues. which are found to be essential to the research inquiry thus; The first section discusses theoretical framework related to study variable, the second section to present empirical study of related to this study and finally conceptual frame work of the study.

#### **2.1Theoretical Related Literature Review**

##### **2.1.1Definition Media Advertising**

According to Belch,(2003), stated that 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.

##### **2.1.2 Objectives of Advertising**

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 & 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).

Jakštien, Susnien & Narbutas, (2008) explain that Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. The main goal of advertising 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. 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**

According to Rahman (2012) stated that 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

### **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.

**Broadcast Advertising:-** Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions 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 (Guide, 2013).

**Print Media Advertising:-** Printed advertisements are the oldest arts of advertising ever. The appearance of this type of advertising has been accompanied by the appearance of printing and press, through several traditional means including newspapers and magazines, direct mail, outdoor advertising signs and transportation. According to Guinn, Allen & Semenik (2000), stated that 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.).

**Outdoor advertising:-** 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 (Omcredy,2010).

### **2.1.5 Classifications of Advertising**

The nature and purpose of advertising differ from one industry to another and/or across situations. Marketers advertise to the consumer market with national and retail/local advertising, which may stimulate primary or selective demand. For business/professional markets, they use business-to-business, professional, and trade advertising (Belch,1998).

**National Advertising:-** is advertising done by large companies on a nationwide basis or in most regions of the country. Most of the ads for well-known companies and brands that are seen on prime-time TV or in other major national or regional media are examples of national advertising. The goals of national advertisers are to inform or remind consumers of the company or brand and

ts features, benefits, advantages, or uses and to create or reinforce its image so that consumers will be predisposed to purchase it (Belch, 2006).

**Retail/Local Advertising:-** is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with building store traffic, so their promotions often take the form of direct action advertising designed to produce immediate store traffic and sales (Belch, 2009).

**Primary- versus Selective-Demand Advertising:-**Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand (Singh, 2009).

## **2.2 Concepts of Consumers' Buying Behavior Theories**

Consumer behavior has become an emerging research area with an increasing number of publications per year. The research articles appear in a variety of journals and conference proceedings in the fields of information systems, marketing, management, and psychology. A review of these articles indicates that researchers mostly draw theories from classical consumer behavior research, such as behavioral learning (Skinner, 1938),

### **2.2.1 Consumer Decision Making Process**

The consumer decision-making process consists of five steps. The buying process starts long before the actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on the purchase decision only consumers often skip or reverse some of these stages. A woman buying her regular brand of toothpaste would recognize the need and go right to the purchase decision, skipping information search and evaluation. However, the model in the Figure below is used because it shows all the considerations that arise when a consumer faces a new and complex purchase situation (Kotler & Keller, 2012).

**Need recognition:-** The first stage of the buyer decision process, in which the consumer recognizes a problem or need. The need can be triggered by internal stimuli when one of the person's normal needs—for example, hunger or thirst—rises to a level high enough to become a drive. A need can also be triggered by external stimuli (Furaiji, Łatuszyńska & Wawrzyniak, 2012)

**Information search:-** The stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into an active information search. An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, he or she is likely to buy it then. Consumers can obtain information from any of several sources. These include personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, salespeople, dealer Web sites, packaging, displays), public sources (mass media, consumer rating organizations, Internet searches), and experiential sources (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer. Generally, the consumer receives the most information about a product from commercial sources those controlled by the marketer (Yakup & Jablonsk, 2012).

**Alternative evaluation:-** The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition.

Sometimes consumers make buying decisions on their own; sometimes they turn to friends, online reviews, or salespeople for buying advice. Marketers should study buyers to find out how they actually evaluate brand alternatives. If marketers know what evaluative processes go on, they can take steps to influence the buyer's decision (Schiffman & Kanuk, 2004).

**Purchase decision:-** The buyer's decision about which brand to purchase. In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others. If someone important to you thinks that you should buy the lowest priced car, then the chances of you buying a more expensive car are reduced (Yakup & Jablonsk, 2012)

The second factor is unexpected situational factors. The consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intention, (Schiffman & Kanuk, 2004).

**Post purchase behavior:-** The stage of the buyer decision process in which consumer take further action after purchase based on their satisfaction or dissatisfaction with a purchase. The marketer's job does not end when the product is bought. After purchasing the product, the consumer will either be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. Marketers also need to be aware that consumer decision making varies with the type of buying decision. The decisions to buy toothpaste, a tennis racket, a personal computer, and a new car are very different. In general, complex and expensive purchases are likely to involve more buyer deliberation and more participants (Laura, 2010).

### **2.2.2 Factors that Influence Consumers' Behavior**

**Internal influences:-** come from inside the consumer. They are the personal thoughts and feelings, including perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions. You could call these the psychological influences. These influences describe the ways consumers interact with the world around them, recognize their feelings, gather and analyze information, formulate thoughts and opinions, and take action. You can use consumer internal influences to better understand the why and how of specific behaviors. The following sections help you gain a better understanding of each of these influences (Laura, 2010).

**Motivation and emotion:-** Motivation is the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel (Schiffman & Kanuk, 2004). Lindquist & Sirgy (2003) stated that emotions are the affective responses that reflect the activation of deep-seated and value-laden beliefs within the consumer.

**Perception:-** Perceptions are unique and determine purchasing behavior in every consumer differently. perception is the quality, state, or capability, of being affected by something external; sensation; sensibility. Another definition is that is the process by which an organism attains awareness or understanding of its environment by organizing and interpreting sensory information. Perception means the adaption of reality, (Durmaz & Diyarbakirlioglu, 2011).

**Attitude:-** Attitudes can tell you a lot about your consumers and how well you are accepted in the marketplace. Just remember that consumers easily screen information that conflicts with their own attitudes (Laura, 2010). Peter, (1999) Attitudes exert an influence on behavior aiming to satisfy motivation. Consumers attitude always have some kind of concept, consumers have attitudes towards various physical and social objects including products, brands, models, stores and people cited in (Tamboli, 2008).

**Self-concept and lifestyle:-** Self-concepts explain why consumers wear certain fashions, purchase particular products, and drive specific cars. They determine a consumer's behavior, because they represent how a consumer sees herself and how she thinks other people see her. When you understand the roles of self-concepts, you can use them to better target your marketing message and advertising to reach potential customers (Laura, 2010). Lifestyle is reflected by the outward appearance of both internal and external influences of consumers. When you look at all the factors to gain a greater grasp of the lifestyles of your consumers, you can target promotional plans to those consumers. You also can identify market opportunities, (Yakup & Jablonsk, 2012).

**External influences:-** Consumers are faced with many external influences, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these external influences because the source of the influence comes from outside the person rather than from inside (which would be internal, or psychological, influences). You also could refer to them as sociocultural influences, because they evolve from the formal and informal relationships the individual has with other people (Laura, 2010).

**Culture and subculture:-** Culture is a pattern of values, beliefs, attitudes, opinions, and learned behavior that are held in common and transmitted by the members of any given society. They in turn shape the individual's attitude toward products and buying decisions. Culture also meets many of the emotional needs of individuals, so they strive to protect the beliefs and values of their cultures. This protection is reflected in their behavior as consumers (Kotler & Keller, 2012).

**Subculture:-** represents a group of individuals within a culture that have unifying characteristics. A subculture is often representative of a particular nationality, religion, racial group, or geographic group. You can use these unifying characteristics to market directly to a subculture. You can target consumers more directly with your marketing and create messages that are more appealing and enticing when you understand the subcultures of consumers (Lindquist & Sirgy, 2003).

**Household structures:-** represents how many live in a home, what the ages of the occupants are, and what the household income is. Household structure is important to consumer behavior because the structure affects the consumption and purchasing patterns of the individuals within the home. Each member of the household structure also has a role in the decision making process, and when you understand those roles, you can be more effective in helping those consumers make decisions on whether to purchase your product (Laura, 2010).

## **2.3 Empirical Literatures**

### **Global Perspective**

A study by Naveen Rai (2013), regarding the Impact of Advertising on Consumer Behavior And Attitude With Reference To Consumer Durables in India having a specific objective of examining the influence of advertising on consumer buying behaviors and determining the influence of advertising on attitude formation of consumers. The finding shows that advertisement worldwide influence the behavior and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

Social Media is playing very much important role in the world wide. It is useful for various aspects. Now a day, it is mostly used for marketing agencies whereas it is most useful source of income generation. Media experts have changed the perceptions of thinking because they attempt directly to the mind of the consumer. Various researchers have mentioned different change of perspective about social media. Social media is basically based on Internet provided services applications. On ground bases, it is the foundation of Web 2.0 in terms of ideological and technological. It gives access to each individual to inter-connect and exchange of ideas or contents with each other (Stokowski, Dittmore & Scott, 2017).

### **Ethiopian Perspective**

According to Rajan Walker (2001) Printing media is one of promotional tool used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product –line it become difficult for the companies to continue with the



product for longer time in the Market. So create awareness in the mind of customer for longer time the marketer has to use effective promotion, one of those tool is printing media.

Sisay (2017) assessed factors that influence choice with a sample size of 300 respondents was selected using convenience sampling technique. The research paper explored the proposition that brand choice behavior is influenced by five consumption values, these being functional, social, emotional, conditional and epistemic values using Sing (1991) theory of consumption values model. Among the determinant factors, brand name, attributes, emotional connection, image, spare part, accessibility, and price are found out to be significant determinant of brand preference while external influence are found to be insignificant in determining brand preference. In general, dealers this segment market

## **2.4 Research Gap**

After observing such relevant studies, it can be concluded that many researchers examined and different aspects of advertising and its effect on consumer's buying behavior. However, there are some considerable contradiction among the previous works and theories of science. Many researchers have studied their work in their own contextual scenarios.

Most of the previous works agree advertisement is a must and should be a continuous activity. Some of the scholars indicate the effect of advertisement on its implications to managerial activities and they tried also to propose that create favorable consumers attitude. Now based on the above literature review, the following research gap is observed.

However, the papers focus on three media advertising (Broadcast, Print or outdoor). They also failed to mention the main features of advertisement that have more effect on consumers buying behavior. Moreover, the other drawback is being conducted with three independent variables. Unlike these studies, the current study used the previous studies as a bench mark. Since the studies were not free of flaws, the researcher of this study will attempted to include facts and theories which eliminate the above mentioned flaws.

## 2.5 Conceptual Framework

Based on the above detailed literature reviews the conceptual framework was developed which included media advertising that influence consumers' buying behavior. Conceptual framework is a research tool intended to assist a researcher to develop awareness and understanding of the situation under scrutiny and to communicate. In view of the foregoing literature, in particular, the theories, the following conceptual framework developed to examine the effect of media advertising (broadcast media, Print media and Outdoor media advertising) on the consumer buying behavior.

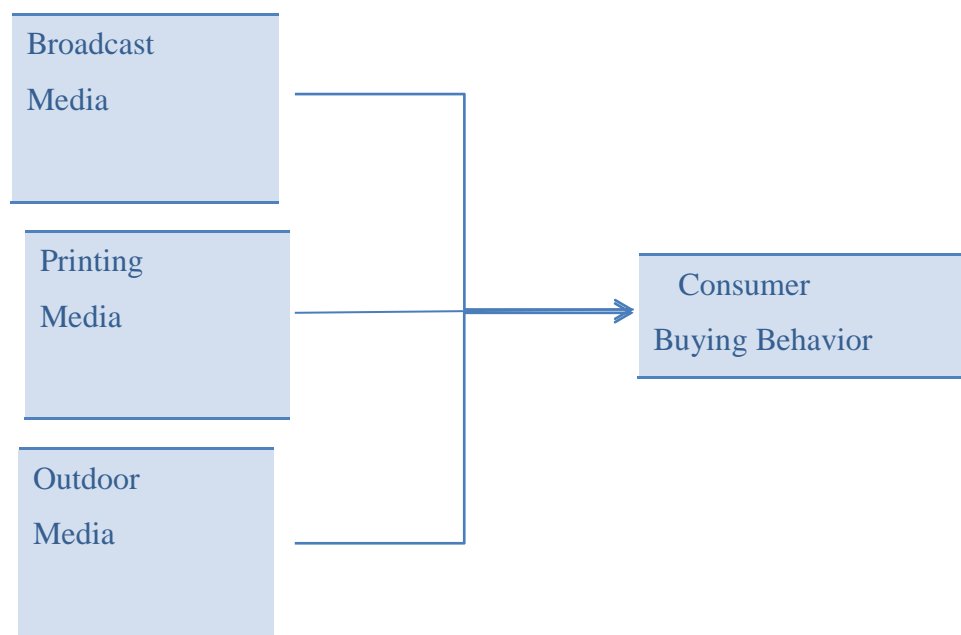


Fig: 1 The Model Was Developed by the Researcher for this study

## **CHAPTER THREE**

### **METHODOLOGY OF STUDY**

#### **Introduction**

In this chapter researcher informed to research methodology, research approach, research design, sampling design, target population, sampling size determinant, sampling techniques, data collection instrument, data collection procedure, instrument validity and reliability, data analysis and ethical considerations are consisting this chapter.

#### **3.1 Research Approach**

In research there are three types of research approach including qualitative, quantitative and mixed. For this study I, used quantitative approaches because of the study requires an analysis i.e. the effect of Media Advertising on Consumers' Buying Behavior in the case of ultimate motors plc. That required a quantitative approach and also used hypothesis testing to determining for objective theories by examining the relationship among the study variables.

#### **3.2 Research Design**

According to Kothari (2004), a research design is the conceptual structure with in which research is conducted and it constitutes the blue print for the collection, measurement and analysis of data. The objective of this study was to examine the Effect Media Advertising on Consumers' Buying Behavior in the ultimate motors plc. To achieve this objective both descriptive and explanatory research design is used. Descriptive research design was used to describe factors of Media Advertising and Explanatory research design was attempts to clarify on an analysis of a situation or a specific problem to explain the relationship between two aspects or variable. It helps to understand the nature of the relationship between the independent and dependent variable the purpose of using explanatory research.

#### **3.3 Sampling Design**

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the resource would adopt in selecting items for the sample (Kothari, 2004).

##### **3.3.1 Target Population**

The target population of the study consisted of all Consumer of Ultimate motors plc. Who buy cars from april 2022 to 2024. The total number of the study respondent reached around 247. which constitutes the target population of the study. The study population from whom the information required to find answers to the research question is obtained.

### 3.3.2 Sampling Size Determination

In this study conducted were consumers of Ultimate motor plc. With a total number 247 consumers at Addis Ababa in the determination of sample size. According to Gerard (2010), stated Sample size estimates are based upon assumption that might not always be met in practice but the above mentioned estimates should be adequate for most purposes. However they do not guarantee the result. The numbers of collected need to be tested statistically once the sample is completed by comparing sample variables. There arises some sampling error which can be controlled by selecting a sample of adequate size researcher will have to specific the precision that he wants in respect of his estimates concerning the population parameters (Kothari, 2004).

That is  $n = N / (1 + N(e)^2)$  , Where: n is the sample size, N is the population size and e is the error of the sampling. For this study the error of sampling is set at 0.5

$$n = 247 / (1 + 247(0.5)^2)$$

$$n = 247 / 1.61 = 153, \text{ respondent}$$

We can see from the result above that the sample size is 153, from the total study population of 247 To maintain a 95% confident interval.

### 3.3.3 Sampling Technique.

According to Ranjit (2014), stated probability sampling is imperative that each element in the study population has an equal and independent chance of selection in the sample. In this study utilized probability sampling techniques to select sample participation's specifically. The selection and distribution of questionnaires among employee were made based on simple random sampling will be used because of the case that allowed. Research to make statistically inference.

## 3.4 Data Collection Instrument

For this study both primary and secondary sources of data is used. Secondary data refer to the data which have already been collect and analyses by someone else. The study used questionnaire as major instrument for collecting performed data. Kumar (2014), stated questionnaires is a write list of question. The answers to which are records by respondents. Thus respondents read the question. Interpret what expect and then write down the answers. Questionnaires the most common approach to collecting information is to send the questionnaires to prospective respondents. Although a questionnaire has several advantages it is free from the bias of the interviewer. It is low cost even

when the universe is large and respondents have advantage time to give well throughout answer respondent who are not easily approachable can also be reach conveniently large samples can be made use of and thus the results can be made more dependable or reliable in view of the advantage and the need together more information questionnaires are administered to employees and to solicit their views concerning the effect of Media Advertising on Consumer Buying Behavior in The case of Ultimate Motors PLC.

The study is used close-ended questions. Because one can get higher responses rates besides answers to close-ended questions can easily be analysis makes them. In this study questionnaire classified in two parts the first section consisting respondent demographic part and the second parts are dependent and independent items which includes, Media Advertising (Broadcast, Print and Outward) and dependent variable are Consumer buying Behave. in addition to used seconder data has collected from different published material like reporter annual, book, magazine, journal, article websites research findings and other concerned bodies will be used to extract any story of essential information to strengthen the study findings.

### **3.5 Data Collection procedure**

Primary Data was collected through the administration of questionnaires to consumer of Ultimate plc .Before the full scale survey. Pilot survey will be undertaken for a sample of respondents. The objective of the pilot survey is to check whether the desires result using the questionnaire is obtain or not and to identify and exclude potential problems association with content in the question and wordings.

The questionnaires was administers to the target population through personal contact by the research respondents were kindly request to full the questionnaires organization and staffs permissions to do this will be sough and approval is receives.

### **3.6 Instrument Validity and Reliability**

Quality is always one of the most important issues in research and as we apply technical instruments is research. We need to eases its quality for use in this regard. Quality can be judged mainly through testing the reliability and validity. Validity refers to the extent to which a test measures what we actually wish to do. Reliability has to do with the accuracy and precision of a measurement procedure research has to attempt to construct the best measure or measures for each variable.

### 3.6.1 Instrument Validity

Validity is an indication of the quality of a research instrument to measure what it is supposed to. It is based upon statistical procedures. It is determined by ascertaining the contribution of each construct to the total variable observed in a phenomenon. Kumal (2014), validity is also judged on the basis of the extent to which statements or questions represent the issue they are supposed to measure as judged by the research, the leadership and experts in the field. Although it is easy to present logical arguments to establish validity.

### 3.6.2 Instrument Reliability

Reliability relates to the consistency of the data collection. Cronbach's coefficient alpha was used to determine the internal reliability of the instrument. The survey instrument was tested in its entirety and the sub scales of the instrument were tested independently. Cronbach alpha is a coefficient of reliability used to measure the internal consistency of the scale. It is represented as a number of between 0 and 1. According to Zikmund (2010), explained scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability thus, for this study a Cronbach alpha scale of 0.70 or higher is considered as adequate to determine reliability.

**Table 1 Cronbachs Alpha**

| Scale                       | Cronbachs Alpha | No of Items |
|-----------------------------|-----------------|-------------|
| Consumer Buying Behavior    | .735            | 6           |
| Broadcast Media Advertising | .739            | 5           |
| Print Media Advertising     | .674            | 5           |
| Outdoor Media Advertising   | .719            | 4           |

Source: SPSS Analysis Researchers Computation 2024.

The survey result shown in table above, the variables have Alpha a value above 0.7, which means that they are Reliable.

### **3.7 Method of Data Analysis**

The researcher conducted a study by gathering primary data through surveys from a sample of respondents. All questionnaire responses were entered into a database using SPSS software, with uncertain answers coded as missing. Findings were then extracted from SPSS using sample frequency distribution and cross tabs.

The collected data was processed and analyzed for statistical analysis, with age, gender, service years, and position at work being treated as control variables and tested to determine their impact on Media Advertising. The contribution of each independent variable (Broadcast, Print and Outdoor media) to Dependent Variable are consumer buying behavior. Graph, descriptive statistics and linear regression analysis. Descriptive statistics such as mean scores, proportions, frequencies, standard deviations, and linear regression analysis were used to describe the properties of the data.

The regression model used

$$Y = X. Y = B_0 + B_1x_1 + B_2x_2 + B_3x_3 + E$$

Where

Y = Media Advertising

X = Consumer buying behavior

B<sub>0</sub> = Constant/ intercept value

B<sub>1</sub> = Broadcast media

B<sub>2</sub> = Printing media

B<sub>3</sub> = Outdoor Media

E = Error term

### **3.8 Ethical Consideration**

The respondents were given privileges of not writing their name and no respondents were forced to fill the questionnaire unwillingly and without making the actual purpose of carrying out the research clear to him/her. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements were tried to be avoided, in the questionnaires.

## **CHAPTER FOUR**

### **DATA ANALYSES AND DISCUSSIONS**

#### **Introduction**

This chapter is dedicated to describe the major findings and analyses of the sample population based on the data gathered from the respondents. All the data was collected through self-administered questionnaires to analyze the effect of media advertising on consumers' buying behavior.

#### **4.1 Over view of the Data Analysis**

The study considered some items included in the questionnaire to determine the factors that make customers to respond to media advertising. The media advertising effect analysis of the sample data was gathered through structured questionnaires and the questionnaires were designed and distributed only 153 questionnaires were returned back to the researcher. Thus, the samples comprising of a total of 153 respondents were used for analysis with 100% response rate. The data obtained from the respondents were summarized using frequency distribution by using SPSS version 27. The summarized data was then analyzed by applying descriptive and exploratory analysis method using tables, test and detailed explanations were given. Finally, interpretations were made to demonstrate the effect of media ads on consumers' buying behavior, using the frequency table, percentages and figures.



## 4.2 Demographic Information of the Respondents

The first part of the questionnaire consists of the demographic information of the participants. This part of the questionnaire requested some information related to personal and demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the table below. These variables includes: Characteristics of respondents by age, sex, educational marital status and occupational status.

**Table 2: Demographic Information of the Respondent**

| NO       | DEMOGRAPHIC STATUS            | Frequency | %    |
|----------|-------------------------------|-----------|------|
| <b>1</b> | <b>Gender</b>                 |           |      |
|          | Male                          | 108       | 70.6 |
|          | Female                        | 45        | 29.4 |
|          | Total                         | 153       | 100% |
| <b>2</b> | <b>Age</b>                    |           |      |
|          | 21-25                         | 12        | 7.8  |
|          | 26-30                         | 69        | 45.1 |
|          | 31-35                         | 35        | 23.1 |
|          | 36-40                         | 29        | 17.6 |
|          | Above 41                      | 9         | 5.6  |
|          | Total                         | 153       | 100% |
| <b>3</b> | <b>Educational background</b> |           |      |
|          | Below 12                      | 4         | 2.6  |
|          | TVET/Diploma                  | 69        | 45.1 |
|          | Degree                        | 33        | 21.6 |
|          | Above degree                  | 47        | 30.1 |
|          | Total                         | 153       | 100% |
| <b>4</b> | <b>Martial status</b>         |           |      |
|          | Married                       | 96        | 62.7 |
|          | Single                        | 45        | 29.4 |
|          | Divorced                      | 12        | 7.8  |
|          | Total                         | 153       | 100% |
| <b>5</b> | <b>Occupational status</b>    |           |      |
|          | Govt employee                 | 33        | 21.6 |
|          | NGO employee                  | 44        | 28.8 |
|          | Self employee                 | 76        | 49.7 |
|          | Total                         | 153       | 100% |

- From the gender distribution of the sampled respondents in the table 4.1, it was shown that 108 (70.6 %) respondent Male. which 45 (29.4%) were female. this indicates that the number of 108 respondents is more than the 45 respondents. the result does not have affect as the research because is not gender based.

- Represent the result of age respondents, from this Age frequency table 21-25 (7.8%) followed by the age group that falls between 26-30 (45.1%), 31-35 (23.1), 36-40,(17.6) and > 40(5.9).Table 4.2. The least available age group in the sample was the age group that comprising respondents and followed by the age group, and up which accounted of the total sample population. Thus, one possible explanation for the dominance of middle adult respondents could be that they are more likely to be engaged in the different activities of the economy that enabled them to purchase the car. As the result, these age groups have been exposed to media advertising because their desire was aroused towards getting the right information about products and services that satisfy their unmet needs and wants. the result does not have affect as the research because is not gender based study
- Regarding the education status of the respondents the research used four items to measure their educational level i.e. Secondary Education, College Education, First Degree and (Table 4.3). Educational status of the respondents shows that mostly consume ultimate motors are holders of college diploma (69) followed by customers who were first degree holders which accounted (33) of the total sample population respectively. Out of the total sample respondents, (4), were secondary educational level and the above education level are (47),Thus, from this result does not have affect as the research because is not gender based.
- With regard to respondent's marital status, 96 of them are married, whereas the remaining 45 of them are single and neither widowed 12 divorced respondent was recorded for the item on the questionnaire. the result does not have affect as the research because is not gender based
- From the respondent work position the result shown that 33 of the respondents were worked on Government organizations, 44 of the respondent were worked on NGO government organization, 76 of the respondent were worked on self-employee the result does not effect on the research because is not respondent work position based.

### 4.3 Analysis of Structural Question

**Research Question One:** What are Broadcast Media advertising affect consumers buying behavior in case of ultimate motors plc?

**Table 3: Descriptive statistics for Research question one**

|   | N   | Mean   | Std. Deviation |
|---|-----|--------|----------------|
| Does Broadcast advertisement always an influence & dominate You   | 153 | 4.0588 | .60952         |
| Do You think that television commercials have vast coverage than anything else  | 153 | 4.0000 | .74339         |
| The electronic advertising represent an important source for information which helps you to purchasing the car                    | 153 | 4.0980 | .57083         |
| The electronic advertising provide a simple communication with the owner of the used car which encourage you to contact the owner | 153 | 4.0000 | .79472         |
| Since the media advertisement is very confusing users can't understand what the advertisement is all about                        | 153 | 4.0980 | .82530         |
| Valid N (listwise)  | 153 |        |                |

Source: Researchers computation, 2024

The results of the study survey on item one, Table 3. indicate that the Does Broadcast advertisement always an influence & dominate You. The respondents agreed, with a general mean response of 4.0588 and a standard deviation of .60952, Does Broadcast advertisement always an influence & dominate You effective. Regarding the second item, the research survey revealed that Do You think that television commercials have vast coverage than anything else. The respondents agreed, with a general mean response of 4.0000 and standard deviation of .74339, that these strategies are effective. In relation to the third item, the research survey found that The electronic advertising represent an important source for information which helps you to purchasing the car. The respondents agreed, with a general mean response of 4.0980 and a standard deviation of .57083, that this training is beneficial. The fourth item showed that The electronic advertising provide a simple communication with the owner of the used car which encourage you to contact the. The general mean response was 4.0000, with a standard deviation of .79472, indicating agreement among the respondents. Regarding the fifth item, the research survey revealed that Since the media advertisement is very confusing users can't understand what the advertisement is all about. The respondents agreed, with a general mean response of 4.0980 and a standard deviation of .82530. Lastly,

According to in the survey results. The social media marketing is very important for selling of products and services. The social media advertisements play vital role attracting the customers towards buying of products and services. The advertisement on social media platform attract customers in automobile industry as well.

**Research Question Two:** What are Print Media advertising affect consumers buying behavior in case of ultimate motors plc?

**Table 4: Descriptive statistics for Research question Two.**

|  | N   | Mean   | Std. Deviation |
|--|-----|--------|----------------|
| Does print advertisement (Newspaper ) to be necessary  | 153 | 4.2941 | 3.07341        |
| Do You buy the goods when you feel print media its necessary/needed  | 153 | 4.0588 | .60952         |
| Continuous exposure to magazine advert greatly influences my decision to purchase the car.                         | 153 | 4.0000 | .74339         |
| Does restrictive advertisement also attract your mind and convince you   | 153 | 4.0980 | .57083         |
| Magazine adverts provide me with enough information to decide on the network provider or the use of their product. | 153 | 4.0000 | .79472         |
| Valid N (list wise)  | 153 |        |                |

Source: Researchers computation, 2024

According to the survey results presented in Table 4, it was observed that the Does print advertisement (Newspaper) to be necessary. The respondents agreed that this system plays a significant in various aspects. For item one, the general mean response was 4.2941, with a standard deviation of 3.07341. This indicates that the respondents agreed on the importance of Does print advertisement Newspaper to be necessary. Item two showed a general mean response of 4.0588, with a standard deviation of .60952. This suggests that the Do You buy the goods when you feel print media its necessary/needed.

The general mean response for item three was 4.0000,with a standard deviation of .74339. This indicates that the respondents agreed that the Continuous exposure to magazine advert greatly influences my decision to purchase the car. For item four, the general mean response was 4.0980, with a standard deviation of .57083. This implies that the respondents agreed that Does restrictive advertisement also attract your mind and convince you. Item five had a general mean response of 4.0000,

with a standard deviation of .79472. This implies that the respondents agreed that Magazine adverts provide me with enough information to decide on the network provider or the use of their product. 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.

**Research Question Three:** What are outdoor Media advertising affect consumers buying behavior in case of ultimate motors plc?

**Table 5: Descriptive statistics for Research question three**

|  | N   | Mean   | Std.<br>Deviation |
|--|-----|--------|-------------------|
| Attractive outdoor advertising is an important factor that impacts consumer behavior.  | 153 | 4.0392 | .81823            |
| Information on outdoor advertisements of the water company is persuasive.  | 153 | 4.0980 | .87182            |
| The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product of the water company. | 153 | 4.0196 | .64350            |
| Images, figures and people on outdoor advertisements impact consumer behavior.   | 153 | 3.9608 | .74235            |
| Valid N (listwise)   | 153 |        |                   |

Source: Researchers computation, 2024

The study's survey yielded results that are summarized in Table 5. The findings indicate that Attractive outdoor advertising is an important factor that impacts consumer behavior. The mean response for this item was 4.0392, with a standard deviation of .81823, on the Likert scale. This signifies agreement among the respondents, suggesting that Attractive outdoor advertising is an important factor that impacts consumer behavior. Similarly, the research survey revealed that the Information on outdoor advertisements of the water company is persuasive. The general mean response for this item was 4.0980, with a standard deviation of .87182, indicating agreement on the Likert scale. Furthermore, the survey discovered that The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product of the water company. The mean response for this item was 4.0196, with a standard deviation of .64350, representing agreement on the Likert scale.

Moreover, the survey findings indicate that the Images, figures and people on outdoor advertisements impact consumer behavior. The mean response for this item was 3.9608, with a standard deviation of .74235, again signifying agreement on the Likert scale. According to the survey results explain that the 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 tradeshowes 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.

**Table 6: Dependent Variable: What is the effect of media advertising on the consumers buying behavior? Descriptive Statistics for Dependent Variable**

| Item   | N   | Mean   | Std. Deviation |
|--|-----|--------|----------------|
| In this competition market, any product can't survive without advertisement                      | 153 | 3.9804 | .64350         |
| Does advertisement motivate you, to shift from one brand to another brand                        | 153 | 3.9608 | .68712         |
| You can watch the electronic advertising at any time which influence the car purchasing decision | 153 | 4.0000 | .81918         |
| Does advertisement a source of pleasure & entertainment  | 153 | 3.9216 | .65423         |
| Does advertisement create the awareness, so that You prefer to buy the low priced goods          | 153 | 4.0000 | .71635         |
| Does advertisement convince You to buy the same brands   | 153 | 4.0980 | .87182         |
| Valid N (list wise)  | 153 |        |                |

Source: Researchers computation, 2024

The survey results from Table 4.5 indicate that in terms of the first dependent variable, it was found that In this competition market, any product can't survive without advertisement, with a general mean response of 3.9804 and a standard deviation of .64350, signifying agreement among respondents. Similarly, for the second dependent variable, it was discovered that respondents agreed that Does advertisement motivate you, to shift from one brand to another brand, with a general mean response of 3.9608 and a standard deviation of .68712. The survey also revealed that for the third item of the dependent variable, respondents agreed that You can watch the electronic advertising at any time which influence the car purchasing, with a general mean response of 4.0000 an a standard deviation of .81918. In addition,

the survey found that Does advertisement a source of pleasure & entertainment , as indicated by a general mean response of 3.9216 and a standard deviation of .65423 for the fourth item. Furthermore, respondents agreed that they are able to provide Does advertisement create the awareness, so that You prefer to buy the low priced goods, with a general mean response of 4.0000 and a standard deviation of .71635 for the fifth item. Finally, for the sixth item, respondents agreed that they Does advertisement convince You to buy the same brands, as indicated by a general mean response of 4.0980 and a standard deviation of .87182.

According to the results of the study showed that there are different factors that customers look in media advertising. However, informative advertising is seen as the most powerful factor which most respondents cited. This implies that majority of the respondents look for how informative the advertisement is before responding to it. Especially when the product is new innovation, it helps to present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. In addition to people get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives

#### 4.4 Hypothesis Test

**Hypothesis 1:** Broadcast Media Advertising has positive and significant effect on consumer buying behavior? **Table 7: Mode Summary for Hypothesis one**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .743 <sup>a</sup> | .552     | .543              | 1.96091                    |

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

To shown model summary for hypothesis one Table 7 the R-square of 52.2% that indicates the strength explanatory of Media Advertising variable ( Broadcast Media ) and Consumer buying behavior 44.8% were causes by other relevant variables not indicated in the model.

**Table 8: Hypothesis one ANOVAa**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 704.833        | 3   | 234.944     | 61.101 | .000 <sup>b</sup> |
|       | Residual   | 572.931        | 149 | 3.845       |        |                   |
|       | Total      | 1277.765       | 152 |             |        |                   |

a. Dependent Variable: Consumer buying behavior

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

The result of regression model of ANOVA in the table 8 shown that F-test P-value is observed to be .000b which is less than 0.05 (5%) level of significance and thus implies

Broadcast Media variables are jointly has a significant impact on consumer buying behavior.

**Table 9: Hypothesis one Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------------|------------|---------------------------|--------|------|
|       | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                  | 8.335      | 1.327                     | 6.281  | .000 |
|       | BM                          | -1.358     | .318                      | -1.173 | .000 |
|       | PM                          | .903       | .181                      | 1.543  | .000 |
|       | OM                          | .410       | .187                      | .323   | .030 |

a. Dependent Variable: Consumer buying behavior

It shown that the result of survey in Table 9, Oresearcher realize that training and development has a significant (B: 7.32. t: 10.24. p: 0.000; p<000) influence on the dependent variable (consumer buying behavior) it was implies the survey results. Broadcast Media has significant relation between consumer buying behavior. According to the survey results, the broadcast media like television and radio reaches a wider geographic coverage and broad audience .It helps to persuade consumers about the benefits of the products or services. It has a benefit of perceived accountability with well accepted audience though there are some disadvantages also. From this result, we can conclude that broadcast media and have a powerful impact on consumers' buying behavior due to its wider area coverage and, in case of TV the interaction of sight, motion and sound offers tremendous creative flexibility and makes possible dramatic, life like representations of products and services whereas radio has high degree of audience selectivity available through the various program formats and geographic coverage of the numerous stations.

### **Hypothesis 2: Print Media Advertising has positive and significant effect on consumer buying behavior?**

The result of model summary for hypothesis tow to shown table 7 the R-square of 48.1% that indicates the stranger explanatory of Media Advertising variable (Print Media) Consumer buying behavir. Remaining 51.9% were causes by other relevant variables not indicated in the model.

The regression modal of ANOVA results of table 8 to shown that F-test P-value is observed to be .000b which is less than 0.05(5%) level of significant and thus implies Print media variables are jointly has a significant impact on consumer buying behavior.



The result of survey in table 9 researcher were realize that Print Media has a significant (B: 40.6, t: 11.827, P: 0.000, P<000) influence on the dependent variable (consumer buying behavior) it has implies the survey result print media has a significance relation between consumer buying behavior. The results of hypothesis testing indicated a With the assisting of print advertisement, a lot of business organization marketing their brand or products; print advert gives in great details features of the organizational product which help in satisfying customers. They added that print advertisement is such of advert that is used to reach prospective buyers through tangible printed and digital media source like newspapers, magazines social and mobile advert. Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand.

### **Hypothesis 3: Outdoors Media Advertising has positive and significant effect on consumer buying behavior?**

Model Summary for Hypothesis result of table 7 it shown that the R-square of 47.7% that indicates the strength explanatory of Media Advertising variable (Outdoor Media) and consumer buying behavior. Remain 51.3% were causes by other relevant variables not indicated in the model.

Regression Model of ANOVA results of table 8 it shown that the F-test P- value is observed to be .000b which is less than 0.05 (5%) level of significant and thus implies outdoor media. variables are jointly has a significant impact on employee performance.

The researcher survey result table 9 were realize that outdoor media has a significant (B: 8.78, t: 11.731, P: 000 P<0.000) influence on the dependent variable (consumer buying behavior) it implies the survey result compensation and reward has a significance relation between consumer buying behavior. Outdoor advertising is also a popular form of advertising that employs a variety of tools and techniques to attract customers outside. Billboards, kiosks, and various events and tradeshow organized by the company are the most common examples of outdoor advertising. Billboard advertising is very popular; however, it must be very brief and catchy in order to capture the attention of the audience.

## 4.5 Correlation Analysis

**Table 10: Correlation Analysis of the Study Findings**

|                          |                     |        |        |
|--------------------------|---------------------|--------|--------|
| Consumer buying behavior | Pearson Correlation | 1      | .632** |
|                          | Sig. (2-tailed)     |        | .000   |
|                          | N                   | 153    | 153    |
| Broadcast Media          | Pearson Correlation | .632** | 1      |
|                          | Sig. (2-tailed)     | .000   |        |
|                          | N                   | 153    | 153    |
| Consumer buying behavior | Pearson Correlation | 1      | .693** |
|                          | Sig. (2-tailed)     |        | .000   |
|                          | N                   | 153    | 153    |
| Print Media              | Pearson Correlation | .693** | 1      |
|                          | Sig. (2-tailed)     | .000   |        |
|                          | N                   | 153    | 153    |
| Consumer buying behavior | Pearson Correlation | 1      | .691** |
|                          | Sig. (2-tailed)     |        | .000   |
|                          | N                   | 153    | 153    |
| Outdoor Media            | Pearson Correlation | .691** | 1      |
|                          | Sig. (2-tailed)     | .000   |        |
|                          | N                   | 153    | 153    |

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

Source: Research Computation 2023

Table 10, above the survey result presents the correlation coefficient (Media Advertising on Consumer buying behavior in the case of ultimate motors plc) for the degree of association measure within the variables considered in this study correlation values ranges from -1 to 1, where .632,683,691, indicates a very strong relationship between the intersecting variables as presented above

#### 4.6 Summary of overall Hypothesis findings

From the analysis conducted, four hypotheses are rejected with details as follows

**Table 11: Summary of hypothesis findings**

| N<br>O | Hypothesis  | Level of<br>significant | Conclusion | Types<br>of<br>r/ship |
|--------|---|-------------------------|------------|-----------------------|
| 1      | Broadcast Media Advertising has positively and significantly effect on consumer buying behavior | 5% level of significant | Accept     | Positive              |
| 2      | Print Media Advertising has positive and significantly effect of consumer buying behavior       | 5% Level of significant | Accept     | Positive              |
| 3      | Outdoor Media Advertising has positively and significantly effect on consumer buying behavior   | 5% Level of significant | Accept     | Positive              |

## 4.7 ASSUMPTION TESTS

Statistical assumptions that must be met for the analysis of correlation and regression are tested and the results are presented in this section. Accordingly, basic assumptions were checked and found acceptable and their results are discussed as follows.

### ➤ **Linearity Test**

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. The p plot of residuals discloses that there is no large deviation in the range of the residuals. Therefore, this tells us the relationships of independent variable with the dependent variable are linear.

### ➤ **Assumption 1- Homoscedasticity (equal variance)**

It means simply that, the variance of Y for each value of X is constant in the population. This assumption can be checked by visual examination of a plot of the standardized residuals (the errors) by the regressions standardized predicted value.

### ➤ **Assumption 2- Independent of residuals**

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other. In other words when the value of  $y(x+1)$  is not independent from the value of  $y(x)$ . The Durbin Watson (DW) statistic is a test for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic was always having a value between 0 and 4, a value of 2.0 means that there is no autocorrelation detected in the sample. Values from 0 to less than 2 indicate positive autocorrelation and values from 2 to 4 indicate negative autocorrelation. In this case, Durbin-Watson is 1.323, close to 2 and within the acceptable range and hence, we assumed independence of residuals assumption.

### ➤ **Assumption Multicollinearity**

The term multicollinearity describes a perfect or exact relationship between the regression explanatory variables. Multiple linear regression analysis assumes that there is no perfect exact relationship among explanatory variables. In regression analysis, when this assumption is violated, the problem of Multicollinearity occurs. Multiple linear regressions assume that there is little or no multicollinearity in the data. Multicollinearity occurs when the independent variables are not independent from each other. A second important independence assumption is that the error of the mean is uncorrelated; that is that the standard mean error of the dependent variable is independent from the independent variables.

Basically this study used two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity. According to (Hair et al., 2006) the pairwise correlation among the independent variable should not exceed 0.90, hence none of them exceeded the tolerable range of 0.90 to the maximum. Armed with this, we can say that multicollinearity was not a problem in this particular study.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **INTRODUCTION**

According to the researcher this chapter presents summary of the findings, Conclusion based on the study findings and Recommends. It also pretenses the limitations of the survey.

#### **5.1 Summary of the study findings**

This study was conducted with an aimed to investigate the effect of media advertising on consumer buying behavior in the case of Ultimate Motor PLC. To this end, data were gathered from 153 consumer of Ultimate motors PLC in Addis Ababa. The present study found that 70.6% of the respondents were male and the remaining 29.4% of the respondents were female. Similar researchers reveal that Media Advertising a significant role in customer buying behaviors. This study also revealed that media advertising affects customer buying behaviors. ANOVA test was performed to examine media advertising has a significant effect on customer buying behaviors the result showed that, media advertising components have a significant effect on customer buying behaviors. Multiple regressions was done to observe the relationships of media advertising and consumer buying behavior are The result of the R-value shows that there is a high degree of relation between the dependent and independent variables. As we can see from the Beta coefficient, inspection has the highest contribution to customer buying behavior followed by Broadcast media, print media and outdoor media. Thus, the components of media advertising which independent variables vary in their effect to which they drive customer buying behavior.

#### **5.2 Conclusion of the study findings**

Advertising thought to be an essential tool for the success of a company and plays a crucial role in maintaining and developing sustainable competitive advantage of companies. Thus, this study was conducted with an overarching objective to investigate the relationship between media advertisement and customer buying behaviors of Ultimate Motors PLC in Addis Ababa. Three media mediums (Print media, outdoor media and broadcast media) and variables were considered to analyze customer buying behavior. For this purpose, 21 observed items divided into 3 media outlets and 7 items of customer buying behavior were used. A cross-sectional data with a total of 153 sample units were used and these samples were analyzed through descriptive analysis and multiple liner regression., whereas one repressor is found to be statistically significant.

Moreover, the results further report that income of the consumer found to be determinate factor that influence customers buying behavior. The three media advertising mediums have a positive and significant association with customer buying behavior. However, the study found that broadcast media advertisement has the strongest effect on customers buying behavior among the three media outlets. In addition, The study concluded that the Company has to continue in using media advertising as it is more effective and striking in informing and persuading people. It is therefore important for the Company to use media advertisement in order to create the brand of its product in the mind of customers.

### **5.3 Recommendations**

Advertising is a valuable tool for building company, as it is a powerful way to provide consumers with information as well as to influence their perceptions. 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. So companies need to carefully select the source media, type information and nature of their audience while advertising their product or service.

Ultimate Motors plc customers have given an opinion to see the advert on broadcast, outdoor, in addition to newspaper. Therefore, Ultimate Motors management should re- focus its selection criteria based on the media type. In addition to news paper it is recommended to advertise in the form of other print media like brochures and magazines. Ultimate Motors plc management should focus on advertisement to incorporate catchy words to attract the attention of the reader. Similarly they should improve the readability of their print advertisement to pay attention with minor things such that font type and size, and the language used for the people to be easily understand.

advertiser must decide what reach and frequency are needed to achieve advertising objective. With regards to this, the Ultimate Motors plc management believes in the importance of increasing the frequency, except that they have faced challenges because of the increment of advertising price. Therefore the management of Ultimate Motors plc should focus and adjust its advertising budget based on the interest of its customer that is weekly bases. In addition to informative advertisement Ultimate Motors plc management should focus on persuasive advertising to build selective demand, offer comparative advertising to establish superiority of its brand and reminding advertising to recollect message, idea and etc.

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## APPENDIX



# ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

## Department of Masters of Marketing Management

### INTRODUCTION

Questionnaires to be filled by Ultimate motor plc consumers. I am conducting research on The Effect of Media Advertising on Consumer Buying Behavior, The study required for the partial fulfillment of the requirement of Masters of Marketing Management at St. Mary University. Your highly esteemed response for the questions are extremely important for success full completion of my thesis. The information you provide will be used only for academic purposes and confidentially treated. Thank you in advance for your cooperation.

- ☐ You don't need of write your name.
- ☐ Indicate your response by putting at tick ( ) in the provided box.
- ☐ Read each statement.
- ☐ Contact me for any clarity 0915795169

Email f5b3s2@gmial.com

### Section A: Demographic data of the respondent

1, Gender            A) Male B) female

2, Age            A) 21—25 C) 31—35

B) 26—30 D) 36—40 E) over            41

3, Education level    A) 12        C) Degree

B) TVET        D) above

4, Mariel status

A) single

B) married        c) Divorced

5, Occupations status

A) Governmental employee    B) non governmental employee    C) self employee

**Section B:** the following statement deal with Factors of Media Advertising. please tick ( ) only one number that best reflects your opinion on the following five point scale ( 1, strongly disagree. 2, Disagree. 3, Neutral. 4, Agree. 5 Strongly agree.)

| <b>Item</b> |  | strongly disagree | Disagree | Neutral | Agree. | Strongly agree |
|-------------|--|-------------------|----------|---------|--------|----------------|
| NO          | Consumer Buying Behaviors  | 1                 | 2        | 3       | 4      | 5              |
| 1           | The simplicity to access the electronic advertising play an important role on influencing the buyer behavior for the car |                   |          |         |        |                |
| 2           | In this competition market, any product can't survive without advertisement  |                   |          |         |        |                |
| 3           | Does advertisement motivate you, to shift from one brand to another brand  |                   |          |         |        |                |
| 4           | You can watch the electronic advertising at any time which influence the car purchasing decision                         |                   |          |         |        |                |
| 5           | Does advertisement a source of pleasure & entertainment  |                   |          |         |        |                |
| 6           | Does advertisement create the awareness, so that You prefer to buy the low priced goods                                  |                   |          |         |        |                |
| 7           | Does advertisement convince You to buy the same brands   |                   |          |         |        |                |
| NO          | Broadcast Media Advertising  | 1                 | 2        | 3       | 4      | 5              |

|    |   |   |   |   |   |   |
|----|---|---|---|---|---|---|
| 1  | Does Broadcast advertisement always an influence & dominate You   |   |   |   |   |   |
| 2  | Do You think that television commercials have vast coverage than anything else  |   |   |   |   |   |
| 3  | The electronic advertising represent an important source for information which helps you to purchasing the car                    |   |   |   |   |   |
| 4  | The electronic advertising provide a simple communication with the owner of the used car which encourage you to contact the owner |   |   |   |   |   |
| 5  | Since the media advertisement is very confusing users can't understand what the advertisement is all about                        |   |   |   |   |   |
| NO | Print Media Advertising   | 1 | 2 | 3 | 4 | 5 |
| 1  | Does print advertisement (Newspaper ) to be necessary   |   |   |   |   |   |
| 2  | Do You buy the goods when you feel print media its necessary/needed   |   |   |   |   |   |
| 3  | Continuous exposure to magazine advert greatly influences my decision to purchase the car.  |   |   |   |   |   |
| 4  | Does restrictive advertisement also attract your mind and convince you  |   |   |   |   |   |
| 5  | Magazine adverts provide me with enough information to decide on the network provider or the use of their product.                |   |   |   |   |   |
| NO | Outdoor Media Advertising   | 1 | 2 | 3 | 4 | 5 |
| 1  | Attractive outdoor advertising is an important factor that impacts consumer behavior.   |   |   |   |   |   |
| 2  | Information on outdoor advertisements of the water company is persuasive.   |   |   |   |   |   |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| 3 | The more times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product of the water company. |  |  |  |  |  |
| 4 | Images, figures and people on outdoor advertisements impact consumer behavior.   |  |  |  |  |  |
|   |  |  |  |  |  |  |

