



**St. Mary University**

**Faculty of Marketing Management**

**The Effects of Television Advertisement on Consumers'**

**Brand Image of Baby Diapers**

**Final Thesis Submitted to Saint Mary University in Partial Fulfillment of the  
Requirements for the Award of the Degree of  
Master of Marketing Management**

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## Declaration

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

Tewodros Ayichew

.....

Signature and date

## Endorsement

This is to certify that Tewodros Ayichew carried out his thesis on “The Effect of Television Advertisement on Consumers’ Brand Image of Baby Diapers” and submitted in partial fulfillment of the requirements for the award of the Degree of Master in Marketing Management at St. Mary University with my approval as university advisor.

Signature: .....

Date: .....

Mulugeta Gebremedhine (PhD) - Advisor

## **Acknowledgment**

Above all I would like to thank my almighty God for giving me the patience and determination to accomplish this work. I also wish to express my special thanks, sincere gratitude and appreciation for my advisor Mulugeta G/Medhine (PhD) for his dedicated supervision, suggestions and constructive criticisms offered throughout the study.

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## **Abstract**

*This study analyzes the effects of advertisement of FMCG, specifically baby diapers in Addis Ababa City; furthermore this study is also aimed at assessing and identifying the effect of TV advertisement on consumers' brand image in the selected FMCG product specifically baby diapers. To examine such factors therefore, this study is conducted based on applying both quantitative and qualitative research methods. The general objective of the study is to assess and identify the effect of TV advertisement on consumers' brand image one selected baby diapers product. Accordingly the thesis find out that TV advertisement played a crucial role in promoting a certain product and increasing sales volume. However companies should always take in to consideration the factors that affect the consumer's decision making such as content of the message than only focusing on celebrity endorsement.*

*Key Words: TV advertisement, Consumers' Brand Image, Baby Diapers.*

## **Abbreviations / Acronyms**

CBI.....Consumers' Brand Image

CE.....Celebrity Endorsement

CM.....Content of the Message

MU.....Media Usage

PM.....Presentation of the Message

CC.....Commercial Creativity

Ad.....Advertisement

TV.....Television

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# Chapter One

## Introduction

### 1.1 Background of the study

In many businesses, the four main marketing mix (4Ps) factors, i.e., product, price, promotion and place, plays a significant roles in the transactions of goods and services. These marketing factors are considered as generic, in the sense that they have to be fulfilled anyhow in order to facilitate the transactions of the business. (Huston and Gassenheimer, 1987) If any of these generic factors are not considered in the process of the transaction, no change could take place, no demand could be created, and full filled or maintained (Van Water Schoot Van Den Butte, 1992). The four generic exchange factors, however, cannot possibly be instrumental by themselves. In fact they materialize via actual choices in terms of demand impinging instruments, namely controllable elements affecting demand like. For example, all sorts of product and/or service attributes, product and/or service ranges, price schemes, all sorts of communication messages, personal and non-personal communication, communication vehicles and schedules, distribution networks, compensation schemes for intermediaries, exclusiveness arrangements, merchandising schemes, etc. (Michael J. Baker and Michael Sarem, Marketing theory, 2010:)

One type of marketing mix, Promotion, have different elements such as advertising, sale promotion, personal selling, public relation, publicity and corporate advertising. In the meantime, one type of elements of promotion called advertising, have also its types of elements such as television, radio, newspaper, magazines, trade journals, business directory, billboard, posters, vehicular advertisement, electrical signs, direct mail, etc.

In order to promote their products and attract consumers, organizations advertise their products through different communication channels, which in return create awareness or remind consumers about the products. This strategy may increase brand equity and sales of the organizations and, the consumer's decision-making in line with the information they received about the brands' of the product in the competitive markets.

In this regard, television advertisement has played significant role in transaction process by shaping and influencing consumer's attitude either positively or negatively about the images of brand especially in fast-moving consumer goods (FMCGs).

Advertisements especially TV advertisements has an important role in modern and competitive market. It provided information about the product and/or services such price, brand availability, quality, and the like which helps the consumers' to make an informed decision, enable the consumers to evaluate the quality of the product to some extent in the process of position the products as well. In order to make a rational decision by the consumers on products that they want to invest on, especially the low cost FMCGs, advertisement are essential factor that in the end crated an increment of demand of the products.

## 1.2 Statement of the Problem

To transact one product, the supplier (seller) of the product must need at least one of the four P's namely Product, Price, Promotion, and Place of the marketing mix. Promotions served as a mechanism to inform, persuade and remind the consumer about the products and/or services of the organization. Among various promotional tools, advertisement is the most common and to be specific TV advertisement, is applicable to influence the brand image of the products to consumers.

It is widely accepted that TV advertisement is an important promotional factor and affects tremendously the consumers brand image on products especially on FMCGs. However, there is always questions about, to what extent does the TV advertisement affect the decision making of the consumers (high, medium or low level)? And equally, what type does the TV advertisement affect the consumers' expectation on the products of the FMCGs (positively or negatively)?

The process of developing a certain television advertisement production and communicating it to the consumers in an effort to shape and influence the decision making of the consumer involves different dimensions such as celebrity endorsement, content of the message, media usage, presentation of the message and commercial creativity of the TV advertisement production. These dimensions of TV advertisement played a significant role in affecting the attitude of the consumers' towards the brand image loyalty. The effects of the TV advertisement either positively and/ or negatively will continue in the future of the purchase as well as the position of the brand on customers' decisions towards the product and/or service advertised. However, many advertisers luck the careful consideration of these essential TV advertisement dimensions in the process of developing TV advertisement production that in turn affects the visibility of the brand image and their intended target market reachability.

### 1.3 Research Questions

This study is therefore, expected to address the following basic research questions;

1. How does celebrity endorsement of TV ads affect consumers' brand image of baby diapers in Addis Ababa?
2. To what extent does content of the message of TV ads affect consumers' brand image of baby diapers in Addis Ababa?
3. To what extent does media usage of TV ads affect consumers' brand image of baby diapers in Addis Ababa?
4. To what extent does presentation of the message of TV ads affect consumers' brand image of baby diapers in Addis Ababa?
5. How does commercial creativity of TV ads affect consumers' brand image of baby diapers in Addis Ababa?

### 1.4 Objectives of the Study

#### 1.4.1 General Objective

The general objective of the study is to assess and identify the effect of TV advertisement on consumers' brand image on the selected FMCG product specifically baby diapers.

#### 1.4.2 Specific Objectives

- To examine the effects of celebrity endorsement of TV ads on consumers' brand image of baby diapers in Addis Ababa.
- To analyze the effect of content of the message of TV ads on consumers' brand image of baby diapers in Addis Ababa.
- To analyze the effect of media usage of TV ads on consumers' brand image of baby diapers in Addis Ababa.
- To analyze the presentation of the message of TV ads on consumers' brand image of baby diapers in Addis Ababa.
- To examine the effect of commercial creativity of TV ads on consumers' brand image of baby diapers in Addis Ababa.



## 1.5 Hypotheses of the Study

Five hypotheses have been constructed in the research to determine the relationship between TV Advertisement dimensions (independent variable) and consumers' brand image (dependent variables). And hence, the hypotheses are listed as follows;

H1: Celebrity endorsement of TV ads has a positive and significant effect on consumers' brand image of baby diapers in Addis Ababa.

H2: Content of the message of TV ads has a positive and significant effect on consumers' brand image of baby diapers in Addis Ababa.

H3: Media usage of TV ads has a positive and significant effect on consumers' brand image of baby diapers in Addis Ababa.

H4: Presentation of the message of TV ads has a positive and significant effect on consumers' brand image of baby diapers in Addis Ababa.

H5: Commercial creativity of TV ads has a positive and significant effect on consumers' brand image of baby diapers in Addis Ababa.

## 1.6 Significance of the study

The rationale behind this study is mainly focus on what factors does really affect the consumers' brand image in selected FMCG product of baby diapers, similarly in what level do TV advertisement dimensions affect consumers' brand image in selected FMCG product of baby diapers and what dimensions in TV advertisement are deterministic in bringing more brand awareness. By addressing these questions therefore, the study has the following significances.

- It enables the producer (seller) to determine what dimensions of TV advertisement affect the consumers' image of a brand in the FMCG product of baby diapers.
- It enables the producer (seller) to decide on the essential factors of designing TV advertisements and what are the appropriate channels to reach its target market/ audience.
- Last but not least, the research also lays the theoretical foundation drawn from best practices that will provide input for future academic researches aimed at investigating the effect of TV advertisement on consumer's brand image in FMCGs product of baby diapers.

### 1.7 Scope of the Study

For the purpose clarity the scope of this study is categorized in to the following factors namely, geographical, methodological and theoretical.

**Geographical:** Due to the shortage of time, money, and the deteriorated security situation of the country; the study focuses only in Addis Ababa city.

**Methodological:** The researcher uses both type of methodology that are quantitative and qualitative methods, where quantitative approach applied to establish the relationship between variables and the qualitative is applied to identify the reasons for those relationships.

**Theoretical:** Advertising enables consumers to exercise their right of free to choice. Similarly, advertising is one of the most economic means by which a producer to communicate with an audience, whether to sell a product or promote a cause of social welfare. It can help to stabilize the prices and thus lead to wide distribution and generate availability of goods and services “Ball (1978). This study is therefore, designed to analyze factors that affect the consumers’ brand image in FMCGs of the product called baby diaper, through a survey technique by assessing the mindset of consumers in competitive market and the measurement of the effectiveness of advertising that the advertiser companies face in the process of advertising their products on TV advertisement.

### 1.8 Limitation of the Study

As it is mentioned above, the population of the study is limited only to the city of Addis Ababa. This geographical limitation is mainly due to shortage of time, access and money and the deteriorated security situation of the country. Moreover, due to lack and availability of previously conducted studies on this specific subject and FMCG the study is also limited on the scant resources.

# Chapter Two

## Review of Related Literatures

### 2.1 Theoretical Review

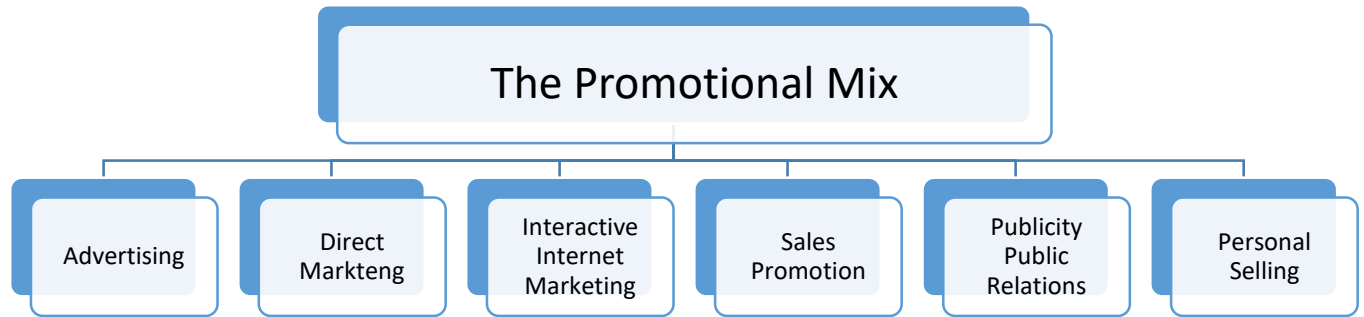
This chapter is allotted to assess and summarized the information, which are collected from the previously published materials such as papers, thesis, books, and online resources that dealt with the similar aspects to this study. Therefore, issues related to advertising, consumer behavior and FMCG product specifically, baby diapers are covered thoroughly. The objective of this chapter is to become familiar and to equip with the existing literature that helps the researcher to address the research questions that at the end of the research.

#### 2.1.1 Promotional Mix

In the process of transaction of products and/or services, the business may deal with one or more of the four main marketing-mix factors, i.e. Products, Promotion, Price and Place. In this study therefore, the researcher will navigate through the promotion type of factors on the marketing-mix.

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. While implicit communication occurs through various elements of the marketing mix, most organizations communicated with the market take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organizations communication objective are often referred as the promotional mix (George E. Blech and Michael A. belch, 2001).

Figure 1.0: Promotional Mix



From the six types of promotional mix, in this study, discuss only the advertising promotion type.

*2.1.2 Promotional Planning through the Persuasion Matrix*

To develop an effective advertising and promotional campaign, a company must select the right spokesperson to deliver a compelling message through appropriate channels or media. The persuasion matrix (fig.) helps the marketers to see how each control-label elements interact with the consumer’s response process. The matrix has two sets of variables called independent and dependent variables. While the independent variables are the controllable components of the communication process, dependent variables are the steps a receiver goes through in being persuaded. Marketers can choose the person or source who delivers the message, the type of message appeal used, and the channel or medium. And, though they can’t control the receiver, they can select their target audience. The destination variable is included because the initial message recipient may pass on information to others, such as friends or associates, through word of mouth.

	Independent Variables: The communication components				
Dependent variables steps in being persuaded	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					

Table1.0: The persuasion matrix

Promotional planners need to know how decisions about each independent variable influence the stage of the response hierarchy so that they don't enhance one stage at the expense of another. A humorous message may gain the attention but result in decreased comprehension if the consumers fail to process its content. Many ads that uses humor, sexual appeals, or celebrities captures consumers attention but result in poor recall of the brand name or message. The following examples illustrate decisions that can be evaluated with the persuasion matrix.

1. **Receiver/comprehension:** can the receiver comprehend the ad? Marketers must know their target market to make their message clear and understandable. A less educated person may have more difficulty interpreting a complicated message.
2. **Cannel/ Presentation:** which media will increase presentation? A top rated, prime time TV program is seen by nearly 12 million households each week. Popular magazines such as Time and People reach nearly a million hones with each issue. But the important point is how well they reach the marketer's target audience.
3. **Message/Yielding:** Why type of message will create favorable attitudes or feelings? Marketers generally try to create agreeable message that lead to positive feelings towards the product or service. Humorous message often put consumers in a good mood and evoke positive feelings that may become associated with the brand being advertised. Music adds emotion that makes consumers more receptive to the message. Many advertisers use explicit sexual appeals designed to arise consumers or suggest they can enhance their attractiveness to the opposite sex. Some marketers compare their brands to the competition.
4. **Source/Attention:** Who will be effective in getting consumers, attention? The large number of ads we are bombarded with everyday makes it difficult for advertisers to break through the clutter. Marketers deal with this problem by using sources who will attract the target audience's attention – actors, athletes, rock stars, or attractive models.

### *2.1.3 Factors that Influence the Communication (Advertisement)*

#### **A. Message Factors**

The way marketing communications are presented is very important in determining their effectiveness. Promotional managers must consider not only the content of their persuasive message but also how this information will be structured for presentation and what type of message appeal will be used. Advertising, in all media except radio, relies heavily on visual as well as verbal information. Many options are available with to the respect to the design and presentation of a message.

## Message Structure

Marketing communications usually consist of a number of message points that the communicator wants to get across. An important aspect of message strategy is knowing the best way to communicate these points and overcome any opposing viewpoints audience members may hold.

- I. **Order of presentation:** A basic consideration in the design of a persuasive message is the arguments' order of presentation. Should the most important message points be placed at the beginning of the message, in the middle or at the end? Research on learning and memory generally indicated that items presented first and last are remembered better than those presented in the middle. This suggests that a communicator's strongest arguments should be presented early or late in the message but never in the middle.

This order of presentation can be critical when a long detailed message with many arguments is being presented. Most effective sales presentation open and close with strong selling points and bury weaker arguments in the middle.

- II. **Conclusion drawing:** marketing communicators must decide whether their message should explicitly draw a firm conclusion or allow receivers to draw their own conclusions. Research suggest that, in general messages with explicit conclusions are more easily understood and effective in influencing attitudes. However other studied have shown that the effectiveness of conclusion drawing may depend on the target audience, the type of issue or topic, and the nature of the situation. Whether to draw a conclusion for the audience also depends on the complexity of the topic.

Drawing a conclusion in a message may make sure the target audience gets the point the marketer intended. But many advertisers believe that letting customers draw their own conclusions reinforces the points being made in the message.

- III. **Message sidedness:** Another message structure decision facing the marketer involves message sidedness. A one - sided message mentions only positive attributes or benefits. A two - sided message presents both good and bad points. One – sided messages are most effective when the target audience already holds a favorable opinion about the topic. They also work better with a less educated audience. Two - sided messages are more effective when the target audience holds an opposing opinion or is highly educated.

Most advertisers use one – sided messages. They are concerned about the negative effects of acknowledging a weakness in their brand or don't want to say anything positive about their competitors. They are exceptions, however. Sometimes advertisers compare brands on several attributes and do not show their product as being the best on every one.

- IV. **Refutation:** Special type of two – sided message known as a refutational appeal, the communicator presents both sides of an issue and then refuses the opposing viewpoint. Since refutational appeals tends to “inoculate” the target audience against a competitors counter claims, they are more effective than one – sided messages in marketing consumers resistant to an opposing message.

Refutational message may be useful when marketers wish to build attitudes that resist change and must defend against attacks or criticism of their products or the company.

- V. **Verbal versus Visual message:** the non-verbal, visual elements of an ad are also very important. Many ads provide minimal amounts of information and rely on visual elements to communicate. Pictures are commonly used in advertising to convey information or reinforce copy or message claims. Both the verbal and visual portions of an ad influence the way the advertising message is processed. Consumers may develop image or impressions based on visual elements such as an illustration in an ad or the scenes in a TV commercial. In some cases, the visual portion of an ad may reduce its persuasiveness, since the processing stimulated by the picture may be less controlled and consequently less favorable than that stimulated by words.

Pictures affect the way consumers' process accompanying copy. A study showed that when verbal information was low in imagery value the use of pictures providing examples increased both immediate and delayed recall of product attributes. However, when the verbal information was already high in imagery value, the addition of pictures did not increase recall. Advertisers often design ads where the visual image supports the verbal to create a compelling impression in the consumer's mind.

## **B. Message Appeals**

One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. Some ads are designed to appeal to the rational, logical aspects of

the consumer's decision making process others appeal others appeal to feeling in an attempt to evoke some emotional reaction. Many believe that effective advertising combines the practical reasons for purchasing a product with emotional values. In this section we will examine several common types of messages appeals, including comparative advertising, fear, and humor.

- I. *Comparative Advertising*: Is the practice of either directly or indirectly naming competitors in an ad or comparing one or more specific attributes.
- II. *Fear*: It is important to consider how the target audience may respond fear appeals are more effective when the message recipient is self – confident and prefers to cope with dangers rather than avoid them. They are also more effective among non-users of a product than among users. Thus, fear appeal may be better at keeping nonsmokers from starting than persuading smokers to stop.
- III. *Humor*: Humorous ads are often the best known and best remembered of all advertising messages. Many advertisers have used humor appeals effectively. Humor is usually presented through Radio and TV commercials as these media lend themselves to the execution of humorous messages. However, humor is occasionally used in print ads as well.  
Advertisers use humor for many reasons. Humorous messages attract and hold consumers attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking of the as itself and their feeling toward the product or service. And humor can distract the receiver from counter arguing against the message. Critics argue that funny ads draw people to the humorous situation but distract them from the brand and its attributes. Also effective humor can be difficult to produce and some attempts are too subtle for mass audiences.

#### 2.1.4 Advertising (Communication)

Advertising is one of the vital strategies for successful business venture. Business organization and develop a marketing communication strategy, such as advertising, sales promotions, public relations, digital marketing, personal selling, and other promotional vehicles in a way that could achieve their marketing objectives by crating and communicating the voice and story of their brands to consumers (Avery and Teixeira, 2016)

Advertising is define 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. An occasional exception to this is the public service announcement (PSA), whose advertising space or time is donated by the media.

The non-personal component means 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 there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it.

Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets

Advertisement is a mediating tool of marketing and the most vital component of promotional activity; it is used by the marketers to publicize the happenings of the company and their offerings to the consumers. In the contemporary era, the influence and impact of advertisement over both the classes and the masses has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyer's decision that it has become mandatory for sellers to allocate fat budgets to the advertising of their products. Television one of the powerful and appropriate medium to promote the products with effective mode (K.Krishnakumar and K. Radha, 2014).

Advertising can be thought of as a five –part business.

Advertiser

Who sometimes use

Advertising agencies

And are sometimes assisted by

Support Organizations

Send their messages through

Media (generally) Mass

To Potential

Consumers

Table 2.0: Of the product, service, or idea promoted (C.H. Sandage, V.Fryburger, K.Rotzoll, 2002)

#### ADVERTISERS

Advertisers are a varied lot-producers, retailer, wholesalers, service organizations, distributors, labor unions, associations, schools, churches, governments, individuals, and many more. Advertisers pay the bills.

#### ADVERTISING AGENCIES

Advertising agencies have been defined as “independent businesses composed of creative and business people who develop, prepare, and place advertising in media for clients seeking to find customers for their goods and services”.

#### SUPPORT ORGANIZATIONS

Modern advertising-particularly television advertising –often calls for a highly complex cast of specialists not employed by either the advertiser or the agency. Specialists in casting, cinematography, film/tape editing, sound effect, musical scoring and the like are common fixtures in the production of many radio and television commercials, as are photographers and artists in the print media of magazines, newspapers, and direct mail advertising.

#### MEDIA

Advertising people watch and listen to television and radio programs, and read newspapers and magazine articles. In their business roles, however, they tend to regard the mass media as vehicles for the delivery of an advertising message to an audience that has been gathered by the non-advertising content of the station, newspaper, or magazine.

## **The Nature of Communication**

Communication has been variously defined as the passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver. This definitions suggest that for communication to occur, there must be some common thinking between two parties and information must be passed from one person to another (or from one group to another). Establishing this commonality in thinking is not always as easy as it might seem; many attempts to communicate are unsuccessful.

The communication process is often very complex. Success depends on such factor as the nature of the message, the audience's interpretation of it, and the environment in which it is received. The receiver's perception of the source and the medium used to transmit the message may also affect the ability to communicate, as do many other factors, words, pictures, sounds, and colors may have different meanings to different audiences and people's perception and interpretations of them vary. Marketers must understand the meanings that words and symbols take on and have they influence consumers' interpretation of products and messages.

Language is one of the major barriers to effective communication, as there are different languages in different countries, different languages or dialects within a single country and more subtle problems of linguistic nuance and vernacular.

## **The Basic Model of Communication**

Over the years, a basic model of the various elements of the communication process has evolves, as show in figure below. Two elements represent the major participants in the communication process, the sender and the receiver. Another two are the major communication tools, message and channel. Four others are the major communication functions and process: encoding, decoding, response and feedback. The last element, noise, refers to any extraneous factors in the system that can interfere with the process and work against effective communication.

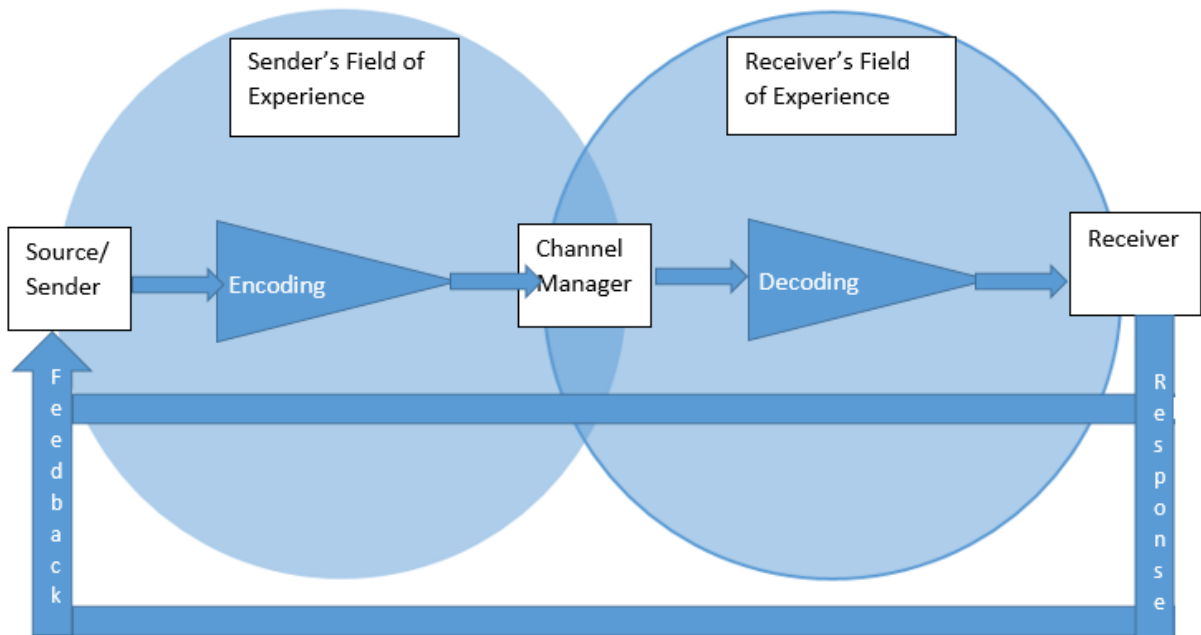


Fig 2.0 A model of the communication Process

### Source Encoding

The Sender or source, of a communication is the person or organization that has information to share with another person or group of people. The source may be an individual (Say, a salesperson or hired spokesperson, such as a celebrity, who appears in a company’s advertisement) or a nonperson entity (Such as the corporation or organization itself). For example, the source of many ads is the company, since no specific spokesperson or source is shown. However many companies use a spokesperson to appear in their ads and to deliver their advertising messages. In some case, a popular spokesperson can play a very important role in attracting attention to a company’s advertising and delivering the message, as well as influencing how well it is received by the target audience.

Because the receivers’ perception of the source influence how the communication is received, marketers must be careful to select a communicator the receiver believes is knowledgeable and trustworthy or with whom the receiver can identify or relate in some manner.

The communication process begins when the source selects words, symbols, pictures, and the like, to represent the message that will be delivered to the receiver(s). This process known as encoding, involves putting thoughts, ideas, or information in to a symbolic form. The sender’s goal is to encode the message in such a way that it will be understood by the receiver. This means using words, signs, or symbols that are familiar to the target audience.

## **Message**

The encoding process leads to development of a message that contains the information or meaning the source hopes to convey. The message may be verbal or nonverbal, or oral or written, or symbolic. Messages must be put into a transmittable form that is appropriate for the channel of communication being used. In advertising, this may range from simply writing some words or copy that will be read as a radio message to producing an expensive television commercial.

Marketers must make decisions regarding the content of the message they send to consumers as well as the structure and design of these messages. Content refers to the information and/or meaning contained in the message is put together in order to deliver the information or intended meaning.

## **Channel**

The channel is the method by which the communication travels from the source or sender to the receiver. At the broadest level, channels of communication are of two types, personal and non-personal.

Personal channels of communication are direct interpersonal (face to face) contact with target individuals or groups. Sales people serve as personal channels of communication when they deliver their sales message to the buyer or potential customer. Social channels of communication such as friends, neighbors, associates, co-workers, or family members are also personal channels. They often represent word-of-mouth communication, a powerful source of information for consumers.

Non personal channels of communication are those that carry a message without interpersonal contact between sender and receiver. Non personal channels are generally referred to as the mass media or mass communications, since the message is sent to many individuals at one time. For example, a TV commercial broadcast on a prime-time show may be seen by 10 million households in a given evening. Non personal channels of communication consists of the major types, print and broadcast. Print media include newspapers, magazines, direct mail, and billboards; broadcast media include radio and television.

## **Receiver/Decoding**

The receiver is the person(s) with whom the sender shares thought or information. Generally, receivers are the consumers in the target market as audience who read, hear, and/or see the marketer's message and decode it. Decoding is the process of translating the sender's message back into the thought. This process is heavily influenced by the receiver's frame of reference or field

of experience, which refers to the experience, perceptions, attitudes, and values he or she brings to the communication situation.

For effective communication to occur, the message decoding process of the receiver must match the encoding of the sender. Simply put, this means the receiver understands and correctly interpreters what the source is trying to communicate. The more knowledge the sender has about the receivers, the better the sender can understand their needs, empathize with them and communicate effectively. While this rotation of common ground between sender and receiver may sound basic, it often causes greater difficulty in the advertising communication process. Marketing and advertising people often have very different fields of experiment from the consumers who constitute the mass markets with whom they must communicate. Most advertising and market people are college-educated and work and/or in large urban areas.

Another factor that can lead to problems in establishing common ground between senders and receivers is age. Advertisers whose agencies are unable to understand and connect with older consumers may be squandering opportunities to reach a valuable market.

Globally, more and more women are becoming the key decision-makers when it comes to household consumption, making them key audience for advertising. In India too, FMCG companies have shown grate interest in understanding the 'Indian housewife'. More and more marketers are trying to understand the dramatic change over the last decade in terms of both, economic status and attitude.

Critics argue that most advertising is really about the people who crate it, not about the consumers who actually buy the products and services being advertised. It is important that marketers and their agencies understand the frame of reference and perspectives of the consumers in the target markets that are receiving their messages. May companies spend a considerable amount of time and money pretesting messages to make sure consumers understand them and decode them in the manner the advertiser intended.

## **Noise**

Through the communication process, the message is subject to extraneous factors that can distort or interfere with its reception. This unplanned distortion or interference is known as noise. Errors or problems that occur in the encoding of the message, distortion in a radio or television signal, or distractions at the point of reception are examples of noise, when you are watching your favorite commercial on TV and a problem occurs in the signal transmission, it will obviously interfere with your reception, lessening the impact of the commercial.

Noise may also occur because the fields of experience of the sender and receiver don't overlap. Lack of common ground may result in improper encoding of the message-using a sign, symbol or words that are unfamiliar or have different meaning to the receiver. The more common ground there is between the sender and the receiver, the less likely it is this type of noise will occur.

### **Response/Feedback**

The receiver's set of reaction after seeing, hearing, or reading the message is known as a response. Receivers' response can range from non-observable actions such as storing information in memory to immediate action such as dialing a toll free number to order a product advertised on television. Marketers are very interested in feedback, that part of receivers' response that is communicated back to the sender. Feedback, which may take a variety of forms, closes the loop in the communication flows and let the senders monitor how intended message is being decoded and received.

Successful communication is accomplished when the marketer select an appropriate source, develops an effective message or appeal that is encoded properly, and then selects the channels or media that will best reach the target audience so that the message can be effectively decoded and developed.

#### *2.1.5 Television Advertisement*

### **Channel Factors**

The final controllable variable of the communication process is the channel, or medium, used to deliver the message to the target audience. While a variety of methods are available to transmit marketing communication, namely; personal and non-personal media.

### **Personal versus Non-personal channels**

These are number of basic difference between personal and non-personal communications channels. Information received from personal influence channels is generally more persuasive than information received via the mass media. Reasons for the difference are summarized in the following compare of advertising and personal selling:

From the standing point of persuasion, a sales message is far more flexible, personal, and powerful than an advertisement. An advertisement is normally prepared by persons having minimal personal contact with customers. The message is designed to appeal to a large number of persons. By contrast, the message in a good sales presentation is not determined in advance. The salesman has a tremendous store of knowledge about his product or services and select appropriate items as the interview progresses. Thus, the sales man can adopt this

to the thinking and needs of the customer or prospect at the time of the sales call. Furthermore, as objections arise and are voiced by the buyer, the salesman can treat the objections in an appropriate manner. This is not possible in advertising.

Personal channels are used in several ways in an IMC program. Many marketers are recognizing the importance of word-of-mouth communications which has become more prevalent with the growth of social media. The more traditional use of personal communication is through sales programs which are implemented through a company's sales force as well as the point of purchase through retail sales personnel. However, the advertising and promotion programs for most marketers rely heavily on media advertising as well as the internet.

### **Creative Tactics for Television**

As consumers, we see so many TV commercials that it's easy to take for granted the time, effort, and money that go into making them. Creating and producing commercials that break through the clutter on TV and communicate effectively is a detailed, expensive process. On a cost-per-minute basis, commercials are the most expensive productions seen on television.

TV is a unique and powerful advertising medium because it contains the elements of sight, sound, and motion, which can be combined to create a variety of advertising appeals and executions. Unlike print, the viewer doesn't control the rate at which the message is presented, so there is no opportunity to review points of interest or reread things that are not communicated clearly. As with any form of advertising, one of the first goals in creating TV commercials is to get the viewers' attention and then maintain it. This is particularly challenging because of the clutter and because people often view TV commercials while doing other things (reading a book or magazine, talking).

Like print ads, TV commercials have several components. The video and audio must work together to create the right impact and communicate the advertiser's message.

**Video:** The video elements of a commercial are what is seen on the TV screen. The visual portion generally dominates the commercial, so it must attract viewers' attention and communicate an idea, message, and/or image. A number of visual elements may have to be coordinated to produce a successful ad. Decisions have to be made regarding the product, the presenter, action sequences, demonstrations, and the like, as well as the setting(s), the talent or characters who will appear in the commercial, and such other factors as lighting, graphics, color, and identifying symbols.

**Audio:** The audio portion of a commercial includes voices, music, and sound effects. Voices are used in different ways in commercials. They may be heard through the direct presentation of a spokesperson or as a conversation among various people appearing in the commercial. A common



method for presenting the audio portion of a commercial is through a voiceover, where the message is delivered or action on the screen is narrated or described by an announcer who is not visible. A trend among major advertisers is to have celebrities with distinctive voices do the voiceovers for their commercials.

**Music:** is also an important part of many TV commercials and can play a variety of roles. In many commercials, the music provides a pleasant background or helps create the appropriate mood. In some commercials, music is much more central to the advertising message. It can be used to get attention, break through the advertising clutter, communicate a key selling point, and help establish an image or portion, or add feeling. The important musical element in both TV and radio commercials is **jingles**, catchy songs about a product or service that usually carry the advertising theme and a simple message.

### **Planning and Production of TV Commercials**

One of the first decisions that has to be made in planning a TV commercial is the type of appeal and execution style that will be used. Television is well suited to both rational and emotional advertising appeals and combinations of the two. Various execution styles used with rational appeals, such as a straight sell or announcement, demonstration, testimonial, or comparison, work well on TV. Television is particularly well suited to emotional appeals such as humor, fear, romance, and fantasies, which are often executed using dramatizations and slice-of-life commercials.

Advertisers recognize that they need to do more than talk about, demonstrate, or compare their products or services. Their commercials have to break through the clutter and grab viewers' attention; they must often appeal to emotional, as well as rational, buying motives. Television is essentially an entertainment medium, and many advertisers recognize that their commercials are most successful when they entertain as well as inform. Many of the most popular advertising campaigns are characterized by commercials with strong entertainment value, like the musical spots for Apple and the Gap, the many stylish and engaging Nike ads, and humorous ads for companies/brands such as GEICO, FedEx, and Bud Light.

Television commercials are an integral part of the IMC program for most marketers, particularly larger companies who are advertising their products and services to mass markets. However, the costs of planning and producing a TV commercial can be very high and must be considered as part of the budget for an advertising campaign.

### **Planning the Commercial**

The various elements of a TV commercial are brought together in a script, a written version of a commercial that provides a detailed description of its video and audio content. The script shows the various audio components of the commercial-the copy to be spoken by voices, the music, and sound effects. The video portion of the script also shows how the video corresponds to the audio portion of the commercial.

**Production:** Once the storyboard or animatic of the commercial is approved, it is ready to move to the production phase, which involves three stages;

- i. Preproduction- all the work and activities that occur before the actual shooting/recording of the commercial.
- ii. Production- the period during which the commercial is filmed or videotaped and recorded.
- iii. Postproduction- activities and work that occur after the commercial has been filmed and recorded.

## **Television Advertisement**

It has often been said that television is the ideal advertising medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium. However, TV does have certain problems that limit or even prevent its use by many advertisers.

### **Advantages of Television Advertisement**

TV has numerous advantages over other media, including creativity and impact, coverage and cost effectiveness, captivity and attention, and selectivity and flexibility.

### **Creativity and Impact**

Perhaps the greatest advantage of TV is the opportunity it provides for presenting the advertising message. The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic, lifelike representations of products and services. TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help make a dull product appear interesting.

Television is also an excellent medium for demonstrating a product or service. For example, print ads are effective for showing a product such as a high-definition television and communicating information regarding its features. However, a TV commercial is a very effective way to communicate its rich color, vivid detail, and lifelike picture.

## **Coverage and Cost Effectiveness**

Television advertising makes it possible to reach large audiences. Nearly everyone, regardless of age, sex, income, or educational level, watches at least some TV. Most people do so on a regular basis. Marketers selling products and services that appeal to broad target audiences find that TV lets them reach mass markets, often very cost efficiently.

Because of its ability to reach large audiences in a cost-efficient manner, TV is a popular medium among companies selling mass-consumption products. Companies with widespread distribution and availability of their advertising messages at a very low cost per thousand. Television has become indispensable to large consumer packaged-goods marketers, telecommunication companies, carmakers, and major retailers. Companies like AT&T and Procter & Gamble spend nearly two-thirds of their media budgets on various forms of TV-network, spot, cable, and syndicated programs-while PepsiCo and Coca-Cola spend more than 40 percent.

## **Captivity and Attention**

Television is basically intrusive in that commercials impose themselves on viewers as they watch their favorite programs. Unless we make a special effort to avoid commercials, most of us are exposed to thousands of them each year. The increase in viewing options and the penetration of DVDs, DVRs, remote controls, and other automatic devices have made it easier for TV viewers are likely to devote some attention to many advertising messages. The low-involvement nature of consumer learning and response processes may mean TV ads have an effect on consumers simply though heavy repetition and exposure to catchy slogans and jingles.

## **Selectivity and Flexibility**

Television has often been criticized for being a nonselective medium, since it is difficult to reach a precisely defined market segment through the use of TV advertising. But, some selectivity is possible due to variations in the composition of audiences as a result of program content, broadcast time, and geographic coverage. For example, Saturday morning TV caters to children; Saturday and Sunday afternoon programs are geared to the sports-oriented male; and weekday daytime shows appeal heavily to homemakers.

With the growth of cable TV, advertisers refine their coverage further by appealing to groups with specific interests such as sports, news, history, the arts, or music, as well as specific demographic groups.

Advertisers can also adjust their media strategies to take advantage of different geographic markets through local or spot ads in specific market areas. Ads can be scheduled to run repeatedly or to take advantage of special occasions. For example, companies such as Miller/Coors, Anheuser-Busch and Gillette are often major sponsors during sporting events such as major league baseball or NFL football games, which allows them to advertise heavily to men who constitute the primary market for their products.

### **Limitations of Television Advertising**

Although television is unsurpassed from a creative perspective, the medium has several disadvantages that limit or preclude its use by many advertisers. These problems include; high costs, the lack of selectivity, the fleeting nature of a television message, commercial clutter, limited viewer attention, and distrust of TV ads.

- a) **Costs:** Despite the efficiency of TV in reaching large audiences, it is an expensive medium in which to advertise. The high cost of TV stems not only from the expense of buying airtime but also from the cost of producing a quality commercial. The high costs of producing and airing commercials often price small and medium-size advertisers out of the market.
- b) **Lack of Selectivity:** Some selectivity is available in television through variations in programs and cable TV. But, advertisers who are seeking a very specific, often small, target audience find the coverage of TV often extends beyond their market, reducing its costs effectiveness. Geographic selectivity can be a problem for local advertisers such as retailers, since a station bases its rates on the total market area it reaches.

Audience selectivity is improving as advertisers target certain groups of consumers through the type of program or day and/or time when they choose to advertise. However, TV still does not offer as much audience selectivity as radio, magazines, newspapers, or direct mail for reaching precise segments of the market.

- c) **Fleeting Message:** TV commercials usually last only 30 seconds or less and leave nothing tangible for the viewer to examine or consider. Commercials have become shorter and shorter as the demand for a limited amount of broadcast time has intensified and advertisers try to get more impressions from their media budgets.
- d) **Clutter:** The problems of fleeting messages and shorter commercials are compounded by the fact that the advertiser's message is only one of many spots and other non-programming material seen during a commercial break, so it may have trouble being noticed. One of advertisers' greatest concerns with TV advertising is the potential decline in effectiveness because of such clutter.

- e) **Limited Viewer Attention:** When advertisers buy time on a TV program, they are not purchasing guaranteed exposure but rather the opportunity, to communicate a message to large numbers of consumers. But, there is increasing evidence that the size of the viewing audience shrinks during a commercial break. People leave the room to go to the bathroom or to get something to eat or drink, or they are distracted in some other way during commercials.
- f) **Distrust and Negative Evaluation:** To many critics of advertising, TV commercials personify everything that is wrong with the industry. Critics often single out TV ads, since they cannot control the transmission

### 2.1.6 Consumers' Behavior

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluation, and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store.

Relevant internal psychological processes

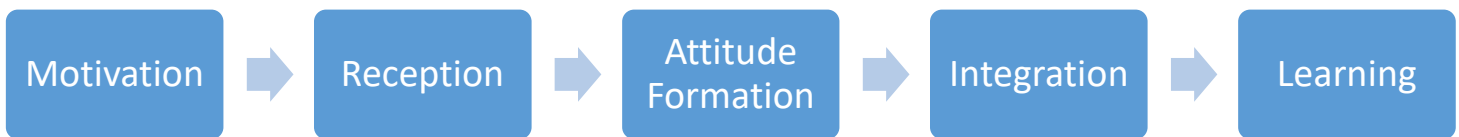


Figure 3.0: a basic model of consumer decision making

This conceptual model in Figure 2.1 will be used as a framework for analyzing the consumer decision process. We will see what occurs at various stages of the model and how advertising and promotion can be used to influence decision making of the consumers. We will also see the influence of various psychological factors in consumer decision making processes.

#### 2.1.6.1 Factors influencing consumer behavior

##### **Hierarchy of needs**

One of the most popular approaches to understanding consumer motivation is based on the classic theory of human motivation popularized many years ago by psychologist Abraham Maslow. His hierarchy of needs theory postulates five basic levels of human needs, arranged in a hierarchy based on their importance. The five needs are,

- I. Physiological – the basic level of primary needs for things required to sustain life such as food, shelter, clothing and sex.
- II. Safety – the need for security and safety from physical harm.
- III. Social/love and belonging – the desire to have satisfying relationships with others and feel a sense of love, affection, belonging and acceptance.
- IV. Esteem – the need to feel a sense of accomplishment and gain recognition, status, and respect from others.
- V. Self-actualization – the need for self-fulfillment and desire to realize one’s own potential.

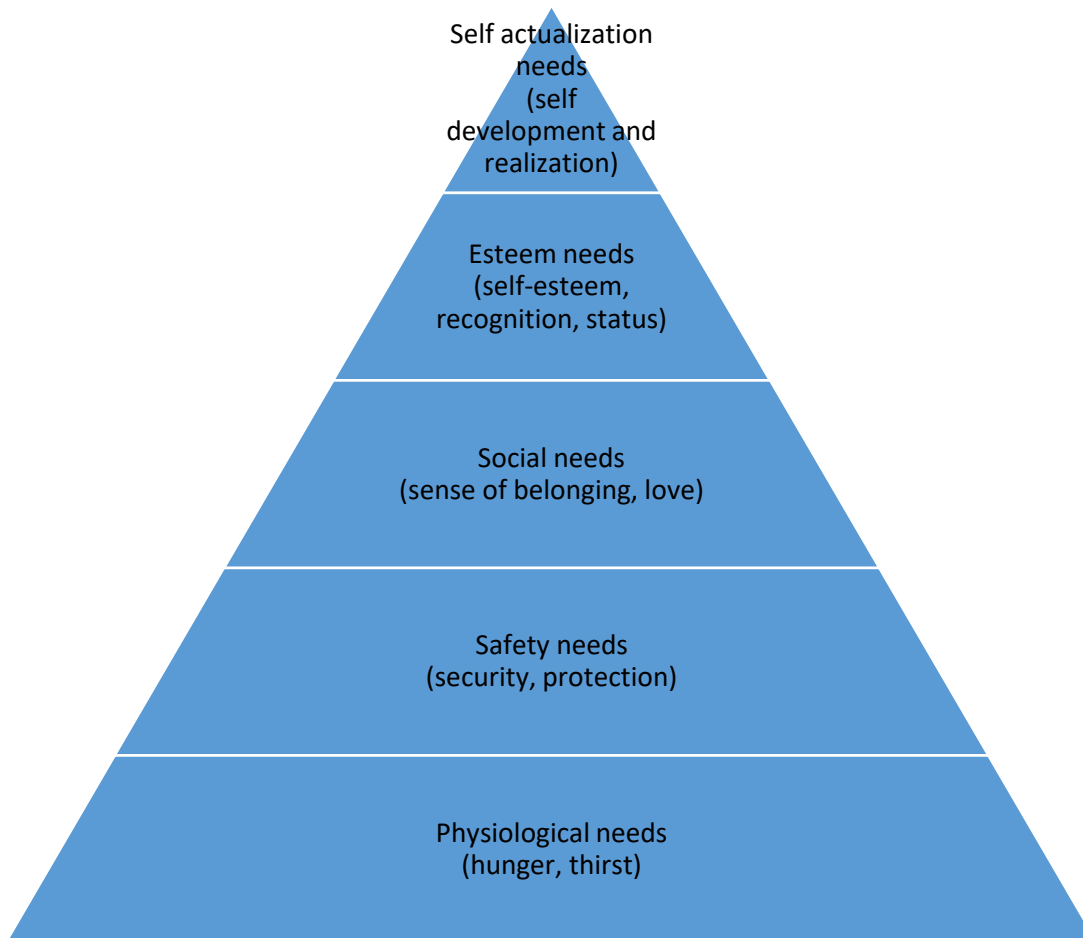


FIGURE 4.0: Maslow’s Hierarchy of needs

While Maslow’s need hierarchy has flaws, it offers a framework for marketers to use in determining what they needs want their products and services to be shown satisfying. Advertising campaign can then be designed to show how a brand can fulfill these needs. Markers also recognize that different market segments emphasize different need levels. For example, a young single person

may be attempting to satisfy social or self-esteem needs in purchasing a car, while a family with children will focus more on safety needs.

### **Psychoanalytic Theory**

A somewhat more controversial approach to the study of consumer motives is psychoanalytic theory pioneered by Sigmund Freud. Although his work dealt with the structure and development of personality, Freud also studied the underlying motivations for human behavior. The theory had a strong influence on the development of modern psychology and on explanations of motivation and personality. It has also been applied to the study of consumer behavior by marketers interested in probing deeply rooted motives that may underline purchase decisions.

Among the first to conduct this type of research in marketing, Ernest Dichter and James Vicary were employed by a number of major corporations to use psychoanalytic techniques to determine consumers' purchase motivations. The work of these researchers and others who continue to use this approach assumed the title of motivation research.

### **Environmental Influences on Consumer Behavior**

The consumer does not make purchase decisions based on information. A number of external factors have been identified that may influence consumer decision making.

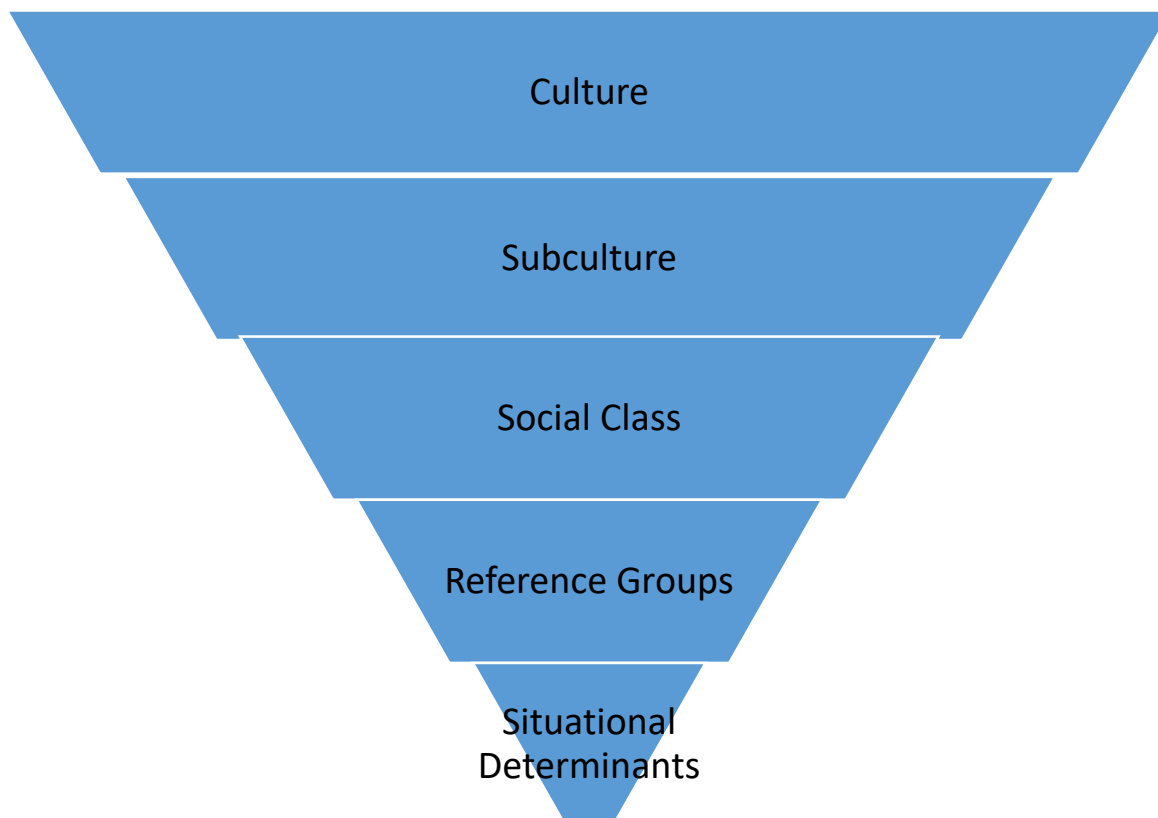


FIGURE 5.0: External Influence on Consumer Behavior

**A. Culture**

The broadest and most abstract of the external factors that influence consumer behavior is culture, or the complexity of learned meanings, values, norms and customs shared by members of a society. Cultural norms and values offer decision and guidance to members of a society in all aspects of their lives, including their consumption behavior. Marketers must also be aware of changes that may be occurring in a particular culture and the implications of these changes for their advertising and promotional strategies and programs.

**B. Subcultures**

Within a given culture are generally found smaller groups or segments whose beliefs, values, norms and patterns of behavior set them apart from the larger cultural mainstream. These subcultures may be based on age, geographic, religious, racial and/or ethnic differences may influence consumer behavior on purchase decision making of them.

**C. Social Class**

It refers to relatively homogeneous divisions in a society in to which people sharing similar lifestyles, values, norms, interests, and behaviors can be grouped. Social class is an important concept to marketers, since consumers within each social stratum often have similar values, lifestyles, and buying behaviors.

**D. Reference Groups**

A reference group is a group whose presumed perspectives or values are being used by an individual as the basis for his or her judgments, opinions and dissociative as a guide to specific behaviors, even when the groups are not present. Marketers use reference group influences in developing advertisements and promotional strategies. Family decision making is one example of group influences of the consumer in purchase decision process.

**E. Situation Determinates**

The specific situation in which consumers plan to use the product or brand directly affects their perceptions, preferences, and purchasing behaviors. Three types of situational determinants may have an effect: the specific usage situation, the purchase situation, and the communications situation.



### 2.1.6.2 Consumers' Perception

Knowledge of how consumers acquire and use information from external sources is important to marketers in formulating communication strategies. Marketers are particularly interested in (1) how consumers sense external information, (2) how they select and attend to various sources of information, and (3) how this information is interpreted and given meaning. These processes are all part of perception, the process by which an individual reviews, selects, organizes, and interprets information to create a meaningful picture of the world. Perception is an individual process; it depends on internal factors such as a person's beliefs, experiences, needs, moods and expectations. The perceptual process is also influenced by the characteristics of a stimulus (such as its size, color and intensity) and the context in which it is seen or heard.

✓ Selective perception: selective exposure occurs as consumers choose whether or not to make themselves available to information. For example, a viewer of a television show may change channels or leave the room during commercial breaks.

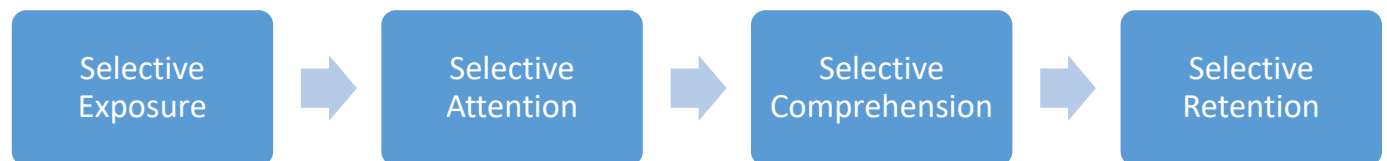


FIGURE 6.0: The Selective Perception Process

✓ Selective attention: occurs when the consumer chooses to focus attention on certain stimuli while excluding others. This means advertisers must make considerable effort to get their messages noticed. Advertisers often use the creative aspects of their ads to gain consumers' attention.

✓ Selective comprehension: even if the consumer does notice the advertisers' message, there is no guarantee it will be interpreted in the intended manner. Consumers may engage in selective comprehension, interpreting information on the basis of their own attitudes, beliefs, motives and experiences.

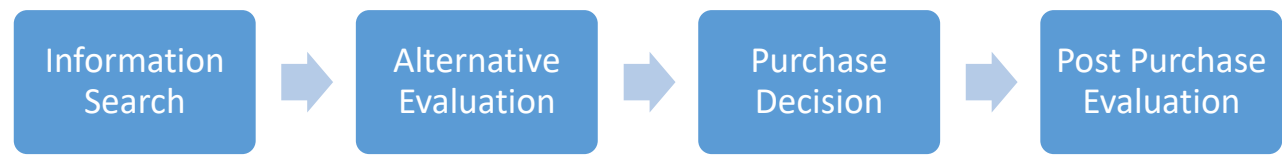
✓ Selective retention: which means consumers do not remember all the information they see, hear, or read even after attending to and comprehending it. Advertisers attempt to make sure information will be available when it is time to make a purchase. Mnemonics such as symbols,

rhymes, associations, and images that assist in the learning and memory process are helpful. Many advertisers use telephone numbers that spell out the company name and are easy to remember.

### 2.1.6.3 Consumer Decision-making process

Marketers' success in influencing purchase behavior depends in large part on how well they understand consumer behavior.

Fig 7.0: Stages in the consumer decision-making process



The consumers' purchase decision process is generally viewed as consisting of stages through which the buyers pass in purchasing a product or service.

#### I. **Problem Recognition**

This stage is the first stage in the consumer decision-making process which occurs when the consumer perceives a need and becomes motivated to solve the problem. It initiates the subsequent decision processes.

Problem recognition is caused by a difference between the consumer's ideal state and actual state. A discrepancy exists between what the consumer wants, the situation to be like and what the situation is really like.

#### Sources of Problem Recognition

The causes of problem recognition may be very simple or very complex and may result from changes in the consumer's current and/or desired state. These causes may be influenced by both internal and external factors.

- **Out of stock:** Problem recognition occurs when consumers use their existing supply of a product and must replenish their stock. The purchase decision is usually simple and routine and is often resolved by choosing a familiar brand or one to which the consumer feels loyal.

- **Dissatisfaction:** Problem recognition is created by the consumer's dissatisfaction with the current state of affairs and/or the product or service being used. Advertising may be used to help consumers recognize when they have a problem and/or need to make a purchase.
- **New Needs/Wants:** Changes in consumers' lives often result in new needs and wants. For example, a change in one's financial situation, employment status, or lifestyle may create new needs and trigger problem recognition. Not all product purchases are based on needs. Some products or services sought by consumers are not essential but are nonetheless desired. A want has been defined as a felt need that is shaped by a persons' knowledge, culture, and personality. Many products sold to consumers satisfy their wants rather than their basic needs.
- **Related Products/Purchases:** Problem recognition can also be stimulated by the purchase of a product. For example, the purchase of a personal computer may prompt the need for software programs or upgrades.
- **Marketer-Induced problem Recognition:** Another source of problem recognition is marketers' actions that encourage consumers not to be content with their current state or situation. Ads for personal hygiene products such as mouth wash, deodorant and foot sprays may be designed to create insecurities that consumers can resolve through the use of these products. Marketers change fashions and clothing designs and create perceptions among consumers that their wardrobes are out of style.
- **Marketers also take advantage of consumers' tendency toward novelty-seeking behavior,** which leads them to try different brands. Consumers often try new products or brands even when they are basically satisfied with their regular brand, marketers encourage brand switching by introducing new brands in to markets that are already saturated and by using advertising and sales promotion techniques such as free samples, introductory price offers, and coupons.
- **New Products:** Problem recognition can also occur when innovative products are introduced and brought to the attention of consumers. Marketers are constantly introducing new products and services and telling consumers about the types of problems they solve.

## **II. Examining Consumer Motivation**

Marketers recognize that while problem recognition is often a basic, simple process, the way a consumer perceives a problem and becomes motivated to solve it will influence the remainder of the decision process. For example, one consumer may perceive the need to purchase a new watch

from a functional perspective and focus on reliable, low-priced alternatives. Another consumer may see the purchase of the watch as more of a fashion statement and focus on the design and image of various brands. To better understand the reasons underlying consumer purchase, marketers devote considerable attention to examining motives, i.e., those factors that compel a consumer to take a particular action.

### **Alternative Evaluation**

After acquiring information during the information search stage of the decision process, the consumer moves to alternative evaluation. In this stage, the consumer compares the various brands or products and services he/she has identified as being capable of solving the consumption problems and satisfying the needs or motives that initiated the decision process.

**The Evoked Set:** is generally only a subset of all the brands of which the consumer is aware. The consumer reduces the number of brands to be viewed during the alternative evaluation stages to a manageable level. The exact size of the evoked set varies from one consumer to another and depends on such factors as the importance of the purchase and the amount of time and energy the consumer wants to spend comparing alternatives.

The goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumers' evoked set and considered during alternative evaluation. Marketers use advertising to create top-of-mind awareness among consumers so that their brands are part of the evoked set of their target audiences.

### **Purchase Decision**

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative brands in the evoked set and makes a purchase decision. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain brand. Purchase intentions are generally based on a matching of purchase motives with attributes for characteristics of brands under consideration.

### **Post purchase evaluation**

The consumer decision process does not end with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. Satisfaction occurs when the consumers' expectations are either met or exceeded;

dissatisfaction results when performance is below expectations. The post purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases. Positive performance means the brand is likely to be retained in the evoked set and increase the likelihood it will be purchased again. Unfavorable outcomes may lead the consumer to form negative attitudes toward the brand, lessening the likelihood it will be purchased again or even eliminating it from the evoked set.

Cognitive dissonance, another possible outcome of purchase, is a feeling of psychological tension or post purchase doubt that a consumer experiences after making a difficult purchase choice. Dissonance is more likely to occur in important decisions where the consumer must choose among close alternatives (especially if the not chosen alternative has unique or desirable features that the selected alternative does not have).

#### *2.1.7 Fast-Moving Consumer Goods (FMCGs)*

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods .FMCGs have a short shelf life because of high consumer demand (e.g., diapers, soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store.

##### **2.1.7.1 Types of Fast-Moving Consumer Goods**

As mentioned above, fast-moving consumer goods are nondurable goods, or goods that have a short lifespan, and are consumed at a rapid or fast pace. FMCGs can be divided into several different categories including:

- **Sanitary products:** Baby diaper, adult diaper, etc
- **Processed foods:** Cheese products, cereals, and boxed pasta
- **Prepared meals:** Ready-to-eat meals
- **Beverages:** Bottled water, energy drinks, and juices
- **Baked goods:** Cookies, croissants, and bagels
- **Fresh, frozen foods, and dry goods:** Fruits, vegetables, frozen peas and carrots, and raisins and nuts

- **Medicines:** Aspirin, pain relievers, and other medication that can be purchased without a prescription
- **Cleaning products:** Baking soda, oven cleaner, and window and glass cleaner
- **Cosmetics and toiletries:** Hair care products, concealers, toothpaste, and soap
- **Office supplies:** Pens, pencils, and markers

#### 2.1.7.2 The Fast-Moving Consumer Goods Industry

All advertisements for products to be sold to the consumer by traders should contain information on;

- Varieties of the product sold by the advertiser under the same or other names,
- Quality, size, capacity,
- Keeping quality, durability, number or items
- Possible harmful effects due to use on consumption of the product
- The country in which the goods were produced,
- Quote the price of the goods advertised

### **Diapers**

Diaper is a piece of toweling or other absorbent material wrapped round a baby's bottom and between its legs to absorb and retain urine and faeces; a nappy. It is a linen or cotton fabric woven in a repeating pattern of small diamonds.

#### **Types of diapers**

In a diaper pail. They do create waste, although less than disposable diapers.

**A disposable diaper** is an absorbent pad sandwiched between two sheets of non-woven fabric. The pad typically contains chemical crystals that can absorb up to 800 times their weight in liquid and hold it in jail form. That helps to keep liquid away from the babies' skin. Diapers are often sized according to a baby's weight, beginning with preemie and new born (depending on the brand) and progressing to sizes 1 through 7 (and sometimes even 8). Some store and "eco-friendly" brands are marked simply small, medium, large and extra-large, and weight ranges are listed on the package. There are other types of diapers to consider, "overnight" once are advertised as more absorbent.

**Close diapers** are usually made from absorbent fabrics: cotton fleece, terry (like towels, but softer), flannel (similar to the materials used in flannel sheets and pajamas, but denser and thicker), and unbleached hemp, wool and/or other materials. Flannel is the softest against

the skin and the most absorbent, organic cotton cloth and eco-friendly diapers made from bamboo are widely available, but you will pay more for them compared with non-organic cotton.

Disposable diapers are undeniably more convenient, but they are costly. Cloth diapers are much less expensive than disposables, especially if the consumers wash them by themselves. After paying the initial cost, the consumers will save hundreds of dollars by reusing cloth diapers again and again. Many companies offer starter packs of cloth diapers that come with accessories. The accessories vary with the type of diaper the consumer choose, but in general the consumers will need diaper inserts (cloth pads added to increase absorbency), waterproof covers to lock in moisture, and/or flushable liners that help to contain the mess. Liners eliminate the need to rinse cloth diapers before depositing them

## 2.2 Empirical review of the study

### 2.2.1 Advertising Program

In developing an advertising program, marketing managers or advertising agencies must always start by identifying the target market and buyers motives. The five major decisions in developing an advertising program known as the five M'S;

**Mission:** what are the advertising objectives?

**Money:** how much can be spent?

**Message:** what message should be sent?

**Media:** what media should be used?

**Measurement:** how should the results be evaluated?

#### 2.2.1.1 Mission/Advertising Objectives

The purpose of advertising is to sell something: a good, service, idea, person or place either now or later. This goal is reached by setting specific objectives (sales goals and advertising objectives). Advertising objectives can be classified according to whether their aim is to inform, persuade or remind.

##### I. To inform

Figures heavily in the pioneer stage of a product life category, where all objectives is to build primary demand. Such as telling the market about a new product, suggesting new uses for a

product, informing the market of a price change, describing available services, correcting false impression, building a company image and the likes.

## II. To persuade

Persuasive advertising becomes important in the competitive stage, where a company's objective is to build selective demand for a particular brand such as building brand preferences, encouraging switching to the brand, changing buyers' perception of product attribute, persuading buyers to purchase now and the like.

## III. Remind

Reminder advertising is highly important with mature products. A related form of advertising is reinforcement advertising, which seeks to assure current purchasers that they have made the right choice that is reminding buyers that the product may be needed in the future, reminding buyers where to buy it, keeping it in buyer's minds during off-seasons, and maintaining its top-of-mind awareness.

### 2.2.1.2 Money/Advertising Budget

After determining advertising objectives, the company can proceed to establish its advertising budget for each product. The company wants to spend the amount required to achieve the sales goals.

In setting the advertising budget, the following factors must be considered.

- Stages in the product life cycle.
- Market share and consumer base.
- Completion and clutter.
- Advertising frequency
- Product substitutability

### 2.2.1.3 Message

Good creative strategy and execution can often be central to determining the success of a product or service or reversing the fortunes of a struggling brand. A message strategy has three components;



**I. Copy (verbal):** guidelines for what to say; consideration that affect the choice of words and type of medium(s) that will carry the message.

**II. Art (nonverbal):** overall nature of the advertisements graphics; and visuals that must appear, and the medium (s) in which the advertisement will appear.

**III. Production (mechanical):** the period during which the commercial is filmed or videotaped and recorded. Preferred production approach and mechanical outcome including budget and scheduling limitations (often governed by the medium involved).

#### 2.2.1.4 Media selection

The appeal and the target audience determine the message and the choice of media. Decisions to determine the specific advertising media;

- Which type of media will be used?
- Which category of the selected medium will be used?
- Which specific media vehicles will be used?
- Objective of the advertisement.
- Audience coverage.
- Requirements of the message.
- Media cost

#### 2.2.1.5 Measurement

Measuring the effectiveness of the promotional program is a critical element in promotional planning process. Research allows the marketing manager to evaluate the performance of specific program elements and provides input into the next period's situation analysis.

#### 2.2.2 Media Planning

Media planning involves selecting appropriate media for carrying the advertisers' messages to target markets, deciding what to buy and how much to spend in each medium and scheduling when the advertising is to run. A useful model for building a media plan centers on four questions:

- Who do we want to reach?
- Where are they located?
- What is the message?
- When do we run the ads?

### **Who do we want to reach?**

Answering the question who requires a precise description of target prospects. The planner then selects media with audiences that best fit the target market description.

### **Where are they located?**

The population is highly concentrated in relatively few metropolitan areas' there are regional differences in tastes and preferences, and a product's sales potential varies from one market area to another.

### **What is the message?**

A particular copy approach or technique of presentation requires for a particular medium for proper expression. If top quality, four-color reproduction is needed, magazines would have the edge on newspapers. Product demonstrations and personal sales deliveries are uniquely suited to television.

### **When de we run the ads?**

When to advertise can be planned in terms of seasons of the year, months, weeks, days, hours, minutes and seconds. Specific time limits on television and radio let advertisers select the time when their messages will be seen, read and heard.

## 2.3 Conceptual Framework

The figure below shows the relationship between the two variables (dependent and independent) of the research that is consumers' image of the brand is a dependent variable and TV advertisement elements are independent variables (Celebrity Endorsement, Content of the message, Media Usage, Presentation of the Message and Commercial Creativity).

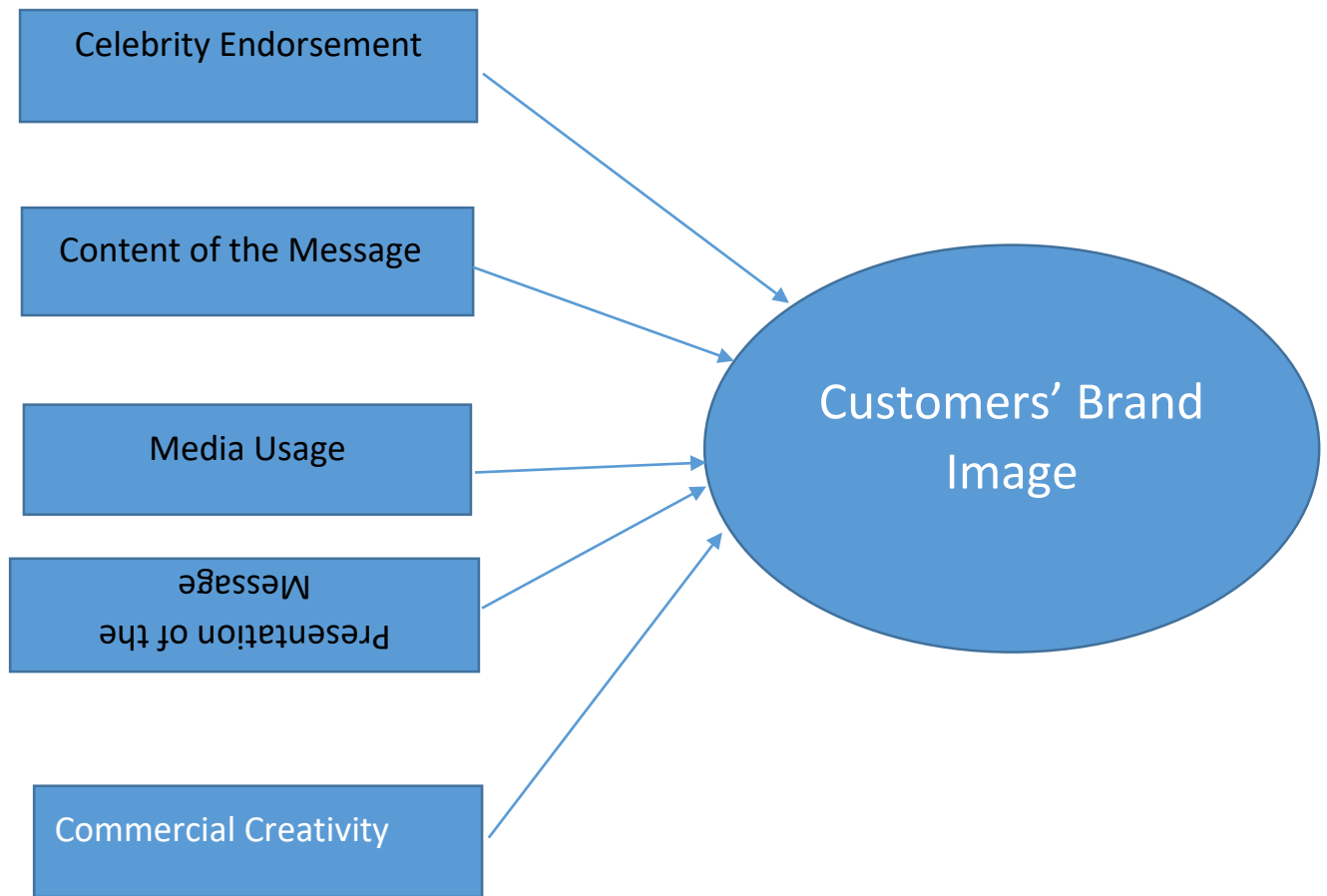


Figure 8.0 Conceptual Framework

## CHAPTER THREE

### Research design and methodology

#### 3.1 Description of the study area

This chapter of the study starts with a discussion of research design and methodology of the research title the effect of television advertisement dimensions on consumers' brand image in FMCG's called of baby diaper. This section of the study gives the highlights in the methodology and process used to conduct the research I make sure that the research methodology adopted for attaining the objectives of the study because properly conducted research reduces the uncertainty of the results to the reader as well as to the users of the study.

#### 3.2 Research Approach

In this research, primary data were collected from respondents with help of questionnaire and the collected data may present in different type that can be tables and graphs of the raw data. Quantitative data can be collected in either controlled or naturalistic environments, in field studies or laboratories, from sample of the general population (Jeanette, 2006). The primary data collected from respondents' rate the scale in 5 point Likert scale (from 'strongly disagree' to 'strongly agree') or closed questions on questionnaire would generate quantitative data. Whereas open-ended questions would generate qualitative information as they are a descriptive response.

The purpose of this approach is to quantify data and generalize results from a sample to the population and measure the response of views and opinions in the chosen sample.

#### 3.3 Research design

A research design is a clear and detailed explanation or set of actions for achieving a research output or end product (Mounton, 2011; Babbies & Mouton, 2006). Research design is the arrangements of the process of collection of the data and analysis of the results of the collected data that are relevant to the present research purpose. Therefore, the researcher had to take great care in the preparation of the research design (Thanulingom, 2003).

There are many types of research design and there was no standard or ideal research to guide the researcher because many different research design may accomplish the same objective.

In this research, mainly explanatory type of research design will apply. Because, explanatory research design aims to identify the causal links between the factors of variables of the research problem, and this study discuss the two main variables (i.e TV advertisement dimensions and

consumers' brand image) and the causal effects between them. And the main purpose of this study is also to gain familiarity with the effects of television ad on consumers' image of the brand in the FMCG product called baby diaper and to achieve new insight into it. But the study may shows descriptive research design characteristics.

### 3.4 Research Methodology

Research design is the plan of the research whereas research methodology is the procedure or the way that the researcher should follow to answer the research problems. The research design of this study, is the effect of television advertisement dimensions on consumers' image of the brand on FMCG product; baby diaper, by applying survey research, the study figure it out the solutions that will help to the sellers as well as the consumers. And the study also aims to study the effects of advertisement dimensions on brand image and provide direction on how to create effective television advertising programs.

#### 3.4.1 Population and Sampling

- Target Population

In many studies, it is difficult to examine the entire universe. So, the researchers solve this problem by taking the samples from the population. According to Manheim (1977), "a sample is part of the population which is studied in order to make inference about the whole population". Thus, a good sample would be a miniature version of the population.

The target population of the study is the sellers (suppliers) and consumers' of the selected FMCG product; baby diaper users in Addis Ababa city. Because, the lines and categories of FMCGs are many in number and the shortage of time and money of the researcher, restricted the focus of the study only in to Addis Ababa and baby diaper, i.e., one type of FMCG product.

- Sampling techniques

The procedure that the researcher uses to select sample units is called sampling technique. The two type of sampling design are probability sampling and non-probability sampling. In the present study, non-probability sampling technique should use to select the sample units to the research, because the sellers and consumers of the selected FMCG product; baby diapers are scattered in location. And also because of the large number of the sample unit, time and cost constraint, the sample is select from the target population by using Convenience Sampling technique which is a non-probability sampling. As Stevens R.E. (2006), explain statistical methods of establishing sample

size are only applied to probability sampling. Convenience Sampling is where the respondents are selected because they happen to be at the right place and at the right time. It is used to obtain a sample of element because it is possible to estimate or calculate the probability of the selection for each element in the population. The selection of the units is made on the basis of geographical by using the sub-city of Addis Ababa because, it places fairly tight restrictions on the number of sample elements per stratum. This will, in turn, to get somehow fairness in the selection of the sample. The data will obtain from respondents of different FMCG product; baby diaper seller companies (they will manufacturer, wholesaler, importer) sell different type of FMCG product; baby diaper brands and various types of respondents on consumers' side (they will be housewives, young, adult, etc) are scattered in the whole sub cities of Addis Ababa. So, to be fair in the selection of sample units, we consider the whole part of the city.

- Sample Size

Before selecting the sample, a decision had to be taken consider the size of the sample. The sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility. Since the major objectives of the study is to study the effects of television advertisement on consumers' brand image on FMCG product; baby diapers in Addis Ababa city, the researcher examine the correlation between T.V Advertisement dimensions and consumers' image of the brand in selected FMCG product; baby diapers. In this study, 10 companies selected that sell different types of baby diapers as a sample unit that should represent the city's baby diaper markets in to the ten sub-city of Addis Ababa. Meanwhile, as the consumers' of the FMCG products; baby diaper, the present study selects 200 sample units from the 10 sub city of Addis Ababa.

#### *3.4.2 Data types and Sources*

There are two types of data; primary data and secondary data. Primary data are collected through the well-structured comprehensive questionnaire and secondary data are collected from books, journals of repute, annual reporters of government institutions, websites, etc.

In this study, the primary data will collect from the response of the respondents by asking them the questions from questionnaire and structured interviews and secondary data will come from the seller companies' selling data, from different related books to the study, websites, and the like.

### *3.4.3 Data collection methods*

Structured interviews guide and questionnaires are the means or tools of collecting primary data in this research. The questionnaire of the study will develop to collect the primary data from the respondents that includes the five point Likert scale (i.e, from 'strongly disagree' to 'strongly agree'). This scale is helps to check the effects of TV advertisement on consumers' brand image towards FMCG products of baby diaper. In addition more scale are develop to assess the viability of branded baby diaper in contrast to non-branded baby diaper and to assess whether or not TV advertisement helps in projecting product quality and value before the customers.

The questionnaire combine open and close ended questions. The closed ended questions focus on the brand awareness of the consumers and the open ended questions focus on the effects of TV advertisement on their brand image selection from consumers' point of view.

#### Preparation of questionnaires

In research process, the result will be if the data put in good. If poor and unrelated data are collected, naturally poor and misleading conclusion will be drawn. Therefore, due consideration should be given to the type and method of data collection (Wilkinson and Bhandarkar, 2000). In this research, the data collection procedure will be conduct by preparing structured interview or open ended questionnaire and distributed to the sellers recognized and concerned persons of the seller companies. Observation checklist based on the research topic will be prepare and distribute to the recognized and concerned persons of the seller companies.

In this study, three types of questionnaire will be used to collect primary data, i.e., questionnaire, open-ended questionnaire and observation checklist.

### *3.4.4 Data Analyses Methods*

In this study, the data analyses methods and procedures will be descriptive analysis method. The descriptive statistics are used to analyze the collected data on the research topic. The descriptive analysis method also comprises to the use of mean, median, standard deviation, and percentage values...etc. Inferential statistics uses in the research that helps the study to reach conclusions about the associations between the variables of the research.

### *3.4.5 Reliability and Validity*

The representative selection of the sellers' company will be random, but the respondents should have firsthand knowledge or experience of the selling of baby diaper of the company and respondents from consumers' side also should have at least fulfill the following conditions;

- a. consumers should be allowed to rate and review advertisement of FMCG product; baby diaper based on their own service experience
- b. consumers should not be financially, socially and emotionally motivated to express their opinions favoring the reviewed baby diapers
- c. consumers should be encouraged to post both satisfied and dissatisfied reviews

The result of the study will be based on the opinion and experiences of the respondents. So, the possibility of biasness in results may occur. By considering the above points, the study will assure the reliability and validity of the research.

### *3.4.6 Ethical Considerations*

The study follow the rule and regulations of ethical practices, for example, ethical considerations in the process of doing the thesis, obtaining guidelines from advisor on ethical approve.



## Chapter Four

### Analyses and Interpretations

#### 4.1 Introduction

This chapter of the study is allotted to data analyses and hence, evaluates the results of the collected data through questionnaire. It is also attempted to accomplish all the stated objectives and answers the research questions raised in the first chapter of the study. Moreover, it briefly states the main results and interprets the implications of the research findings.

#### 4.2 Analysis of Sample Characteristics

A total of 190 responses were obtained from respondents of consumers' of baby diapers out of 200 samples by distributing questionnaires through electronically (telegram channel) and also by disturbing questionnaires physically in all sub cities of Addis Ababa. To analyze the characteristics of the sample SPSS software were used. Since the aim was of the study is to get data from respondents of diverse background, the respondents were selected systematically from different; educational backgrounds, occupation, living status and age groups. And a total of 10 respondents were selected and distributed the questionnaire physically to either the owner of Baby Diaper Company or the wholesalers. Where, all of them were willing and cooperative to provide their feedback by filling the questionnaire. After collecting the questionnaire, the researcher analyzes the characteristics of the sample by using SPSS software. Similar to the respondents of the consumers, the respondents in this part were also from different; educational background, occupations, and positions.

##### 4.2.1 Profiles of the Respondents (on consumers')

This section provides highlight on the general profiles of the respondents surveyed, that is, it simply presents respondents' resident sub city, age, sex, marital status, educational level, occupation, monthly family income, and purchase decision on baby diapers, purchase (use) baby diapers and brands come across in their mind of TV ads and purchase.

**Table 3.0: Respondents Total Profiles (for Consumers)**

Demography	Categories	Frequency	Percent
Sub city	-Nifas Silk Lato	20	10.5
	-Lideta	20	10.5
	-Akaki Kality	16	8.4

	-Yeka	20	10.5
	-Bole	20	10.5
	-Golele	20	10.5
	-Arada	14	7.4
	-Kolfe Keranyo	20	10.5
	-Kirkos	20	10.5
	-Addis Ketema	20	10.5
Respondent Age	Below 20	4	2.1
	21-30	63	33.2
	31-40	88	46.3
	41-50	32	16.8
	Above 50	3	1.6
Respondent Sex	Female	114	60.0
	Male	76	40.0
Marital Status	Single	16	8.4
	Married	165	86.8
	Divorce	9	4.7
Educational Level	Illiterate	4	2.1
	Primary Education	20	10.5
	Secondary Education	57	30.0
	College/ university	109	57.4
Respondent occupation	Student	2	1.1
	House Wife	41	21.6
	Gev't Employee	29	13.3
	Private Employee	77	40.5
	Business Man/Women	34	17.9
	Others	7	3.7
Monthly Family Income	Below 5,000 Birr	26	13.7
	5,000-10,000 Birr	44	23.2
	10,000-20,000 Birr	73	38.4
	20,000-50,000 Birr	93	20.5

	More than 50,00 birr	8	4.2
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Demography	Categories	Frequency				Percent		
<b>Purchase Decision Making</b>	Always	45				23.7		
	Mostly	87				45.8		
	Sometimes	55				28.9		
	Not at all	3				1.6		
<b>Purchase (use) baby Diapers</b>	Yes	184				96.8		
	No	6				3.2		
<b>Come across TV ads</b>	Yes	174				91.6		
	No	16				8.4		
<b>Respondents Brand Come across TV ads</b>		TV ads`	TV ads 2	TV Ads 1	TV Ads 2	TV Ads 1	TV Ads 2	
	Canbebe	98	-	-	55.7	-	-	
	Predo	4	4	-	2.3	40.0	-	
	Pampers	30	2	4	17.0	20.0	100	
	Dr.s	2	2	-	1.1	20.0	-	
	Abc	12	2	-	6.8	-	-	
	Good Baby	4	-	-	2.3	20.0		
	Baby Joy	4	-	-	2.3	-	-	
	Michot	16	-	-	9.1	-	-	
	Baby Time	6	-	-	3.4	-	-	
<b>Respondents Brands Purchase</b>		Purchase 1		Purcha2	Purchase0 3		Purchase 4	
	Canbebe	82		-	43.2		-	
	Predo	24		-	12.6		-	
	Pampers	34		-	17.9		-	

	Abc	16	-	8.4	-
	Good Baby	12	-	4.2	-
	Baby Joy	4	-	6.3	-
	Michot	10	-	2.1	-
	Baby Time	10	-	5.3	-
	Dr.s	-	2	-	50.0
	Komfi	-	2	-	50.0

Own survey (2020) above shows that the profile summary of respondents (consumers of baby diapers). The result shows except in two sub cities namely Akaki Kality and Arada all the remaining sub cities have 20 respondents each with the percentage of 10.5. Accordingly the highest numbers of group of respondents (46.3%) were aged between 31 – 40 years and the age group between 21-30 years followed 33.2%.

The survey result (2020) shows that the majority of the respondents (60.00%) were female. Most of the respondents (86.8%) were married and (8.4%) were single and the rest percentage of the response were statuses divorce. The table also shows that, most of the respondents (57%) were college/ university completed followed by secondary education by 30%. Occupational status of the respondents were private employee (40.5%) and followed by house wives' (21.6%) and businessman / woman (17.9%). The monthly income of the family of the respondents also indicates that the higher (38.4%) is between 10,001- 20,000 Birr, while the income group between 5,000- 10,000 birr is 23.2 %.

Own survey (2020) above also presents purchase decision making of the respondents on baby diapers by saying mostly (45.8%), sometimes (28.9%) and always (23.7%). Most of the respondents (96.8%) were purchase (user) of baby diapers currently or in the past one year from now. It is clearly visible that TV ads of baby diapers have a direct impact on decision making to purchase the diapers is 91.6% of the respondents. From the table 3.0 above, we can see that the brand called Canbebe (55.7%), come across the TV ads to the respondents and followed brand Pampers (17.0%) and Michote (9.1%). The brand called Canbebe (43.2%) were purchased mostly to the respondents and brands called Pampers (17.9%) and Predo (12.6%) were followed second and third.

4.2.2, Profiles of the Respondents (for owner and/or employee of Baby Diapers producer and/or wholesaler)

This section gives highlights on the general profiles of the respondents and the company that he/she own or employed. That is, it simply presents respondents position in the company and or the company’s profile such as producer and/or wholesaler, who develop the company’s TV ads strategy, etc.

Table 4.0 (below) presents the cross tabulation results of the respondents’ (for producers and/or wholesalers) profiles such as gender, job title, company’s strategy development, etc.

**Table 4.0. Respondents profiles (for producers and/or wholesalers)**

Demography	Categories	Frequency	Percent
Respondent Gender	Female	4	40
	Male	6	60
Respondent Job Title	Marketing Manager	8	80
	Owner	2	20
Respondent’s Company	Whole seller	10	100
TV Ads strategy developed and decided by	Top level management	8	80
	Middle level management	2	20
	Lower level management		
TV Ads development decision	Group decision	10	100
	Individual decision		
Is there involvement of operation level management	Yes	10	100
	No		

Own survey (2020) table above shows the profile of the respondent his/her self and his/her company. The result that 4 respondents are females out of 10, i.e. 40%. Most of the respondents 8 (80%) are marketing managers and 2 (20%) are the owners. From table 4.0 we also can see that 10 (100%) of the respondent companies are whole sellers of baby diapers.

The table also shows that 8(80%) of the companies TV advertisement strategy developed & decided by top level management and the rest 2(20%) decided by middle level management. From the table

we can see that 10(100%) of the advertisement development decision is a group decision. Finally, 10(100%) of the responses from table 4.0 shows that there is involvement of operation level management or end users in TV advertisement strategy implementation.

#### 4.3 Data Analyses

The overall objective of this research is to study the effect of TV ads on brand image of the consumers on baby diapers. Therefore, primary data were collected from respondents through disseminating questionnaire. Which was followed by the classification and tabulation of the collected data. Regression method was applied to test the hypotheses of the study. Following the test of the hypotheses, statistical tools such as Regression, Correlation, Cronbach's Alpha, Mean, and Percentile were applied to analyze the collected data.

Factor Analysis is a technique of marketing research for data reduction. Factor analysis was used with the help of SPSS software for data reduction and summarization. Factor analysis is used to "resolve a large set of correlated variables in terms of relatively few uncorrelated categories, known as factors which may be further be treated as new variables"<sup>1</sup>. In this study, it was applied on the 5 point Likert Scale statements to obtain independent factors.

##### 4.3.1 Cronbach's Alpha reliability test

Cronbach's Alpha test was used to check the reliability of the scale. It was applied on the responses with 5 point Likert Scale to check the reliability of the instrument. The Cronbach's Alpha value was found to be .969. According to Nunnally (1978)<sup>2</sup> "Cronbach's Alpha should be at least 0.7 to make sure that the measurements are reliable".

Table 5.0 Reliability Statistics of Entire Items

Cronbach's Alpha	No. of Items
.969	13

Survey result (2020) of table 5.0 presents the reliability statistics of entire items of the scale. The Cronbach's Alpha value of the entire items was found to be above 0.7, which implies that the measurements were reliable.

Table 6.0 Individual Reliability Statistics

Factors	No. of Items	Cronbach's Alpha
Celebrity Endorsement	2	.949
Content of the Message	3	.951
Media Usage	3	.901
Presentation of the Message	2	.909
Commercial Creativity	3	.887

Survey result (2020) of table 6.0 presents the reliability statistics of individual items of the scale. The Cronbach's Alpha value of all the items were found above 0.7, which implies that the measurements were reliable.

#### *4.3.2 The Effect of TV Ad on Consumers' Brand Image of Baby Diapers*

The study examines the degree of the influence on the process of differentiation of different brands TV advertisements imposed on consumers' of baby diaper and finally purchasing of the products. To this end many questions were presented to the respondents in an effort to evaluate to what extent contents of TV advertisement (uniformity) influence the process of decision making in purchasing baby diapers.

Subsequently, respondents were asked nineteen questions on 5 point Likert scale (from "strongly disagree" to "strongly agree") in order to scrutinize the effect of TV advertisements on consumers' brand image for baby diapers and SPSS software factor analysis was applied to analyze the results.

Table 7.0 (below) presents the cross tabulation results of respondents' responses on factors of TV ad towards the effects on their brand image of baby diapers.

**Table 7.0 Respondents' response towards the effects of TV ads on their brand image of baby  
diapers.**

No	Description	Strongly Agree (5)		Agree (4)		Neither Agree Nor Disagree (3)		Disagree (2)		Strongly Disagree (1)		Mean
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	
1	Do you believe that factors of TV Ad influence your brand image of baby diapers?	46	23.0	95	47.5	15	7.5	35	17.5	9	4.5	3.67
<b>Celebrity Endorsement</b>												
2	I believe that the brand of baby diaper advertised by public celebrities is a quality product.	93	46.5	56	28.0	6	3.0	20	10.0	25	12.5	3.86
3	I am proud of being the customer of baby diaper which advertised by celebrities on TV.	80	40.0	58	29.0	14	7.0	28	14.0	20	10.0	3.75
<b>Content of the Message</b>												
4	TV Ads provide valuable information about the brand of baby diaper.	90	45.0	86	43.0	8	4.0	11	5.5	5	2.5	4.22
5	TV Ads mentions the correct product description/ingredients of a baby diaper brand(s) I choose to purchase.	72	36.0	98	49.0	14	7.0	8	4.0	8	4.0	4.09
6	TV Ads of baby diapers provide valuable	85	42.5	64	32.0	26	13.0	18	9.0	7	3.5	4.01



	information to make the final purchase decision.											
<b>Media Usage</b>												
7	Repetition of TV Ads helps to build customer trust.	65	32.5	86	43.0	21	10.5	12	6.0	16	8.0	3.86
8	I believe in brands of baby diaper that advertised on TV than other promotional methods.	49	24.5	98	49.0	22	11.0	19	9.5	12	6.0	3.76
9	I trust brands of baby diapers that advertised on my favorite TV channel.	59	29.5	76	38.0	35	17.5	17	8.5	13	6.5	3.75
<b>Presentation of the Message</b>												
10	I feel familiar to the personality in TV advertisement of the brand of baby diaper.	67	33.5	84	42.0	24	12.0	16	8.0	9	4.5	3.92
11	I can easily differentiate _____ brand of body diaper from other competing brands.	55	27.5	101	50.5	24	12.0	12	6.0	8	4.0	3.92
<b>Commercial Creativity</b>												
12	Animated type of TV ad of baby diaper is preferable to understand the message of the product.	56	28.0	84	42.0	33	16.5	20	10.0	7	3.5	3.81
13	I consider TV Ads of the brand of baby diaper to be creative and appealing.	50	25.0	110	55.0	22	11.0	14	7.0	4	2.0	3.94
14	I give attention to humorous ways of message	67	33.5	91	45.5	20	10.0	13	6.5	9	4.5	3.97

	presentation of baby diaper TV advertisement.												
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4.3.2.1 Celebrity Endorsement

From own survey (2020) above shows that statement 2 on celebrity endorsement 93(46.5 %) of the respondents selected “strongly agree” & rate “agree” 56(28.0%). The mean value is 3.86 means that most of the respondents agree on brand of baby diaper advertised by public celebrities is a quality product. Statement 3 of celebrity endorsement is statement states 80(40.0%) rate “strongly agree” & 58 (29.0%) rate the option “agree”. The mean value is 3.75 which means that most of the respondents agree to they are proud of being the customer of baby diaper which advertised by celebrities on TV.

4.3.2.2 Content of the Message

From survey result (2020) table above, statement 4 on content of the message 90(45.0%) of the respondent rate “strongly agree” & 86(43.0%) rate “agree”. The mean value is 4.22, which means that the respondents strongly agree on TV advertisements provide valuable information about the brand of baby diapers. We can also see on statement 5, 98(49.0%) of the respondent rate “agree” & 72(36.0%) selected the option “strongly agree”. The mean value is 4.09 means that most of the respondents agree on the statement. Statement 6 of content of the message states 85(42.5%) of the respondent selected “strongly agree” option and 64(32.0%) rate “agree”. The mean value is 4.01 means that most of the respondents agree on the statement.

4.3.2.3 Media Usage

Own survey (2020) table above shows that statement 7 on media usage section 86(43.0%) of the respondent rate “agree” and 65(32.5%) selected “strongly agree” option. The mean value is 3.86 means that most of the respondents agree on repetition of TV advertisement helps to build customer trust. In statement 8 of the same section, 98(49.0%) of respondents rate “agree” and 44(23.2%) select “strongly agree”. The mean value is 3.76 which means most of the respondents agree on the statement. The last statement in media usage section statement 9, the respondent select 76(38.0%) “Agree” option 59(29.5%) rate “strongly agree” option. The mean value is 3.75. This indicates that most of the respondents agree on brands of baby diapers that advertised on their favorite TV channel.

#### 4.3.2.4 Presentation of the Message

The survey result of table 2 above indicates the response of the respondents with presentation of the message section, statement 10 states 84(42.0%) of the respondents select “agree” and 67(33.5%) rate “strongly agree”. The mean value is 3.92 means that most of the respondents agree on they feel familiar to the personality in TV advertisement of the brand of baby diaper. In statement 11 we can see that, 101(50.5%) of the respondent rate “agree” option and 55(27.5%) rate “strongly agree”. The mean value is 3.91 means most of the respondents agree on the statement.

#### 4.3.2.5 Commercial Creativity

Own survey result in table 2 of commercial creativity section, statement 12 states 84(42.0%) of the respondents rate “agree” option and 56(28.0%) rate “strongly agree”. The mean value is 3.81 means that most respondents agree on animated type of TV advertisement of baby diaper is preferable to understand the message of the product. In statement 13 also, 110(55.0%) of the respondents select “agree” and secondly 50(25.0%) rate “strongly agree” option. The mean value is 3.94 means most respondents agree on the statement. The last statement in commercial creativity section is statement 14, states 91(45.5%) of the respondents rate “agree” and 67(33.5%) select “strongly agree” option. The mean value is 3.97. This indicates that most of the respondents agree that they give attention to humorous ways of message presentation of baby diaper TV advertisement.

#### 4.3.2.6 Respondents’ (consumers’) response that show how they rate factors they prefer while watching TV ads

**Table 8.0 Respondents’ response (consumers’) that shows how they rate factors they prefer while watching TV advertisements**

N o.	Description	Extremely Important (5)		Most Important (4)		More Important (3)		Important (2)		Less Important (1)		Mean
		Freq.	%	Fre q.	%	Freq.	%	Freq .	%	Freq .	%	
1	TV Ads by celebrities	42	22.1	65	34.2	35	18.4	26	13.7	22	11.6	2.89

2	Message of the TV Ads such as product benefits, features, prices and functions.	50	26.3	56	29.5	41	21.6	26	13.7	17	8.9	3.8
3	The media usage of TV ad of the product such as TV channels and programs.	26	13.7	34	17.9	38	20.0	55	28.9	37	19.5	3.22
4	Convincing, thought provoking, presentation of the message of TV ad.	16	8.4	15	7.9	35	18.4	49	25.8	75	39.5	2.49
5	Content of TV Ads such as creative or memorable, animated and humorous.	56	29.5	20	10.5	41	21.6	34	17.9	39	20.5	2.58

Survey result (2020) of the above table states the respondents' responses that rate, from the five statements, which are crucial to assess how TV ads help them in differentiation among brands of baby diapers. According to the table 8.0, the first statement has a high selected value in "most important" 65(34.2 %) and 42(22.1%) of the respondent rate "extremely important. 35(18.4%), 26(13.7%) & 22(11.6%) rate options "more important", "important" &"less important", respectively. The mean value is 2.89 means TV ad by celebrities is more important to them.

In table 8.0, the second statement got a high selection value also lay on "most important" 56(29.5 %) and followed the first rate "extremely important" with the value of 50(26.3%). 41(21.6%), 26(13.7%), and 17(8.9%) select options "more important", "important", "less important", respectively. The mean value is 3.8 means that message of the TV advertisement, such as product benefits, features, prices and functions are most important to make a purchase decisions.

In table 8.0 above, the third statement got high rate on the fourth option, i.e, "important" with the value of 55(28.9%) and 26(13.7%) select "extremely important" option. The other values 34(17.9%), 38(20.0%) and 37(19.5%) select "most important", "more important" and "less important", respectively. The mean value is 3.22. This implies that the media usage of the TV advertisement of the product such as TV Channels and programs are more important to them.

The fourth statement has a highest selected value on the last option ("less important") with the value of 75(39.5%) and the fourth option ("important") rate 49(25.8%) followed as a second rate

to the statement with the value of 49(25.8%). 16(8.4%), 15(7.9%) and 35(18.4%) values are rate “extremely important”, “most important” and “more important”, respectively. The mean value is 2.49 means that convincing, thought provoking, presentation of the message of TV advertisement are important to them.

In table 8.0, the fifth statement has highest selected option lays on the first option “extremely important” with the value 56(29.5%) and the third option “more important” is followed by 41(21.6%) as a second highest selected rate. 20(10.5), 34(17.9%) and 39(20.5%) values are rate “Most important”, “important” and “less important”, respectively. The mean value of the statement is 2.58 means that content of TV advertisement such as creative or memorable, animated and humorous are more important to them.

4.3.2.7 Respondents’ (producers and/or wholesalers) responses that show how they rate factors relevant for the effectiveness of TV ad of their products.

Table 9.0 (below) presents the cross tabulation results of the respondents (for producers and/or wholesalers) response that show how they rate factors relevant for the effectiveness of TV ad of their products.

**Table 9.0 Respondents response that show how they rate factors relevant for the effectiveness of TV ad of their products.**

No	Description	Extremely Important (5)		Most Important (4)		More Important (3)		Important (2)		Less Important (1)		Mean
		Freq.	%	Freq	%	Freq	%	Fre q.	%	Freq	%	
1	Brand ambassador of the product such as celebrities.	5	50	4	40	1	10	-	-	-	-	4.3
2	Message of the TV ad such as product benefits, features, price, and functions.	1	10	4	40	3	30	2	20	-	-	3.8

3	The media usage of the TV ad of the product such as channels, programs, and the like	4	40	-	-	2	20	3	30	1	10	2.7
4	Convincing, thought provoking, presentation of the message of TV ad.	-	-	2	20	2	20	2	20	4	40	2.6
5	Content of TV Ads such as creative or memorable, animated and humorous.	-	-	2	20	-	-	3	30	5	50	1.6

Survey result (2020) of table above states the respondents' response that rate the magnitude of the statements which are important to the effectiveness of TV ad production to their products. According to the table above, the first statement shows 5(50%) of the respondents choose "extremely important" and 4(40%) & 1(10%) select "most important" & "more important", respectively. The mean value of the statement is 4.3, which means most of the respondents believe brand ambassador of the product such as celebrities are most important for the effectiveness of TV ad to their products. Statement 2 shows 1(10%) of the respondent rate "extremely important", 4(40%) rate "most important", 3(30%) & 2(20%) rate "more important" "important", respectively. The mean value of the statement is 3.8. This implies that most of the respondents believe message of the TV ad such as product benefits, features, price, and functions are most important for the effectiveness of TV ad to their products.

From table 9.0 above, statement 3 of the table 4(40%) of the respondents rate "extremely important", 3(30%) & 1(10%) select "important" & "less important", respectively. The mean value is 2.7, means that the media usage of TV channels, programs and the like are more important to the effectiveness of TV ad of their products. Statement 4 of table 9.0 shows 2(20%) of the respondents select "most important", 2(20%) rate "more important", 2(20%) rate "important" and 4(40%) rate "less important". The mean value of the statement is 2.6, which implies that most of the respondents believe convincing, thought provoking, presentation of the message of TV ad is important to the effectiveness of TV ad to their products.

The last statement of table 9.0 shows that 2(20%) of the respondents rate “most important”, 3(30%) rate “important” and 5(50%) rate “less important”. The mean value is 1.6. This implies that most of the respondents believe content of TV Ads such as creative or memorable, animated and humorous are important for the effectiveness of TV ad to their products.

#### 4.3.3 Multiple Correlations Analysis among Factors of TV Ad

The relationship among all the variables have found by using Pearson’s Correlation Coefficient. The correlation value  $r = 0.01$  shows that there is a significant relationship between the variables, and P-value (Sig.) shows that the relationship is significant.

**Table 10.0 Correlations**

		Correlations				
		CE	CM	MU	PM	CC
CE	Pearson Correlation	1	.707**	.703**	.723**	.701**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
CM	Pearson Correlation	.707**	1	.857**	.831**	.870**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
MU	Pearson Correlation	.703**	.857**	1	.804**	.835**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
PM	Pearson Correlation	.723**	.831**	.804**	1	.783**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
CC	Pearson Correlation	.701**	.870**	.835**	.783**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Survey result (2020) of the table above shows that, the two variables CE (Celebrity Endorsement) and CM (Content of the Message) has the correlation value  $r = 0.707$ , which implies that there is a positive significant correlation with one another at 0.01 level, and the P-value (0.000) which is significant at 0.05 significance level means the relationship is statistically significant correlation between them. Coming to CE and Media Usage (MU) variables,  $r = (.703)$ . This shows that the

variables are significantly correlated each other at 0.01 level, the P-value (0.000) to the variables show the relationship is significant. CE and Presentation of the Message (PM) variables,  $r = (.723)$ . This shows that the variables are significantly correlated each other at 0.01 level, the P-value (0.000) to the variables show the relationship is significant. CE and Commercial Creativity (CC) variables,  $r = (.701)$ . This shows that the variables are significantly correlated each other at 0.01 level, and the P-value (0.000) to the variables show the relationship is significant.

Regarding the table above, CM (Content of the Message) and Media Usage (MU) variables,  $r = (.857)$ . This shows that the variables are significantly correlated each other at 0.01 level, and the P-value (0.000) to the variables show the relationship is significant at 0.05 significance level. CM (Content of the Message) and Presentation of the Message (PM) variables,  $r = (.831)$ . This shows that the variables are significantly correlated each other at 0.01 level, and the P-value (0.000) to the variables show the relationship is significant. CM (Content of the Message) and Commercial Creativity (CC) variables,  $r = (.870)$ . This shows that the variables are significantly correlated each other at 0.01 level, and the P-value (0.000) to the variables show the relationship is significant at 0.05 significance level.

Own result (2020) table above also shows for MM (Media Usage) and Presentation of the Message (PM) variables,  $r = (.804)$ . This shows that the variables are significantly correlated each other at 0.01 level and the P-value (0.000) to the variables show the relationship is significant. MM (Media Usage) and Commercial Creativity (CC) variables,  $r = (.835)$ . This shows that the variables are significantly correlated each other at 0.01 level and the P-value (0.000) to the variables show the relationship is significant.

Regarding the table above, PM (Presentation of the Message) and Commercial Creativity (CC) variables,  $r = (.783)$ . This shows that the variables are significantly correlated each other at 0.01 level and the P-value (0.000) to the variables show the relationship is significant at 0.05 significance level.

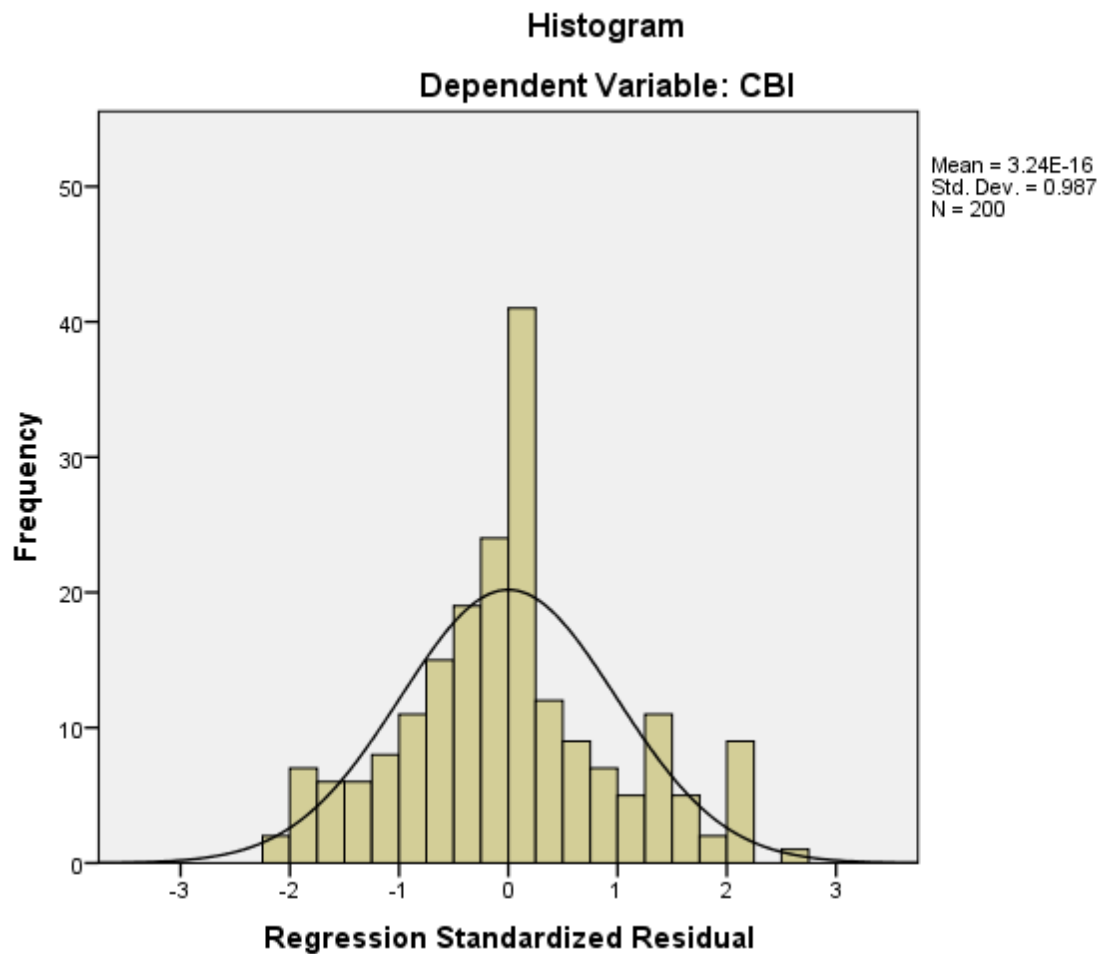


## Parametric Statistical Assumptions

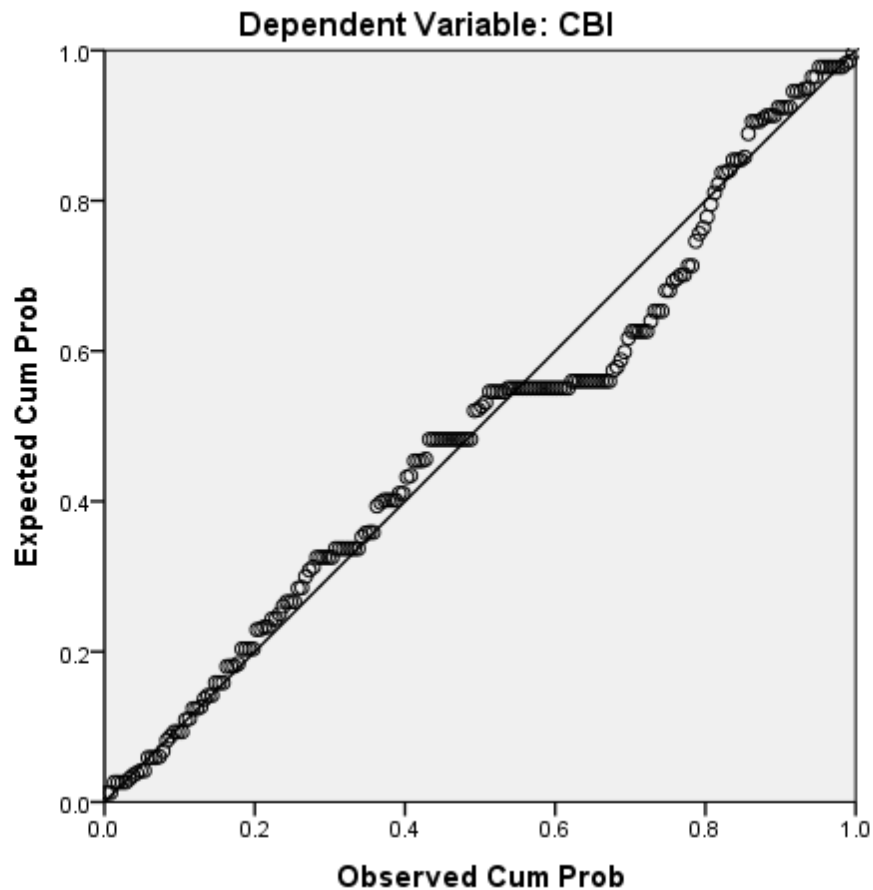
### Linearity

The relationship among all the variables have found by using Pearson's Correlation Coefficient. The correlation value  $r = 0.01$  shows that there is a significant relationship between the variables, and P-value (Sig.) shows that the relationship is significant. Significant correlation indicates the linearity.

**Figure 9.0 Histogram**



## Normal P-P Plot of Regression Standardized Residual



Own survey (2020) shows the histogram of the dependent variable (Consumers' Brand Image) and the frequency distribution of the independent variables (CE, CM, MU, PM and CC) have shown in the histogram that the dependent variable (CBI) is approximately normally distributed for each category of the independent variables. The Normal P-P Plot of regression standardized residual, that is, the linear relationship between dependent variable (CBI) and independent variables (CE, CM, MU, PM and CC) and the plots shows that the dependent variable (CBI) were approximately normally distributed to the independent variables (CE,CM, MU, PM and CC).

### **Heteroskedasticity**

One of the most important assumption of classical linear regression model is that the disturbance are spherical. Under this assumption, there is homoskedasticity and no-autocorrelation. When this assumptions is violated, we say that heteroskedasticity. Since the result from the above histogram shows the curve of the disturbance is spherical.

## Multicollinearity

Multicollinearity is the situation where the independent/predictor variables are highly correlated. In a regression analysis the presence of multicollinearity implies that one is using redundant information in the model, which can easily lead to unstable regression coefficient estimates. From the correlations table, the correlation coefficients are not high and predicated variables do not have multicollinear.

By using Variance Inflating Factor (VIF) we can test multicolliniarity. VIF measures how the variance of an estimator is inflated by the presence of multicollinearity. A value of VIF greater than 10 indicates a problem of multicollinearity, but in the survey result (2020) coefficient table, the values of VIF are far from 10.

### 4.3.4 Regression Analysis of Consumers' Brand Image

**Table 11.0 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 <sup>a</sup>	.821	.817	.48662

a. Predictors: (Constant), CC, CE, PM, MU, CM

b. Dependent Variable: CBI

R is the square root of R<sup>2</sup> and is the correlation between the observed and predicted values of dependent variable. R<sup>2</sup> (also called the coefficient of determination) is the proportion of variance in the dependent variable (Consumers' Brand Image) which can be predicted from the independent variables (Celebrity Endorsement, Content of the Message, Media Usage, Presentation of the Message and Commercial Creativity).

Survey result (2020) of the table above shows that, R is .906 and the R-square value is .821, this means that the regression line gives a good fit to the observed data since this line explains 82.1 % of the total variation of the Y (CBI) value around their mean. The remaining 17.9 % of the total variation in Y (CBI) is unaccounted by the regression line and is attributed to the factors included

in the disturbance variables. In the study R-square is .821, this means that the estimated relationship of the fitted regression model, independent variables (CE, CM, MU, PM and CC) can explain 82.1 % of the variation in dependent variable (CBI). Thus, the predictor variables or factors of TV ad are the variance in the dependent variable (Consumers' Brand Image).

Adjusted R2 as predictors are added to the model, each predictor will explain some of the variance in the dependent variable (CBI) simply due to chance. The Adjusted R2 is coefficient of determination which tells us the variation in the dependent variable (CBI) due to changes in the independent variables (CE, CM, MU, PM and CC). As we can see the results from the above table, the values of Adjusted R2 is .817, is an indication that there are variation of listed on Consumers' Brand Image due to the change in TV ad factors at these confidence level. Hence, the consumers brand image explained by factors of TV ad.

**Table 12.0 ANOVA**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	210.942	5	42.188	178.164	.000 <sup>b</sup>
1 Residual	45.938	194	.237		
Total	256.880	199			

a. Dependent Variable: CBI

b. Predictors: (Constant), CC, CE, PM, MU, CM

The survey result (2020) of ANOVA table above, (Regression, Residual & Total) is the source of variance; Regression, Residual & Total. The total variance is partitioned into the variance which can be explained by the independent variables (Regression) and the variance which is not explained by the independent variables (Residual sometimes called Error). Sum of squares are associated with the three source of variance; Total, Model and Residual. And df are the degrees of freedom associated with the sources of variance. The total variance has N-1 (in the study 200-1=199) degrees of freedom. The ANOVA table presents results from the test of the null hypothesis that sum of square is zero, which indicates that there is no linear relationship between the predictors and dependent variable.

Own survey (2020) also shows that the F-value in the above ANOVA table is 178.164. The P-value (Sig) associated with these F-values is very small (0.000). This means that, independent variables (CE, CM, MU, PM and CC) reliably predict the dependent variable (CBI). The P-value is compared to the alpha level (typically 0.05) and, if smaller, we can conclude that the independent variables (CE, CM, MU, PM and CC) reliably predict the dependent variable (CBI). If the P-value (Sig) were greater than 0.05, we would say that the group of independent variables (CE, CM, MU, PM and CC) doesn't show a statistically significant relationship with the dependent variable (CBI), or that the group of independent variables (CE, CM, MU, PM and CC) doesn't reliably predict the dependent variable (CBI).

**Table 13.0 Coefficients**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.085	.132		-.643	.521
CE	.083	.039	.100	2.125	.035
CM	.282	.075	.280	3.739	.000
MU	.422	.072	.388	5.891	.000
PM	.183	.062	.177	2.941	.004
CC	.035	.072	.033	.489	.626

a. Dependent Variable: CBI

Survey result (2020) of the above coefficients table, B which are the values for the regression equation for predicting the dependent variable (CBI) from the independent variables (CE, CM, MU, PM and CC). These are called unstandardized coefficients because they are measured in their natural units. As such, the coefficients can't be compared with one another to determine which one is more influential in the model, because they can be measured on different scales. The regression equation can be presented in many different way,

$Y \text{ predicted} = b_0 + b_1X_1 + b_2X_2 + \dots$

$\text{CBI predicted} = -.085 + .083\text{CE} + .282\text{CM} + .422\text{MU} + .183\text{PM} + .035\text{CC}$

Beta are the standardized coefficients. These are the coefficients that would obtain if we standardized all of the variables in the regression, including the dependent and all of the independent variables, and ran the regression. After that we can compare the magnitude of the coefficients to see which one has more effect. From the coefficients table above, we will notice that independent variable of Media Usage (MU) has the largest beta value (.388) associated with largest t-value (5.891). The next highest value is scored by Content of the Message variable (CM) has beta value (.280) which are associated with (3.739) t-value. The independent variable called Celebrity Endorsement (CE) has lower beta value (.100) associated with lower t-value (2.125). The independent variable, Presentation of the Message (PM), also has lower beta value (.177) associated with lower (2.941) t-value. The last independent variable, Commercial Creativity (CC), has the lowest beta value (.033) associated with (.489) t-value. From these we can notice that the larger betas are associated with the larger t-values and vice versa.

The t and sig columns provide the t-values and two tailed P-values used in testing the null hypothesis that the coefficients/parameter is 0. In this study I used a 2 tailed test, then I would compare each P-value to its presented value of alpha. Coefficients having P-values less than alpha are statistically significant. The constants are significantly different from 0 at the 0.05 alpha level. However, having significant intercept is seldom interesting.

- The constant is significantly different from 0, that is, (.521) at the 0.05 alpha level. However, having a significant intercept is seldom interesting.
- The coefficient for Celebrity Endorsement (.083) is statistically significantly different from 0 using alpha of 0.05 because its P-value (Sig) is (0.035), which is smaller than 0.05.
- The coefficient for Content of the Message (.282) is statistically significantly different from 0 using alpha of 0.05 because its P-value (Sig) is (0.000), which is less than 0.05.
- The coefficient for Media Usage (.422) is statistically significantly different from 0 using alpha of 0.05 level because its P-value (Sig) is (.000), which is less than 0.05.
- The coefficient for Presentation of the Message (.183) is statistically significantly different from 0 using alpha of 0.05 level because its P-value (Sig) is (.004), which is less than 0.05.
- The coefficient for Commercial Creativity (.035) is not statistically significant at the alpha of 0.05 level since its P-value (Sig) is (0.626), which is greater than 0.05.

**Table 14.0 Summary of Hypotheses Testing**

Hypotheses	Beta Weight	P- Value (Sig)	Results
Celebrity Endorsement (H1)	.100	.035	Supported
Content of the Message (H2)	.280	.000	Supported
Media Usage (H3)	.388	.000	Supported
Presentation of the Message (H4)	.177	.004	Supported
Commercial Creativity (H5)	.033	.626	Rejected

#### 4.4 Comparisons between the findings of the study with literature review

Understanding the consumer's behavior is a very crucial factor in an effort to promote one's own product and increase the volume of the sell. To this effect, developing promotional productions needs to take into consideration this essential factor. Throughout conducting this thesis, the findings of the collected data discussed above are compatible with the existing literatures that have been discussed under review of related literatures part.

Accordingly as the literatures indicated celebrity endorsement, content of the message, media usage, presentation of the message and commercial creativity are the essential elements a certain promotional advertisement should incorporate the collected data's have also shown a similar trend.

In this regard as the literatures asserted that developing an effective advertising and promotional campaign requires the right person to convey the message to the audience/ customer the respondents also indicated that they also prefer an advertisement with known figure. This according to the respondents helps them to develop some kind of trust and to associate the product with the personality.

Though celebrity endorsement is among the elements to decide the success or failure of a certain products visibility through advertisement both the literatures and the findings in this thesis finds out that content of the production is highly needed element in the process of persuading the consumer through the advertisement.

Since the respondents prefer to get a detail account of the product that has been advertised and similarly the literature also suggested that promotional managers must consider significance of the content of the advertisement in their effort to persuade the consumer and increase the volume of the sell.

Here as the literature suggested that the production of the content is very important the respondents also focus on this factor and want if the advertisement includes some essential information such as price, unique feature if the product, its different from other similar products and so on.

Therefore, while an advertisement is designed to promote a certain product it should take into consideration the three basic steps outlined through various literatures these three steps are preproduction, production and postproduction. The advantage of passing through these steps would help the producer to clearly identify the content of the message that aimed at persuading the consumer which in turn affect the visibility of the product and so does the sells volume.

Producing a successful advertisement should also find a proper channel to address the intended target, which is also a very important factor. As the channel is a very important means to disseminate the well-designed information the intended audience therefore choosing the proper channel is also tantamount to producing a decent advertising.

Even though, the researcher discussed the importance of the commercial creativity in the literature review part the findings from the respondents doesn't imply that they are not that much concerned about this factor. Subsequently, the hypothesis related to the commercial creativity is rejected.

The above factor is related with the presentation of the message, therefore as indicated in the literature and confirmed from the findings of the data by the respondents the presentation technique is also important to address and persuade the intended target audience/ consumer.

Subsequently, by comparing the essential advertising tools that are drawn from the literature are compatible with the findings from the collected data through questionnaire.



# Chapter Five

## Conclusions and Recommendations

### 5.1 Conclusions

It is evident that the number of private television stations has shown a dramatic increment in the past few years, the expansion and increment of the stations also created conducive environment for different companies to advertise and promote their products widely across the country. To this effect this study assess and analyze how television advertisement affect the decision making process of purchasing baby diapers promoted in different stations in line with the benefit of the producers/ wholesalers.

Based on the research questions and questionnaires distributed to the respondents the overall assessment of the advertisement can be categorized as the following major factor that influence the decision making and brand image of the consumer namely. These major factors are celebrities' endorsement, content of the message, media usage, presentation of the message and commercial creativity.

Even though the degree of the influence of the advertisement and the outcomes varies from consumer to customer, it is evident that all of the consumers believed that commercial advertisements broadcasted on televisions have influenced and helped them to decide on a certain product.

In this regard, from the consumers' perspective the study finds that the content of the message delivered through television advertisement have a significant impact to make decisions to choose a certain brand of baby diaper than the other. Message of the content according to the respondents include the price of the product, a unique feature of the product and related issues, these in turn helps the consumer to develop a sentimental attachment towards a certain product. Therefore, producers to promote their products in this case, baby diapers should keep in mind that designing and producing the content that would has a positive impact on the consumer side is valuable factor in their endeavor of promoting their products.

Producing and designing a powerful content by itself is not the ultimate goal in an endeavor of promoting a certain product, however the produced content should be aired in a proper media, i.e. media usage is also as essential as content of the message. If the company produced a powerful content but broadcast it to unintended target audience the effort is nothing but futile. Therefore

the producer in its effort to get the right audience target its plan it should also keep in mind that choosing the right media is as essential as producing powerful content.

And of course, celebrity endorsement is also another essential factor to convey the content of the advertisement through a proper channel or media. According to the finding of the study, this factor helps the consumer to develop and build some sort of trust towards the product that are promoted by the celebrities than by any other unknown personality.

Commercial creativity and presentation of the message are also factors that influence the consumers' decision towards purchasing the product in this case baby diapers. In order to achieve these two factors advertisements should not be frantic and rather should be simple and unforgettable which requires creativity.

The aforementioned factors from the consumer side are a bit different from the producer or wholesaler perspective, because the producers give more emphasis and priority to celebrity endorsement. This factor is followed by the content of the message from the producer point of view. Producers also applied media usage, presentation of the message and creativity of the content respectively.

To wrap up, advertisement played a crucial role in promoting a certain product an increasing sales volume, however it should take in to consideration the above factors in order to achieve the desired goal and accessibility in the market than the competitors.

## 5.2 Recommendations

Based on the conclusions and findings of the study the following are the recommendations that the producers need to take into considerations while they designed a promotional TV advertisement.

-As the rating of the factors are different from the perspective of the consumer and producers, the producers should take in to account that they should give priorities to content of the advertisement because it is highly desirable by the customers to make decisions of purchasing baby diapers.

- The advertisement of the baby diapers should include demonstrating the basic characteristics of the product such, unique features of the product, price, and benefits that the consumer would get by using such products and repetitively broadcasted.

- The producers should also be careful when choosing the media and it is better to focus on Medias that has light, entertaining and family oriented programs than news and sport channels. This is mainly because, choosing appropriate medium to transmit one's own advertisement would help the producer to get the proper audience that it has targeted.
- Since celebrity endorsement is an essential factor from both sides the producers should willing to mitigate the use of celebrities in line with the content and selection of proper medium.
- Last but not least, the advertisements by the producers should also give a space for creativity and presentation since it also determine the reception of the consumer.

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# ANNEX

## SECTION A (Consumers')

### Part: 1 Respondent's Background

#### 1, Personal Information

1.1, Name of the respondent (Optional).....

1.2 Sub City .....

#### 1.3, Age

Below 20

41 - 50

21 - 30

Above 50

31 - 40

#### 1.4, Sex

Male  Female

#### 1.5 Marital Status

Single  Married

Divorce  Others

#### 1.6 Education Level

Illiterate

College/  
University  
Education

Primary  
Education

Other

Secondary  
Education

#### 1.7, Occupations

Student

Private employe

House Wife

Business Man  man

Gov't  
Employee

Others

#### 1.8, Monthly Family Income

Below  00 Birr

20,001 Birr-  00 Birr

5,000  - 10,000 Birr

More Than  50,000 Birr

1.9, Are you a decision maker in the process of purchasing baby Diaper?

Always

Sometimes

Mostly

Not at all

Others (if only

**Part 2**

2.1 Do You Purchase (use) baby diapers?

Yes  No

2.2 Have you come across any TV advertisement of baby diapers?

Yes  No

2.3 If yes, please mention the brands which you purchased?

First \_\_\_\_\_

Third \_\_\_\_\_

Second \_\_\_\_\_

Others \_\_\_\_\_

2.4 Which brand of baby diaper you purchase mostly? .....

**Part 3**

Here are some statements which aim to measure the effects of TV advertisement on your brand image towards brands of Baby Diapers. I kindly request you to provide your response in the light of your favorite brand or the brand which you use. Please indicate your opinion using the key statements given below.

1= Strongly Disagree (SD)

4= Agree (A)

2= Disagree (D)

5=Strongly Agree (SA)

3= Neither Disagree nor Agree (N)



No	Description	Strongly Agree (5)	Agree (4)	Neither Agree Nor Disagree (3)	Disagree (2)	Strongly Disagree (1)
1	Do you believe that factors of TV Ad influence your brand image of baby diapers?					
2	I believe that the brand of baby diaper advertised by public celebrities is a quality product.					
3	I am proud of being the customer of baby diaper which advertised by celebrities on TV.					
4	TV Ads provide valuable information about the brand of baby diaper.					
5	TV Ads mentions the correct product description/ingredients of a baby diaper brand(s) I choose to purchase.					
6	TV Ads of baby diapers provide valuable information to make the final purchase decision.					
7	Repetition of TV Ads helps to build customer trust.					
8	I believe in brands of baby diaper that advertised on TV than other promotional methods.					
9	I trust brands of baby diapers that advertised on my favorite TV channel.					
10	I feel familiar to the personality in TV advertisement of the brand of baby diaper.					
11	I can easily differentiate _____ brand of body diaper from other competing brands.					

12	Animated type of TV ad of baby diaper is preferable to understand the message of the product.					
13	I consider TV Ads of the brand of baby diaper to be creative and appealing.					
14	I give attention to humorous ways of message presentation of baby diaper TV advertisement.					

#### Part 4

The following listed statements aim to assess how TV advertisement helps you to differentiate among competing brands of body diapers. While watching TV advertisement, which are the factors you prefer? There are five statements, please rank them in order of their importance (most important to least important).

Rank 1 most important      Rank 5 least important

No.	Statements	Rank
1	TV advertisement by celebrities.	
2	Message of the TV advertisement, such as product benefits, features, prices and functions.	
3	The media usage of the TV advertisement of the product such as TV Channels and programs.	
4	Convincing, thought provoking, presentation of the message of TV advertisement.	
5	Content of TV advertisement such as creative or memorable, animated and humorous.	

## Section B

(For owner and/or employee of a baby diapers producer or wholesaler/retailer)

#### Part 1 Basic Information

- Company name \_\_\_\_\_
- Name of the Respondent(Optional)\_\_\_\_\_
- Gender      Male       Female
- Job title \_\_\_\_\_
- Your company is    Manufacturer     Wholesaler     Both

- TV advertisement strategy developed and decided by:

Top level Management  Middle Level Management  Lower Level Management

- Advertisement development decision is a:

Group Decision  Individual Diction

- Is there involvement of operation level management /End Users in TV advertisement strategy implementation:

Yes  No

## Part 2

Here are some statements which aim to measure the effectiveness of your product's TV advertisement towards customers' brand image and your company's sales. I kindly request you to provide your response in the light of your favorite TV advertisement of your company. Please indicate your opinion using the key statements given below:

1= Strongly Disagree (SD)

4= Agree (A)

2= Disagree (D)

5=Strongly Agree (SA)

3= Neither Disagree nor Agree (N)

No .	Description	Strongly Agree (5)	Agree (4)	Neither Agree Nor Disagree (3)	Disagree (2)	Strongly Disagree (1)
1	Do you believe that factors of TV Ad influence your brand image of baby diapers?					
2	I believe that the brand of baby diaper advertised by public celebrities is a quality product.					
3	I am proud of being the customer of baby diaper which advertised by celebrities on TV.					

4	TV Ads provide valuable information about the brand of baby diaper.					
5	TV Ads mentions the correct product description/ingredients of a baby diaper brand(s) I choose to purchase.					
6	TV Ads of baby diapers provide valuable information to make the final purchase decision.					
7	Repetition of TV Ads helps to build customer trust.					
8	I believe in brands of baby diaper that advertised on TV than other promotional methods.					
9	I trust brands of baby diapers that advertised on my favorite TV channel.					
10	I feel familiar to the personality in TV advertisement of the brand of baby diaper.					
11	I can easily differentiate _____ brand of body diaper from other competing brands.					
12	Animated type of TV ad of baby diaper is preferable to understand the message of the product.					
13	I consider TV Ads of the brand of baby diaper to be creative and appealing.					
14	I give attention to humorous ways of message presentation of baby diaper TV advertisement.					

**Part 3**

No	Statement	Rank
1	Brand Ambassador of the product such as celebrities.	
2	Message of the TV advertisement such as product benefits, features, prices, and functions.	
3	The media usage of the TV advertisement of the product such as TV Channels, Programs, and the like.	
4	Convincing, thought providing presentation of the message of the TV advertisement.	
5	Content of TV advertisement such as creative or memorable, animated and humorous.	

The following listed statements are factors that are relevant for the effectiveness of TV advertisement of the products. Please rank them in order of their importance (Most Important to Least important).

Rank 1- Most Important → Rank 5 – least Important

Thank You!!!