



**EFFECT OF DIGITAL ADVERTISEMENT ON CONSUMER  
PURCHASING BEHAVIOR – THE CASE OF ADDIS ABABA  
MOBILE PHONE MARKET**

**SCHOOL OF GRADUATE STUDIES  
St MARY'S UNIVERSITY**

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***A THESIS SUBMITTED TO IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS DEGREE IN  
MARKETING***

**DECEMBER, 2020  
ADDIS ABABA, ETHIOPIA**

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**December, 2020  
Addis Ababa, Ethiopia**

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### EFFECT OF DIGITAL ADVERTISEMENT ON CONSUMER PURCHASING BEHAVIOR – THE CASE OF ADDIS ABABA MOBILE PHONE MARKET

By  
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## **DECLARATION**

I, Heruy Dantew, the undersigned person declare that the thesis entitled “Effect of Digital Advertisement on Consumer Purchasing Behavior – The Case of Addis Ababa Mobile Phone Market” is my original and submitted for the award of Master Degree in Marketing, St Mary University at Addis Ababa and it hasn’t been presented for the award of any other degree. Under this study, fellowship of other similar titles of any other university or institution of all sources of material used for the study has been appropriately acknowledged and notice.

Heruy Dantew

Candidate

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## **CERTIFICATION**

This is to certify that Mr. Heruy Dantew has properly completed his research work entitled “Effect of Digital Advertisement on Consumer Purchasing Behavior – The Case of Addis Ababa Mobile Phone Market” with my guidance through the time. In my suggestion, his task is appropriate to be submitted as a partial fulfillment requirement for the award of Degree in Master of Marketing Management.

Research Advisor

AsfawYilmaDemisse (PhD)

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Signature and Date

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## **LIST OF ABBREVIATION AND ACRONYMS**

<b>ICT</b>	Information Communication Technology
<b>SCT</b>	Social Cognitive Theory
<b>Sd</b>	Standard Deviation
<b>SPSS</b>	Statistical Package For Social Science
<b>TAD</b>	Technology Acceptance Model
<b>TAM</b>	Technology Adoption Model
<b>TOE</b>	Technology-Organization-Environment
<b>TPB</b>	TPB-Theory of Planned Behavior
<b>TRA</b>	Theory of Reasoned Action
<b>UTAUT</b>	Unified Theory of Acceptance and Use of Technology

## ABSTRACT

*This study aimed to investigate the effect of digital advertisement on consumer purchasing behavior in the case of mobile phone market in Addis Ababa. Accordingly, it used descriptive and explanatory research design. The data collected from 215 respondents were entered into SPSS for quantitative analysis. Frequency count and percentage were used to assess the extent to which the digital advertisement effectiveness and consumer purchasing behavior in study area using a five -point liker scale questionnaires. As result, the study revealed that that the mobile brand content in digital advertising has not been unique and not different from other brand content. However, respondents think the digital advertisement for mobile phone brand content is characterized by two-way communication and well synchronized. There is distinctive mobile phone advertisement content on social media but not having exclusive mobile phone advertisement content on e-mail marketing. Respondents experience advertisement content through many senses on social media but this advertisement content is low stimulating respondents to the senses e-mail marketing. Respondents freely choose the advertisement content they want to see on social media but not quickly respond when they see advertisement content on social media. On other hand, there is a positive and significant relationship between uniqueness, vividness and interactivity using correlation analysis and by applying multiple regressions; this study realized that there is a positive and significant effect of uniqueness, vividness and interactivity on consumer mobile purchase behaviour. Thus, the study concluded that effects of advertising activities are influenced by consumer attitude towards advertising message, advertising company and media. As a consequence, this study concluded that uniqueness, vividness and interactivity affect consumer mobile purchase behaviour. Accordingly, the study suggests that firms may use unique features to deliver personalized content to individual consumers in real-time prove to be an attractive alternative to traditional marketing and they may use digital technologies particularly social media to reach and retain new customers.*

***Key Words: Digital advertising, Interactivity, Uniqueness, Vividness***

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Digital advertising, in simple words, can be explained as an advertising format where the ads are delivered to consumers through online mediums by leveraging internet technologies. Currently, digital advertising is more of a necessity than an option for businesses for the simple fact that the internet is today's consumers' best bud and he/she would most often than not turn to the internet for any and all information they need before making a purchase decision. This very dependence has led to the creation of a wide pool of audience thus immensely increasing the number of people an advertiser can reach and in turn making it cost effective (Takemura, 2012).

It gives a lesson that the power of digital marketing allows geophysical barriers to disappear making all consumers and business on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime(Dilaysu, 2014). This s due to the fact that today's is time of internet that has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can to boost their ROI (Horball, Naychuk and Orlykova, 2017).

Consequently, to succeed in competitive marketplace, companies must be customer centered – winning customers from competitors by delivering greater value (Takemura, 2012).Nevertheless, a company must first understand their needs and wants. Sound marketing requires analysis and understanding of customers' wants and needs (Gao, Sheng, Chang and Shim,2013). To develop marketing strategies and plans, and to get ideas for new offerings, marketers explore the whole of consumer behavior from well before to well after the pivotal transaction. Buyer behavior starts with a consumer's social position, lifestyle and preferences even before there is a glimmer of a need or wants for the product being marketed. On other hand, the Internet has become the most powerful tool of advertising, which makes it much more efficient than traditional marketing tools. The offline advertising means such as newspapers, radio etc. still hold the lump sum of the

global market but its growth is not so rapid comparing to Internet advertising(Horball *et al.*, 2017).

As a result, it forces the popularity of renowned sites like Facebook, YouTube, Yelp, Google Search and more. It is intended to know how consumers are influenced by such sites and other similar advertisement platform. Thus, this study is intended to investigate the effect of digital advertising on consumer purchasing behavior.

## **1.2 Statement of the Problem**

Even though the benefit of advertising and its effect wide for business and trade activities, evaluating the effectiveness of advertising is complex and very difficult. The difficulty occurs because advertising working is highly complex. It depends intrinsically on human response to communication. For example, digital advertising faces common problems in that users' product purchases do not meet the expected levels, and only a small percentage of users actively participate in online-contributing activities such as sharing brand content (Gao *et al.*, 2013). Major reasons have been known by marketers as they fail to stimulate consumers' involvement with advertisements. Assumed only users perceive no relevance to advertisements, they would ignore them, implying there would be no advertisement processing (Hensland Deis, 2010). Accordingly, it is essential to find out an effective way of conducting digital advertising to make a good first impression of advertisement content and its effectiveness.

Previous studies on advertising emphasized on segmenting by group's consumers each with a similar response to brand (Takemura, 2012). However, few prior studies clearly examined digital advertisement and its communication techniques together. Others focused on general and specific dimensions of digital advertisement such as digital marketing and share their product and services online to boost their ROI (Horball *et al.*, 2017); winning customers from competitors by delivering greater value (Takemura, 2012) and Gao *et al.*, (2013) on online advertising taxonomy and engineering perspectives and the offline advertising within internet advertising. Similarly, few researches were conducted on digital ads assessment in Ethiopia such as Facebook users' perspective (Ashenafi, 2016) and types of social media and usages by Leulseged (2018). These findings stated that the people did not trust the advertising on the social media while the majority no is using Facebook out of the rest social media. And also as stated advertising and wide implications evaluating the effectiveness of advertising is very difficult.



On the other hand, Ethiopian consumers preferred to specific mobile brands such as 31% accounted for Samsung smart phone users and for top basic brands the majority use techno (20%) (Ethio Telecom, 2019). In addition, this report show that mobile devices has been growing continuously every month, while the growth rate is slowing in recent months, higher growth rate is exhibited in November (2.2%), Six-month average growth rate is 1.9% and there are 52,800,171 active mobile devices in the network as of 2019. Out of these, 33% of devices are high end mobile devices (Smartphone & Tablet). The highest share (50%) of devices is held by the Basic phone. It all tells us the growing and continuously implement of digital Medias in the country is extensive. However, the mechanism of enhancing the context of social media advertising has not been growing. Moreover, there has been traditional product purchase mechanism such as (word of mouth, peer influence and public hearing purchases) have been extensively applied in Ethiopia according to the above study. Accordingly, online purchase involvement and brand information diffusion in the context of social media advertising have not been expensive. To alleviate these questions, it is a must to emphasize on the digital advertisement content-conducting features on users' affective. This is because digital advertisement effect on consumer behavior is not that much studies in Ethiopia. Thus, the need of a study to recognize the exact effect of digital advertising in consumer purchases behavior is crucial at this stage.

### **1.3 Research Questions**

- To what extent does uniqueness affect the consumer behavior towards mobile phone market in Addis Ababa?
- To what extent does vividness affect the consumer behavior towards mobile phone market in Addis Ababa?
- To what extent does interactivity affect the consumer behavior towards mobile phone market in Addis Ababa?

### **1.4 Objective of the Study**

#### **1.4.1 General Objective**

This study aimed to assess the effect of digital advertisement on consumer purchasing behavior in the case of mobile phone market in Addis Ababa.

## **1.4.2 Specific Objectives**

This research included the following specific objectives to address:

- To inspect the effect of uniqueness on consumer behavior towards mobile phone market in Addis Ababa
- To investigate the effect of vividness on the consumer behavior towards mobile phone market in Addis Ababa
- To examine the effect of interactivity on the consumer behavior towards mobile phone market in Addis Ababa

## **1.5 Scope of the Study**

This study focuses on identifying mainly the effect of digital advertisement of consumers purchasing behavioral of mobile phone case in Addis Ababa. The study is delimited to uniqueness, vividness and interactivity of digital advertisement effectiveness measures and for banner ads, e-mail marketing and social media. This study is involved in technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share.

It is more focused on digital advertising channels that offer the promise of measurability and ever-increasing efficacy. Regarding the respondents, the study will more focus on respondents who use smart phone particularly on Samsung and Techno mobile phones. In addition, the study will focus in Addis Ababa region specifically around Merkato, 4 killo, Piyassa and Bole. The reason to choose these places is that the selected places have high public traffic , different level of economy , recreational places and also there are universities and colleges around these area where we can find the young and middle aged people as well which are really attached to the digital world.

The study applied descriptive and explanatory survey design in the course of researching both primary and secondary data were employed. With regard to the secondary sources various publications, books, and journals articles regarding the subject matter were included. Population of the study was residents of Addis Ababa who were more than 18 years old and other experts

and to achieve the research objectives, a well-designed five point likert scale questionnaire, and close ended questions was prepared. This study was conducted from June to November, 2020.

## **1.6 Significance of the Study**

The significance of the study is mainly finding out the effect of digital advertising on consumers purchasing behavior of mobile phone case in Addis Ababa. This study also gave an understanding on the relation between digital ad and consumer purchasing behavior. The research is expected to benefits the mobile phone companies to know how to make the consumers move toward a purchasing step by the digital add.

In addition, it helps to add the changes and developments in technology in marketing and advertisement strategies. This is abuse the internet and any other related technologies have enabled various innovations to surface. The study helps to apply technology in marketing senses and helps to give information for managers, traders and corporations to think out of the box by differentiating all of their applications and activities and reach the consumers with different communication devices.

It also helps to use specific devices like mobile phones, smartphones, PDAs (Personal Digital Assistant), notebook and tablet PCs are among the mobile devices that hold the key to reach the customer in the imminent way. Overall, the study gives clues to all marketers to use advanced technologies as marketing communication channels in order to reach consumers. Last but not least the study also helped as a preliminary search and a guide to others interested future researchers on the same title.

## **1.7 Operational Definition and Terms**

### **1.7. 1 Key Terms**

- Buying Behavior is the decision processes and acts of people involved in buying and using products (Kotler & Armstrong, 2006).
- Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service (Horballet *al.*, 2017).

- Digital advertising, also called internet advertising ("Internet marketing") is when businesses leverage internet technologies to deliver promotional advertisements to consumers (Horballet *al.*, 2017).
- **Banner** is an advertising type on www, delivered by an ad server (Drèze and Hussherr, 2003).
- **E-mail** marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter (Chadwick & Doherty: 2012).
- **SocialMedia** allow companies to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency (Gaoet *al.*, 2013).
- **Mobile advertising** is interactive and can be used to target an individual like Mobile applications and services linked to mobile phones, such as multimedia messaging(MMS), games, music, and digital photography and Short Messaging Service (SMS) (Merisavo et al,2007, Bauer et al, 2005).
- **Advergaming**is a branded entertainment and includes both featuring brand in the gaming environment and creating more elaborate virtual experiences with that brand (Wallace & Robbins, 2006)

### 1.7. 2 Operational Definitions

- **Uniqueness**- the extent to which viewers think the brand content is unique and different from other brand content (Drèze and Hussherr, 2003);
- **Vividness** - Viewers' subjective perceptions of the brand content that stimulates their sensory organs (Merisavoet *al.*)
- **Interactivity** - The degree to which viewers think the brand content is characterized by two-way communication and synchronicity (Chadwick & Doherty, 2012)

### 1.8 Organization of the Study

The researcher wills five chapters. The first chapter will be introductory part which has background of the study, statement of the problem ,research questions, objective of the study, scope and limitations, significance of the study, and organizational of the study. The second chapter will be outlined the review of different literatures related to areas under study. It consists of Theoretical reviews, empirical reviews and conceptual framework. The third chapter will focus on research area, research design, data type and source, sample size and determination,

sampling method, data collection method ad instruments, data processing and presentation, methods of data analysis, Ethical considerations. The fourth chapter deals will deal with data analysis, interpretation and discussion of the findings. Finally, in the last chapter; summery, conclusion and recommendations were being included.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Theoretical Literature of the Study**

##### **2.1.1 Theories Related to Consumer Behavior e and Digital Advertising**

###### **2.1.1.1 Social Presence Theory**

Social Presence Theory states that a face-to-face communication has most social presence. Social presence is the ability of learners to project their personal characteristics into the community of inquiry, thereby presenting themselves as real people. Social presence is defined as the ability of learners to project themselves socially and affectively into a community of inquiry. Social presence theory asserts that, the social presence of a medium influences the recipients' understanding of contents generated from senders (Wang and Wang, 2012). This in turn enhances the user's feelings in participating in social interactions, which is likely to enhance their participation in online brand engagements generated from the firm. Accordingly, this study selected this theory as it has a significant role in social interactions cannot be undermined, and this has often been used to explain user behaviors. Primarily, social presence demonstrates that online social content is informative and allows users to evaluate content that attracts them to engage in these social interactions (Cobb, 2009). In this vein, social media use is not limited to just sharing content (e.g., pictures), networking with friends and strangers, but also provides avenues to continuously interact with brands and share experiences to deepen consumer-brand relationships. Wang and Wang (2012) explain social media communication is not only interactive but also participatory, collaborative, personal, and simultaneously communal”, which provides an avenue for firms to engage with customers and build “meaningful relationships”. As a result, social media serves as a powerful tool to mediate the firm consumer brand engagement practices

###### **2.1.1.2 Media Richness Theory (MRT)**

It asserts that this is only possible with a rich medium, both of which in turn affect consumers purchase intentions. MRT describes that channels can be ranked according to their degree of richness. It also describes the density of learning that can be conveyed through a specified communications medium. Face-to-face communication is the richest medium according to MRT

because it allows for the simultaneous interpersonal exchange of cues from linguistic content, tone of voice, facial expressions, direction of gaze, gestures, and postures (Simon & Peppas, 2004). This theory is vital as it concerns rich digital media (i.e. containing pictures, audio, and video) elicited more positive attitudes and higher levels of Internet user's satisfaction. Accordingly, consumer preferences may have moved in the development of new media offers and that users nowadays prefer information that is displayed in a richer multimedia approach. Summary, the MRT and Social Presence Theory state that when information richness is given, the communication is effective and this affects consumers purchase intentions in a positive way by approaching face-to-face communication

### **2.1.1.3 Consumer Behavioral Theories**

Consumer behavior has become an emerging research area with an increasing number of publications per year. There are numerous theories that are Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) is the dominant theories that have also been repeatedly tested in the study of consumer behavior.

#### **2.1.1.3.1 Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) refers to individual motivational factors within unique contexts to explain the overall execution of a specific behavior. It is assumed that intentions will capture motivational factors that influence behavior, following that an intention is an indication both of how hard a person is willing to work, and how much effort a person will exert, in order to perform the behavior. It builds on the theory of reasoned action by introducing a person's control beliefs, or the presence of factors that can assist or hinder the performance of a behavior (Ajzen, 2011).

#### **2.1.1.3.2 The Theory of Reasoned Action**

The theory of reasoned action is concentrated on two foremost features as determinants of a behavioral intention: an attitudinal factor, defined as personal; and a normative factor, defined as social. It is theorized that an individual's behavior is a result of his or her intentions that attitudes and subjective norms are of behavioral intention and that behavioral and normative beliefs are of his or her attitude and subjective norms (Aminarh and Williams, 2012).

### **2.1.1.3.3 Diffusion of Innovation– Roger’s Theory**

Rogers explained the diffusion of the innovation process as the spreading out of innovation is a process by which, through certain channels, novelty is communicated among the members of a social system over time (Rogers, 1995). Accordingly, it is a process that spreads innovation out from its discovery or creation source to the user or its adapter, a process that occurs in the society as a group process (Rogers, 2003). There are four elements involved in the process such as innovation, communicated through certain channels, adopted among members within a social system and duration or the time factor. Rogers (1995) defines the characteristics of innovation as causes for the adoption of innovation at different levels.

The first of them is the Innovation Diffusion Theory (IDT) by Rogers, which derives from sociology and whose aim is to explain the variables of the innovation decision process. The theory argues that individuals can be classified considering their grade of adoption of innovations and as well that this adoption is also influenced by: relative advantage, compatibility, complexity, trial ability, and observability (Aminarh and Williams, 2012).

### **2.1.1.3.4 Stimulus-Organism-Response (S-O-R) Framework,**

The S-O-R model assumes that environmental cues act as stimuli that influence one’s internal state, which in turn shapes one’s behavioral response to the stimuli. The S-O-R paradigm has been widely utilized and validated in marketing or information systems (IS) research. The S-O-R model is a basic consumer behavior model where “organism” primarily refers to an individual’s affective/cognitive systems that process the encountered environmental stimulus inputs, and “response” means individuals’ nonverbal, verbal, and behavioral responses (HenselandDeis, 2010). In this study, it is considered advertisement content features as stimuli, including uniqueness, vividness, and activity of content. These three features represent the key social media content (post) practices, which greatly contribute to increasing the advertisement content’s popularity and effectiveness. This is because these factors reflect social media marketing advertisement content strategies where marketers tend to utilize the technological features (vividness and interactivity) of advertisement content enabled by social media technologies and message appeal (uniqueness) to well communicate with consumers and promote their appropriate responses (Joon,2018).



### **2.1.2 Term Definitions and Concepts**

Anthony (2015) defines advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future. The other definition of advertising is any paid form of nonperson communication about an organization, product, service, or idea by an identified sponsor. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The nonperson nature of advertising means that 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 (Stem, George & Morris, 2002). Advertisement is one part of promotion and digital advertisement will be found in digital marketing which means: the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing (Anthony, 2015).

Digital advertisement is a targeted, data-driven advertising strategy for reaching consumers in every stage of the buying funnel and moving them from one stage of the buying funnel to the next. From awareness to purchase, you can use digital media advertising (and online ad channels like Google) to drive revenue (Takemura, 2012). Digital advertising is a form of promotion that uses the internet for the expressed purpose of delivering marketing messages to attract customers (Dilaysu, 2014). On other hand, digital advertising has various kinds with various technologies. Digital advertising can contain video, animation and audio and is at least as compelling as television ads (Miller, 2012). Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach and affect them.

Dilaysu (2014) put the digital advertising has distinguishing features and advantages as digital advertisements provide dual communication between advertisers and users that makes these advertisements more effective, digital advertising supplies a direct connection to products, to promote both static and dynamic advertisement choice, re-presentment and display, digital advertisers can use to customer targeting methods. The other distinctive feature of digital advertisements is related to globally accessible and available in 24/7/365. Digital advertisements

can be easily transmitted, exhibited, preserved and modernized because of their online nature and digital advertisements are extremely monitored able and evaluable.

On other hand, *Stemet et al.*, (2012) stated that the primary purpose of digital marketing campaigns should be to bring the "right" people to websites rather than "more" people. He also added as countless articles, presentations, books, and videos have been trying to explain how to achieve digital marketing ROI since the very first day, but the topic still remains as one of the biggest problems even in 2019. Brands spend significant budgets to bring more people to their websites but in most of the cases, the commercial results do not reach satisfactory levels. But Dilaysu (2014) detailed that digital advertising is one of the current, rapid and remarkable method that create to purchase desire as a result of the different and various offers through ads. She also added that in parallel with technological changes digital advertising has grown rapidly throughout the years as it is virtually used in all sectors. Digital advertising is an effective way to deliver promotional customized offerings and relevant marketing messages to targeted consumers. Digital advertising play an important role to affect consumer preferences, build a positive consumer attitude and influence their purchase decisions about the products/services offered in advertisements. Overall, Dilaysu (2014) indicated that divide and Conquer method focuses on bringing the right people to websites and increases the conversion of digital marketing campaigns significantly.

### **2.1.2.1 History of Digital Advertising**

It is back to 1994, the world of advertising was forever transformed by a small graphic bearing the presumptive words, "Have you ever clicked your mouse right here? You will," in a kitschy rainbow font. The age of banner ads had officially begun. The publication devised a plan to set aside portions of its website to sell space to advertisers, similar to how ad space is sold in a print magazine. They called the ad spaces "banner ads," and charged advertisers an upfront cost to occupy the real estate for a set time period -- very different from today's pay-per-click model.

More gain in 1995, display ads become increasingly targeted, as banner ads continued to gain popularity, advertisers became increasingly interested in targeting specific consumer demographics, rather than just placing their ads wherever space was offered and hoping the right people would see it. This led to the beginning of targeted ad placement. Further, in 1999 – 2002 a motto of advertisers turn to paid search and pay-per-click was appeared. By this time, the web

was expanding rapidly and users needed a better way to navigate the terrain. With search engines steadily gaining popularity, advertisers looking to create ads that were more targeted and less loathsome turned to sponsored search as the next digital advertising frontier.

In 2006, digital ads become hyper-targeted appeared. As social media platforms picked up steam in the mid-2000s, advertisers sought a way to integrate ad content in a way that was both effective and non-intrusive. Marketers wanted a plan of action to reach younger internet users who were increasingly unsaid by banner ads and spending most of their internet time on social network. Now, 2010 - present: Marketers find value in native ads, around this time, a new group of media companies began to emerge. Websites like BuzzFeed and Mashable presented advertisers with new opportunities to connect with their audiences through sponsored content and native advertising (Miller, 2012).

### **2.1.2.2 Global Digital Advertising Market Issues**

Karla (2019) provides global digital advertising market report and presents global digital advertising market to reach \$664.7 billion by 2026, representing a 2019-2026 CAGR of 11.29%. The digital ad is becoming the lion's share in the whole pie of media advertising. Highlighted with 72 tables and 73 figures, this 156-page report "Global Digital Advertising Market by Platform, Ad Format, Industry Vertical, and Region 2015-2026: Growth Opportunity and Business Strategy" is based on a comprehensive research of the entire global digital advertising market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report provides historical market data for 2015-2017, revenue estimates for 2018, and forecasts from 2019 till 2026.

Digital media advertising may still be dogged by issues like fraud, brand safety and dodgy measurement, but that's not stopping the flow of ad dollars. Digital advertising is expected to account for 77 cents of each new ad dollar in 2017, according to GroupM's "Interaction 2017" report, out this week. Unsurprisingly, Google and Facebook are leading the pack. More than two-thirds of global ad spend growth from 2012 to 2016 came from those two companies. In 2016, Google and Facebook swallowed 20 percent of the entire global media advertising pie, according to Zenith's "Top Thirty Global Media Owners" report, also out this week (Olha, 2019).

Specifically, potential risks associated with investing in global digital advertising market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions (Guttmann, 2019).

All of us are consumers. People consume things of daily use; they also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies, there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs (Olha, 2019).

The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing. Consumer generally refers to any one engaging in any one or all of the activities stated in our definition. The traditional viewpoint was to define consumers strictly in terms of economic goods and services and purchasers of products offered for sale. The view now has been broadened. It now also holds that monetary change is not essential for the definition of consumers. Few potential adopters of free services or even philosophic ideas can be encompassed by this definition. To understand the consumer, researches are made. Sometimes, motivational research is handy to bring out hidden attitude, uncover emotions and feelings. Many firms send questionnaire to customers to ask about their satisfaction, future needs and ideas for a new product. On the basis of the answers received a change in the marketing mix is made and advertising is also streamlined (Guttmann, 2019).

The most important reason for studying consumer behavior is the role that it plays in our lives. We spend a lot of time in shops and market places. We talk and discuss with friends about products and services and get lot of information from T.V. This influences our daily lives.

Consumer decisions are affected by their behavior. Therefore, consumer behavior is said to be an applied discipline. This leads to the micro perspective and societal perspective. Regarding micro perspective, it involves understanding consumer for the purpose of helping a firm or organization to achieve its objectives. All the Managers in different departments are keen to understand the consumer. They may be Advertising Managers, Product Designers, Marketing and Sales Managers and so on. Societal Perspective is on the macro level. Consumers collectively influenced economic and social conditions within a society. Consumers strongly influence what will be product, what resources will be used and it affects our standard of living (Olha, 2019).

### **2.1.2.3 Determinants of the Buying Process**

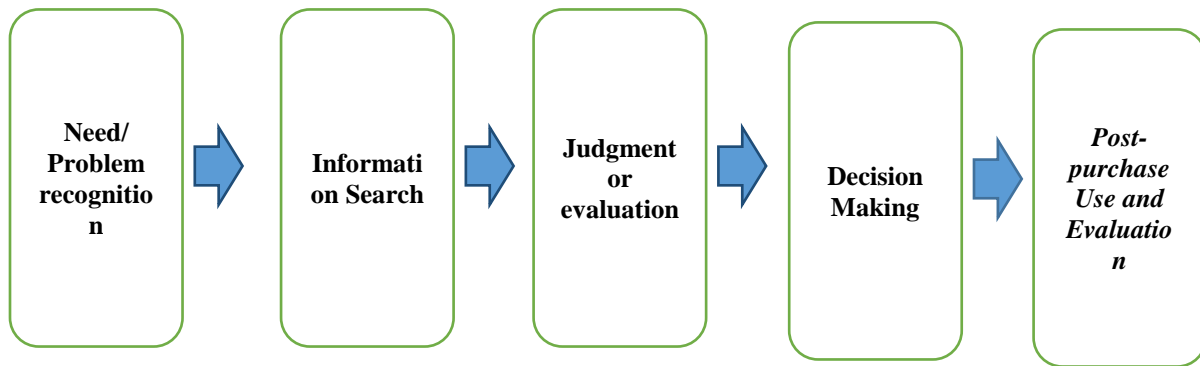
Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages (Karla, 2019).

A proper marketing strategy is to design to get a positive response from the customers. This can be done by identifying the situational factors and the buying process of the consumer, and also to find the impact of these variables by research techniques. The market has to be segmented in a proper manner, and the product positioned according to the need of the target segment (Tanner &Raynold, 2012).

According to the decision making perspective, the buying process is sequential in nature, with the consumer perceiving that there exists a problem and then moving across a series of logical and rational steps to solve the problem; stages being problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior (Peter & Olson, 2005). The buying process is a complex mental process as well as physical activity buyers undergo to satisfy their needs and desires(Guttman, 2019).

Regarding stages of buying Processes, we found several conceptual factors including external influences, internal processes (including consumer decision-making) and post-decision processes. Customers' decision-making processes, which are mainly affected by customers'

psychological factors, are classified into general five main stages. The stages of customer decision-making processes include problem recognition, search for information, doing judgment or evaluation, product choice, and purchase (Decision Making) and post-purchase use and evaluation (Tanner &Raynold, 2012).



**Figure 2.1: Buying process**

Source: Tanner &Raynold, 2012

- 1) Need/ Problem recognition: aware of a problem or need through identification of a stimulus (i.e. they perceive a situation, which attracts their attention or situation, which they perceive give them more comfort than the situation they are currently at) (Tanner &Raynold, 2012).
- 2) Information Search: As soon as a need or problem is familiar, customers begin to gather data on alternatives that might satisfy their needs. That means, in order to fill gap between states of comfort, customers search information related with the new item such as its brand, functionality and cost attributes they need and the level of satisfaction expected.
- 3) Judgment or evaluation: it includes a comparative judgment of the data collected about the new product or service we intend to buy with that of we already have at hand. Accordingly, consumers compare the difference in the level of comfort they get from owning the new item or without the getting the item (Tanner &Raynold, 2012).
- 4) Decision Making – it is a final process of decision making of customers. How do customers make their final choice of a product and the brand they intend to utilize? The basic two influences on the final decision-making are contextual and task effects. The contextual effects are the elements of environment that influence how consumers perceive the stimulus in the environment (Peter & Olson, 2005).

- 5) Post-purchase Use and Evaluation - As soon as customers purchased a product or service, there are interesting expectations about the decision committed from both parties – customers and marketers. Consumers' commit to purchase if they sense broad gap in their degree of satisfaction or significant difference between not buying and purchasing an item (Guttman, 2019).

## **2.2 Empirical Literatures Review**

### **2.2.1 Global Perspective**

Advertising can have a variety of effects on human thoughts attitudes feelings and behavior. Researchers have used a variety of measures to asses advertising and its effects. Given the fact that we are at infancy stage for digital advertising but still there are researches made in the topic most of the titles are related to my topic not exactly the same because my research is the overall digital advertising and most researches are made by choosing one type of the digital advertising. For example, as companies divert more funds from traditional media towards digital advertising, they interested in understanding what affects the channels of advertising have on consumer choices. A similar study indicated that implementing web and mobile ads simultaneously improves web click-through rates, mobile click through rates and web conversion rates but decreases mobile conversion rates. The study found that for a market in which advertisingdollars are allocated based on their influence on purchase behavior, new methods must be developed to insure efficient market functioning (Anindya, Sang and Sunghyuk.(2013).

Anthony (2015) concluded that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertising adopted by various companies in Tanzania and time spent on various media. The study concluded that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision and internet advertising has significant relationship with purchase decision of the consumers. The study further concluded that internet advertising contributes most to the consumer behavior and that internet advertising was a significant factor in predicting the consumer behavior. In addition, there is a positive relationship between consumer behavior and internet advertising.

On other hand, Allen (2012) examined the effect of mode vividness in mobile advertising when presented in the context of consumer goals and product involvement. The study empirically

examined a model, this study conducted a 3x2x4 experiment of high, medium and low advertisement mode vividness, high and low product involvement and four stages of pre-purchase consumer goals. A total of 288 responses were collected from a student sample from the University of Canterbury, New Zealand. Using ANCOVA, logistic regression, linear regression, and various other non-parametric analysis techniques, the results of this study suggest that level of advertisement mode vividness and product involvement both exert a strong influence on the effectiveness of the advertisement. However, results on consumer goals suggest that the effectiveness of the advertisement is only affected by whether a consumer goal existed before viewing the advertisement. This study was unable to identify any relationship between the effectiveness of an advertisement and the amount of time users spent viewing an advertisement on a mobile phone.

### **2.2.2 Ethiopian Studies**

Roman (2018) analyzed the risk associated with unsuccessful usage of digital marketing in promotion. The results indicated that the five features of digital marketing framework as well as several digital marketing tools were not widely adopted by ETO. This study pointed some plausible reasons which are lack of manpower to administer the digital marketing elements, perception of the decision makers towards the effectiveness of digital marketing ,inadequate financial resources to manage digital marketing campaigns. Conversely, Ashenafi (2016) found that Facebook users have a power to alter the attitude of a customer towards a company by spreading bad or good messages; Companies can benefit from social media users in selecting potential target markets, because most Ethiopians display their profile in their Facebook account; Companies can also benefit in promoting products, building brand, building a strong relationship with customer and getting feedbacks from social media users; social media have an impact on marketing mix and target market but its impact is less on place and price decisions. Leoulseged (2018) aimed at examining the practices and challenges of using social media as sources of news in Ethiopia mainstream media. Using in-depth-interview, ethnographic newsroom observations, the findings of the research revealed that most of the respondents had a positive attitude towards the uses of social media as sources of news in the mainstream media. And they responded that they mostly used the social media pages of FBC, FBC,MOFA, EBC, federal and regional government communication affairs office, embassies, and personal blogs as well locally and international media, politicians and celebrities' social media pages.



**Table 2.1: Summary of empirical related literature review**

Study	Aim	Methods	Sample	Finding	Critiques
Anindya, Sang and Sunghyuk(2013)	To understand the effect of channels of advertising on consumer choices.	using both CPC (cost per click) and CPM (cost per thousand impressions) based pricing	randomly selected a sample of 30 e-books	that implementing web and mobile ads simultaneously improves web click-through rates, mobile click through rates and web conversion rates but decreases mobile conversion rates	Restricted on two channels of advertising - web and mobile advertising
Anthony (2015)	effectiveness of internet advertising on consumer behavior	used descriptive research	Stratified sampling technique; 100 University students	internet advertising moderately influenced purchase decision of the customers and internet advertising has significant relationship with purchase decision of the consumers	Not included all type of consumers
Allen (2012)	To examine the effect of mode vividness in mobile advertising	Using ANCOVA, logistic regression, linear regression	A total of 288 responses were collected from a student	The results of this study suggest that level of advertisement mode vividness and exert a strong influence on the effectiveness of the advertisement.	Only used vividness in mobile advertising
Roman (2018)	To analyze the risk associated with unsuccessful usage of digital marketing	Used five features of digital marketing framework	Random sampling	lack of manpower to administer and inadequate financial resources to manage digital marketing campaigns	Not review each risk in terms of each channel of digital advertisement
Ashenafi (2016)	to examine the assessments of social media users on marketing strategy	a deductive approach	250 social media user's opinion and experience	Facebook users have a power to alter the attitude of a customer towards a company by spreading bad or good messages	Not statistically tested only used opinion (Judgment bias)
Leoulseged (2018)	To assess the practices and challenges of using social media as sources of news in Ethiopia mainstream media.	ethnographic newsroom observations	nine public and 10 private owned network televisions.	a positive attitude towards the uses of social media as sources of news in the mainstream media	Not use quantitative analysis

## 2.3 Research Gap

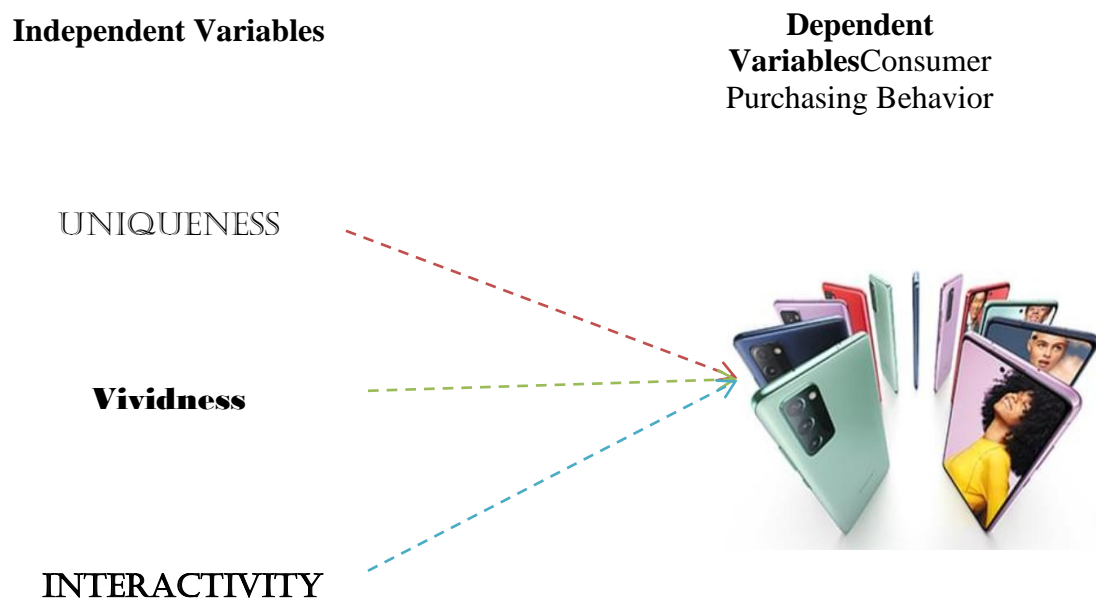
Most of the studies were not practically use the variety of digital advertisement channels such as Anindya et al., (2013) restricted on two channels of advertising - web and mobile advertising; Anthony (2015) not included all type of consumers; Roman (2018) not review each risk in terms of each channel of digital advertisement and finally Ashenafi (2016) not statistically tested only used opinion (Judgment bias). It is straightforwardly noted that in the increasingly advertising-filled, multi-channel environment, consumers are exposed to more than one advertising message from a marketer through different channels. As mobile devices such as smart phones and tablets become popular ecommerce channels, consumers can browse for products and make purchases anywhere and anytime (Anindyaet al., 2013).

This indicates that it is better to examine whether exposures to display advertising through various channels. However, as (Milward, 2015) stated it is common with so many digital advertising channels that offer the promise of measurability and ever-increasing efficacy—performance measurement is still a challenge. This does not mean that it is a good practice to advertising through both channels like internet and other media like TV, newspapers and magazines. This is due to the fact that it can easily ignored by the viewers because of very limited time and resources make them difficult to get right information through advertisement.

On the other hand, it is a fact that social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. As social media marketing as a “connection between brands and consumers, whereas offering a personal channel and currency for user centered networking and social interaction. However, social media has its own consequence as it presents a big challenge to organizations that have up till recently been able to control their communications and marketing via traditional media channels. Many companies have curved to the internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace. Billions of dollars are poured into Internet advertising to obtain greater return on investment on ads by various business and non-business companies across the world.

## 2.4 Conceptual Framework

Most studies (Takemura, 2012; Anthony 2015; Roman 2018 and Ashenafi 2016) analysed on specific aspects of digital advertisement. Businesses can lead to greater recognition with products and brands of network user and with the acquaintances advice by applying more than viral marketing. There is lack of effect of digital ads on consumer purchasing behavior of using different type's digital advertisements. This study tried to fill the gap by sing the most basic and common five type of it such as e-mail marketing, social media and banner advertising. With respect to “organism” and “response,” this study used the advertisement content that represents organism-related factors such as uniqueness to the incongruity between this unique advertisement and one's existing schema for commonly watched advertisements, which leads consumers to react more positively toward it. Taken together, this study aims to investigate the effects of digital advertisement content features on consumer purchasing behavior by operationalizing “stimulus” as uniqueness, vividness, and interactivity in social media advertising.



**Figure2.2: Conceptual Framework**

Adapted from Dilaysu (2014) and Joon(2018)

## **2.5 Research Hypothesis**

Digital ads have many different types and the most basic and common five of them discussed in detailed in this part of the study.

### **2.5.1 Uniqueness**

It is associated to the extent to which viewers think the brand content is unique and different from other brand content (Drèze and Hussherr, 2003). Social media marketing brand content strategies where marketers tend to utilize the technological features of brand content enabled by social media technologies and message appeal (uniqueness) to well communicate with consumers and promote their appropriate responses (Joon, 2018). Moreover, since consumers have a propensity to seek uniqueness, the novelty or creativity stimulation, that is, the uniqueness of advertising has been assumed to influence consumers' internal reactions. Further, with the development of technology, the content and design elements of social media-based advertisements can be implemented in a unique way to enhance their effectiveness (Lee and Hong, 2016).

- **Hypothesis 1** : Uniqueness has a positive and significant effect on consumer behavior in mobile phone market

### **2.5.2 Vividness**

It is related to viewers' subjective perceptions of the brand content that stimulates their sensory organs. It refers to the representational richness of a mediated environment as defined by its formal features; that is, the way in which an environment presents information to the senses (Merisavoet *al*, 2007). In social media advertising, advertisement content vividness is related to the richness of the brand content's formal features. Thus, it is a main factor that affects advertising effectiveness and online product selling. For example, an imagery evoking advertising strategy with high vividness has a greater effect on consumers' effective responses than a strategy with low vividness. Since a high level of vividness in product presentations stimulates more of the user's senses, users can perceive more cognitive involvement and experience more joy (Cauberghe & Pelsmacker, 2010).

- **Hypothesis 2** : Vividness has a positive and significant effect on consumer behavior in mobile phone market

### 2.5.3 Interactivity

The degree to which viewers think the brand content is characterized by two-way communication and synchronicity (Chadwick & Doherty, 2012). Interactivity is an antecedent of involvement with Internet-based advertising and online shopping websites. Based on Jiang and Benbasat (2007), it can be expected that interactivity of brand content will enhance the viewers' affective involvement as a situational cue in two ways. First, it triggers a sense of fulfillment in the users; that is, because users can interact with brand content quickly and freely, they perceive autonomy. Next, consumers' positive feelings can be elicited through their exploratory experiences of interacting with brand content. These help to enhance users' affective involvement with brand content.

- **Hypothesis 3** : Interactivity has a positive and significant effect on consumer behavior in mobile phone market

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Description of Study Area**

The research area is Addis Ababa which is the capital city of Ethiopia. The city has through recent years seen a robust annual growth rate and population counts as of 2017 are growing more than five million. The study was conducted in Addis Ababa region specifically around Merkato, 4killo, Piassa and bole. The reason to choose these places is that in Merkato; we can find a population who is high economic level middle economic level and also people who are in the low economic level on top of that Merkato is the biggest market place. The reason for choosing 4 killo is a due to that there are universities and colleges around these area where we can find the young and middle aged people as well which are really attached to the digital world. The reason to choose Piassais for the reason that Piassa is where people go for recreational purpose and that we can find my target population. But Bole is slightly different the reason to choose bole is because of bole Is the place where most people with financial backing are available and these people are more connected to the digital world.



**Figure 3.1 Map of Addis Ababa (Source: Addis Ababa City Administration)**

### **3.2 Research Approach**

Research can be come up to as qualitative and quantitative or mixed when approach to research has been considered as the criterion of classification. Qualitative research is more subjective in nature than quantitative research and involves examining and reflecting on the less tangible aspects of a research subject, e.g. values, attitudes, perceptions. Whereas, the emphasis of quantitative research is on collecting and analyzing numerical data; it concentrates on measuring the scale, range, frequency etc. of phenomena. In addition, mixed method integrates quantitative and qualitative data collection and analysis in a single study or a program of enquiry (Creswell, 2009).

Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. Qualitative methods might be used to understand the meaning of the conclusions produced by quantitative methods. Using quantitative methods, it is possible to give precise and testable expression to qualitative ideas. This combination of quantitative and qualitative data gathering is often referred to as mixed-methods research.

This study collected and analyzed data which was basically focuses on measuring the scale, range, frequency etc. of the study area. The study was highly detailed and structured and results can be easily collected and presented statistically. On other hand, this study depends on careful definition of the meaning of consumer behavior and its associated factors and it properly develops the concepts and variables of consumer buying behavior, and the plotting of interrelationships between these. Overall, this study used both quantitative and qualitative data gathering that is mixed-methods research.

### **3.3 Research Design**

The researcher employed descriptive and explanatory research together due to the fact that the major purpose of descriptive is to describe characteristics of a population or a phenomenon. Here the study described the respondents' attractiveness towards digital advertising and their purchase behavior. In addition, this study attempted to examine the factors affect consumer purchasing decision on mobile phone market business. This is because the study tested the factors affecting

busing behavior and explains the relationships between the studies constructs in mobile phone market. The study explained causal relationships among factors influencing consumers' behavior in mobile phone market to facilitate generalization and to predict the future. Moreover, it employed mathematical models and theories pertaining to consumer behavior. Besides, the study provides a complete picture of mobile phone market condition in Ethiopia and explains the buying behavior of the target market that is the essential task of marketing manager under modern marketing. In addition, it described various aspects about mobile phone purchase in Addis Ababa with its perceived consumer buying decision behavior. Thus, the researcher also wanted to know the cause and reason to the purchasing behavior and this can be found out by explanatory research, so the researcher employed both explanatory and descriptive together.

### **3.4 Data Type and Source**

#### **3.4.1 Data Type**

There were two types' data the researcher used which are primary and secondary on which the primary data was the main focus area.

#### **3.4.2 Data Source**

The data source for the primary data was collected from respondents of the study using questioners in order to answer some of the research questions. The data source for the secondary data was collected from different researches, books, newsletters and webpages

### **3.5 Population and Sampling Size Determination**

#### **3.5.1 Target Population**

The population of the study was the users of digital advertisement who live in Addis Ababa and who are older than 18 years of age, who are interesting in using digital innovation advertisement. Thus, the target population was 931,486 potential mobile phone users (purchaser and consumers) who live in Addis Ababa.

#### **3.5.2 Sample Size Determination**

Kothari (2004) defined sampling as the process of obtaining information about an entire population by examining only part of it. Since it offers cost and time of data collection and



analysis, sampling is a day to day practice in social science research. In this study, it is impossible or impractical to access the names of mobile buyers as there are various markets in Addis Ababa. The sample frame is not an accessible one and the population is large. In such cases, for populations that is large, as per to yield a representative sample for proportions and key-variable of the population is quantitative

$$n=Z^2*s^2/d^2$$

Where:  $n$  - this is what are looking for (minimum sample size),  $Z$  - is the value of the distribution function (calculate this value for alpha equals to 0,05),  $s$  - is the population standard deviation, and  $d$  - is acceptable standard error of the mean.

$$\begin{aligned} n &= Z^2 * s^2 / d^2 \\ &= (1.96)^2 (.5)(.5) (.05)^2 \\ &= 384 \text{ respondents} \end{aligned}$$

Thus, the researcher distributed 384 questionnaires and the sample was drawn from mobile buyers found in four selected big and central mobile markets in Addis Ababa such as Merkato, 4killo, Piazza and bole, through deliberate or purposive sampling technique. In order to make generalizations with confidence about the constructs under investigation, the appropriate sample size has to be considered. Thus, the sample size for a population between one hundred thousand and three million at ninety five percent confidence interval with five percent error margin is 384 (three hundred eight four).

### **3.6 Sampling Procedure**

Respondents were selected from these four places from Merakato 161, AratKillo and Piassa 120 (60 for each) and bole 103 mobile phone users. Users were selected based on their willing to complete a questionnaire without any discrimination by gender or age, to randomize the samples every odd number entrant was contacted.

### **3.7 Sampling Methods**

The researcher employed non probability sampling method to select the respondents. Since it was conducted in Addis Ababa which has large population and it was hard to give equal chance for being selected as a sample unit even the environment or the accessibility to give equal chance

is impossible. Accordingly, the researcher employed non probability sampling technique and namely convenience samples. They are the simplest and least reliable forms of nonprobability sampling. Their primary virtue is low cost. Nonprobability samples that are unrestricted are called convenience samples. They are normally the cheapest and easiest to conduct. Researcher had the freedom to choose whomever he found.

### **3.8 Data Collection Methods and Instruments**

The primary data was primarily gathered particularly using survey questionnaire. The researcher used structure a questionnaire on five likert scale basis both in English and Amharic. So, the questionnaire was understandable by the majority of the audience. For the purpose of this study, a quantitative methodology involving a close-ended questionnaire was used as the measuring instrument. The close-ended questionnaires can be administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The standard questionnaire used to collect the necessary information regarding the study is modified from the work of Dilaysu (2014) and Anthony (2015). The questionnaire has two sections; the first section dealt with the profile of the respondents and basic question about digital advertisement and the second section contained information on research objectives. The questionnaire design is prepared in the form of Likert scale where respondents are required to indicate their views on a scale of 1 to 5.

### **3.9 Validity and Reliability**

#### **3.9.1 Reliability test**

Reliability is the extent to which a study's operations can be repeated, with the same results and it also involves the accuracy of the chosen research. Basically, reliability analysis is concerned with the internal consistency of the research instrument. As multiple items in all constructs used, the internal consistency/reliabilities of dimension of digital advertisement and consumer behavior were assessed with Cronbach's Alpha and the reliability values for all constructs were tested and verified as greater than 0.7, which are considered acceptable (Kothari, 2004).

**Table 3.1 Reliability Test Results**

Dimensions	Cronbach's Alpha	N of Items
Uniqueness	.929	12
Vividness	.926	12
Interactivity	.922	12
Purchase Behaviour	.789	5
Overall	.964	41

*Survey Result, 2020*

The above Reliability Statistics show that the data instrument collection is reliable as all results of the test are above 0.70. Cronbach's Alpha and the reliability values for all constructs were tested and verified as greater than 0.7, which are considered acceptable. And it is concluded that the data collection instrument is reliable.

### **3.9.2 Assessing Validity**

Validity means an instruments ability to measure what is meant to be measured. There are three types of validity in a study: content validity, predictive validity, and construct validity. This study addressed face and content validity through the review of literature and adapting instruments used in previous research. Based on twenty five distributed questionnaires, respondents could not able to respond on two digital advertisement techniques such as mobile advertising and adver-gaming. This, this two techniques were cancelled as thecustomer'spractices in mobile purchasewere not widely recognized. Accordingly, the study attempted to validate the face and content validity by twenty five respondents and experts of technology marketing.

### **3.10 Methods of Data Analysis**

The researcher usedstatistical software which is statistical package for social science (SPSS) was used. After the collection process of relevant data was completed; proper method of data analysis was used. The analysis indicated transformation of raw data in to a form that makes easy to understand and interests it. First, the empirical data was analyzed by descriptive statistics (frequency, mean and standard deviation). Next, the data was analyzed using statistical techniques of correlation analysis as the study used likert scale, Pearson correlation was used.

Data analysis included descriptive statistics to count the frequency of response and multiple regression analysis to assess the influence of independent variables which are digital advertisements (email marketing, social media, and banner advertising) on the dependent variable which was consumer purchasing behavior.

Model specification - the statistical regression model of the study was based on the theoretical regression model as indicated follows

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

Where:

- Y= consumer buying behavior
- a= the y intercept.
- $x_1$ = Uniqueness
- $b_1$ = the regression coefficient of Uniqueness
- $x_2$ = Vividness
- $b_2$ = the regression coefficient of Vividness
- $x_3$ = Interactivity
- $b_3$ = the regression coefficient Interactivity
- e= error term.

### **3.11 Ethical Consideration**

The researcher used the following ethical considerations. The researcher ensured the avoidance of fabrication and misinterpretation of the data that was gathered and interpreted in other form than it was meant to be. While doing the research respondents willingness was asked for their voluntary participation by explaining the necessary information's which included the purpose of the questioner. The researcher also assured the anonymity of their response was kept a secret. The researcher assured that the participation of any respondent would not affect their life in any kind of way.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION AND DISCUSION

This part of the study presents the study' data presentation, analysis and discussion part which contains research model and demographic profile of respondents.

#### Response Rate

The study attended 56 % of responses rate as 215 questionnaires were appropriately returned out of 384 distributed questionnaires. Thus, it can be supposed that the study attended good reactions with respondents due to Covid 19 struck and its consequence.

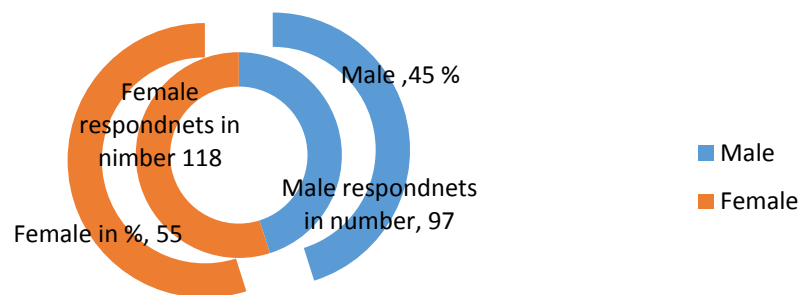
**Table 4.1 Response by place**

No	Sub city	Specific Place	Sample Size	Returned	%
1	Addis Ketema	Merkato	161	84	52%
2	Arada	Aratkilllo and Piassa	120	58	48%
3	Bole	Bole	103	73	70%
Total			384	215	100%

*Survey result, 2020*

#### 4.1 Respondents Profile

This part presents the respondents' profile about their education, gender, age, and mobile purchasing behavior.



*Survey result, 2020*

**Figure 4.1 Respondents' gender distribution**

The above figure attempted to show the respondents' gender participation. This helps to know their background information on the respondents at different level has been shown throughout doughnut charts. The study found that, among the 215 respondents 55%, i.e., 118 individuals were female and 45%, i.e., 97 individuals were male. It shows that most the research participants were female and the study maintained women in gender participation in its data collection. .

**Table 4.2 Respondent profile age, education and spending pattern**

Age			Academic Status			Spend on digital world (internet) per day		
Category	Count	Percent	Category	Count	Percent	Category	Count	Percent
Not Specified	6	3%	Diploma	62	28.8	1hr	15	7.0
Below 25	102	48%	Degree	108	50.2	1-3	37	17.2
26 -35	82	38%	Masters	34	16	3-5	56	26.0
Above 36	24	11%	Others and not specified	11	5	5-7	61	28.4
						>7	46	21.4
Total	215	100	Total	215	100.0	Total	215	100.0

*Survey result, 2020*

In addition, among these respondents 48% of the respondents are of age below 25 years, 38% individuals are of age 26 -35 years and the remaining 24 % of them are of age more than 36 years. Only six individuals could not able to specify their age category for personal reason. The above table portrays that among 215 collected questionnaires conducted research on, 20% of them have diploma and half of them (50.2%) have first degree and others around 16 % have master's degree. 5 % of them could not able to specify their education background for individual motive. This shows that respondents were well educated within various age compositions. Moreover, most of them spent their valuable time (more than five hours) on digital world (internet) per day. Only few or 7% of them spent their time (one hour) on digital world (internet) per day. Random interview of them for further assurance the study assured that they were interested on internet browsing, smart phone applications and have better knowledge and experience on digital advertising. Thus, it is understood that they could able to easily to respond the questionnaire provided by this study and efficiently provide pertinent data for this study.

## 4.2 Response Analysis

The response analysis was conducted using mean and standard deviation. They were used to present the various characteristics for data sets. In this study, descriptive statistics helps to enables us to present the data in a more meaningful way, which allows simpler interpretation of the data.

### 4.2.1 Descriptive Statistics

Dilaysu (2014) who conducted a research on factors that influence digital advertising was taken as a benchmark mean scores rating. They studied on similar area and used mean scores as above 4.51 excellent, between 3.51 to 4.50 good, between 2.51 to 3.50 moderate, fair for between 1.51 to 2.50 and poor for below 1.00 scores.

**Table 4.3: Respondents' Responses using Descriptive Statistics**

Effectiveness of Digital Adv.	Max	Min	Grand Mean	Sd
Uniqueness	3.93	2.99	3.41	1.028
Vividness	3.80	2.94	3.42	.939
Interactivity	3.77	3.37	3.57	.940
Mobile phone purchase behaviour	3.69	3.02	3.36	.961

*Survey result, 2020*

The above table shows that the mean ranges from 3.36 to 3.57 having limited range and with less variability data. Accordingly, grand mean were rated as agree or good. The majority of the resulted standard deviations are below 1 and it shows its variability is less. This grand mean was found by an average mean result of two dimensions. It shows that uniqueness and vividness moderate preference for digital advertising for mobile phone purchase. However, interactivity was preferred to be the feature that makes more inclusive in mind of mobile phone purchasers. The lowest mean was scored as 3.36 which was rated as moderate. The highest mean (3.57) which was rated as good and shows that consumers or respondents need to participate in modifying the form and content of a mediated environment in real time. In the perspective of online advertising, respondents need two way or more communication, prefer to communication medium, and interested on advertising message, and adv message and media should be

synchronized. Liu (2003) established a scale to measure interactivity, suggesting that it comprises three sub-dimensions: active control, two-way communication, and synchronicity.

## 4.2.2 Scores of High and Low Responses by Items

**Table 4.4 Respondents' Responses of Lowest and Highest Questions by Item's Mean**

Uniqueness Itemized	Mean	Vividness Itemized	Mean	Interactivity Itemized	Mean
Special mobile phone advertisement content on social media	3.93	I experience advertisement content through many senses on Social media	3.8	I can freely choose the advertisement content I want to see on Social media	3.77
Outstanding mobile phone advertisement on Social media	3.72	This advertisement content is highly stimulating to the senses Social media	3.72	I can freely choose the advertisement content I want to see on E-mail marketing	3.73
Exclusive mobile phone advertisement content on e-mail marketing	2.99	This advertisement content is highly stimulating to the senses E-mail marketing	2.94	I can respond to a receiver's input very quickly when I see an advertisement content on Social media	3.37
Outstanding mobile phone advertisement on e-mail marketing	3.10	This advertisement content stimulates multiple senses E-mail marketing	3.18	I can respond to a receiver's input very quickly when I see an advertisement content on E-mail marketing	3.38

*Survey result, 2020*

### 4.2.2.1 Uniqueness

The above table portrays the respondents' responses using lowest and highest itemized mean. It shows that the result of digital advertising techniques (social media, email and ad banners with effectiveness measurement of digital advertising). Thus, the study found that respondents liked and attracted to special mobile phone advertisement content special on social media (3.93). They liked outstanding mobile phone advertisement on social media (3.72) and do not care for outstanding mobile phone advertisement e-mail marketing (3.1). Their preference of mobile phone advertisement content should not be somewhat exclusive for e-mail marketing (2.99). They need to the point or sharp messages in email marketing. This shows that consumers have a tendency to seek uniqueness, the novelty or creativity stimulation, that is, the uniqueness of advertising has been assumed to influence consumers' digital advertising reactions. Lee and



Hong (2016) stated that the content and design elements of social media-based advertisements can be implemented in a unique way to enhance their effectiveness with the development of technology. Uniqueness is one of the stable factors of commercials which can be readily employed by differences in pace, content, theme, and style (Liguo and Joon, 2018). It characterizes the creative work of advertising agencies and enables consumers to perceive the creativity of advertisement. Consumers recognize this unordinary quality of an advertisement, and therefore, feel differently about it (Lee and Hong, 2016).

#### **4.2.2.2 Vividness**

This study asked respondents perceived vividness in effective measurement of digital advertisement. Accordingly, the study found that respondents have at least agreed about experience advertisement content through many senses on social media (highest mean from these dimension items 3.8). This question was offered to know more about the reflection on social media marketing brand content strategies where marketers tend to use the technological features (vividness). This shows that social media have a higher level of vividness in the context of multimedia usage. Mobile phone marketers have been used attractive advertisement content on social media. Similarly, this advertisement content is highly stimulating to the senses on social media (3.72). The study learnt that social media is very intensified by brand content and media usage. Liguo and Joon (2018) stated that it is representational richness of a mediated environment as defined by its formal features; that is, the way in which an environment presents information to the senses. In social media advertising, brand content vividness defined as the richness of the brand content's formal features. However, advertisement content is not that much stimulating to the senses e-mail marketing according to respondents (having lowest mean 2.94) and the advertisement content do not that much stimulates multiple senses on e-mail marketing (3.18). Kotler & Armstrong (2006) stated that e-mail is an important and growing online marketing tool. When used properly, e-mail can be the ultimate direct marketing medium. Most blue chip marketers use it regularly and with great success. E-mail lets these marketers send highly targeted, tightly personalized, relationship-building messages. Thus, according to Lee and Hong (2016), in the social media advertising context, vividness can be a stimulus factor because it leads to more stimulation by making content proximate in a sensory way and conveying more information. For that reason, vivid brand content is expected to attract the viewers' attention and

stimulates more of the audience's senses, helping them perceive a high level of relevance regarding affective and cognitive aspects.

### **4.2.2.3 Interactivity**

This study also found that respondents freely choose best advertisement on social media as per their highest mean result (3.77) and e-mail marketing (3.73). This may be related to user's participation in modifying the form and content of a mediated environment in real time. In addition, Liu (2003) established a scale to measure interactivity, suggesting that it comprises three sub-dimensions: active control, two-way communication, and synchronicity. Interactivity is refer to the degree to which two or more communication parties can act on each other, on the communication medium, and on the message, and the degree to which such influences are synchronized in the context of online advertising. Lee and Hong (2016) stated that interactivity is an antecedent of involvement with internet-based advertising and online shopping websites and they supported that that rich media characterized by interactivity can provide more information and excitement to consumers. However, they respond to a receiver's input slowly when they see advertisement content on social media (lowest mean 3.37) and e-mail marketing (3.38). Overall, this study assured that social media marketing is a powerful medium which helps mobile phone sellers to get key consumers, companies' advocators and consumer influencers. It also makes marketers to not completely control their corporate messages.

## **4.3 Inferential Analysis**

This study used two type of inferential analysis namely correlation and multiple regression analysis.

### **4.3.1 Correlation Analysis**

This study used a simple bi-variate relationship analysis between the dependent and independent variables that is briefly presented below. This study used the rating of relationship between two variables based on Ashenafi(2016)on the relationship between two variables will be from 0.01 up to 0.09 negligible association, 0.10 up to 0.29 low association, from 0.30 up to 0.49 moderate association, from 0.50 up to 0.69 substantial association from 0.70 and above very strong association.

**Table 4.5: Result of Correlation Analysis Pearson Correlation (N=215)**

	U	V	I	MPPB
Uniqueness (U)	1	.694**	.653**	<b>.571**</b>
Vividness (V)	.694**	1	.681**	<b>.636**</b>
Interactivity (I)	.653**	.681**	1	<b>.587**</b>
Mobile phone purchase behaviour (MPPB)	.571**	.636**	.587**	1

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

### *Survey result, 2020*

Contrasting the multiple regression analysis, simple correlation analysis attempts to quantify the direction of association between two variables. Accordingly, an assessment of the correlation matrix between all the independent variables and mobile phone purchase behaviour are positively related. Using correlation analysis, this study found that there is a substantial association or relationship between Uniqueness (U) ( $r=.571$ ; .000), Vividness (V) ( $r=.636$ ; .000) and Interactivity (I) ( $r=.587$ ; .000) and mobile phone purchase behaviour with (Sig. (2-tailed) .000 with correlation is significant at the 0.01 level (2-tailed).). More importantly, Liguand Joon (2018) perceived uniqueness, perceived vividness, and perceived interactivity have positive relationship with consumers' purchase. Anthony (2015) decided that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision and internet advertising has significant relationship with purchase decision of the consumers.

### **4.3.2 Multiple Regression Analysis**

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Relationships may be nonlinear, independent variables may be quantitative or qualitative, and one can examine the effects of a single variable or multiple variables with or without the effects of other variables taken into account (Cohen, Cohen, West, & Aiken, 2003).

### 4.3.2.1 Assumptions and Diagnostic Test

In this study, attempts have been conducted to test normality, Multicollinearity, autocorrelation and test for average value of the error term are found in appendices part; next to the data collection instrument. The assumption test was done based on theoretical and empirical multiple regression concepts of Osborne & Waters (2002) and results found on Appnedix next to data collection method. The test results show that the normality, Multicollinearity, autocorrelation and test for average value of the error term were met the assumptions of regression analysis. It includes the data was normally distributed with no Multicollinearity and autocorrelation problems.

- 1 **Normality Test** -This study used the descriptive statistic of Kurtosis and Skewness statics calculation and demonstrates that the distribution is normal because Kurtosis and Skewness are in between -2 and +2, thus data is normally distributed and had a reasonable variance to use subsequent analysis.
- 2 **Test for Multicollinearity** - Multicollinearity refers to a situation in which there is exact (or nearly exact) linear relation among two or more of the input variables(Kraeger, 2011).Practical experience indicates that if any of the VIF results exceed 5 or 10, it is an indication that the associated regression coefficients are poorly estimated because of Multicollinearity.This study found no collinearityon the observed (no strong multi collinearity and degree of association between variables) using Multicollinearity test (Collinearity Statistics- VIF). It shows that the VIF value of four factors was found less than 5 or 10. It can be concluded that.
- 3 **Test for Autocorrelation** - If the observations have a natural sequence in time or space, the lack of independence is called autocorrelation. Assumption that is made of the multiple linear regressions disturbance terms is that the covariance between the error terms over time (or cross-sectionally, for that type of data) is zero. To test the presence of autocorrelation, the popular Durbin-Watson Test was employed in this study(Kraeger, 2011). The Durbin-Watson statistic is 1.219, indicating that the residuals are uncorrelated; therefore, the independence assumption is met for this analysis.
- 4 **Homoscedasticity Assumption** –it refer to homogeneity of variances that is, all of the treatment groups have the same variance.The homoscedasticity assumption can be tested

through the visual examination of the same residual plots of the standardized residuals and predicted values depicted in the assumption of linearity(Kraeger, 2011). When the homoscedasticity assumption has been met, the residuals will present as being randomly scattered around the horizontal line depicting  $\epsilon_i=0$ . The study found the test result of a residual plot demonstrating a relative equal clustering of residuals along the horizontal line in a rectangular shape, therefore, the homoscedasticity assumption seems to have been met.

- 5 **Error Term** - Test for average value of the error term is zero ( $E(u_t) = 0$ ); the first assumption required is that the average value of the errors is zero. Therefore, since the constant term (i.e.  $\alpha$ ) was included in the regression equation, the average value of the error term in this study is expected to be zero.

#### 4.3.2.2 Multiple Regression Test Results

**Table 4.6 : Regression Test Results**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 <sup>a</sup>	.462	.454	.710

a. Predictors: (Constant), Interactivity, Uniqueness, Vividness

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.244	3	30.415	60.386	.000 <sup>b</sup>
	Residual	106.273	211	.504		
	Total	197.517	214			

a. Dependent Variable: Mobile phone purchase behavior

b. Predictors: (Constant), Interactivity, Uniqueness, Vividness

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.719	.204		3.515	.001
	Uniqueness	.158	.070	.169	2.262	.025
	Vividness	.371	.079	.362	4.688	.000
	Interactivity	.235	.075	.230	3.134	.002

a. Dependent Variable: Mobile phone purchase behavior

*Survey result, 2020*

The regression equation gives us two unstandardized slopes, both of which are partial statistics (Kraeger, 2011). OLS unstandardized coefficients can be interpreted as a one unit increase in X is associated with a coefficient sized increase (decrease) in Y. Standardized coefficients are the estimates resulting from an analysis carried out on variables that have been standardized so that their variance is 1. This means that they are in “standard deviation” terms or units and can be compared to each other. Whereas unstandardized coefficients literally tell us the change in Y for every 1 unit change in X. He also stated that the model summary table reports the strength of the relationship between the dole and the dependent variable.

The above table portrays the result of multiple regression test and its measurement is made by inferring the value of  $R^2$  to explain the magnitude of the effect of the independent variable on the dependent variable. Here below illustrated are the linear regression of three independent variables and dependent variable. As shown in the above table, the overall bundle of determinant factors of the four independent variables were 46.2% ( $R^2 = .462$ ) explained the dependent variable (mobile purchase behavior). This suggests that 46.2% of customer retention level in the bank clearly depends on the independent variables while the remaining 53 % is determined by other unaccounted factors in this study. As the second table shows the result  $F= 60.386$ , it can be concluded that the combination of determinant factor have positive effect on mobile purchase behavior which is statistically significant. Thus, this study rejects the null hypothesis.

From this multiple regression table, this study found similar results as there is a positive and significant effect of uniqueness (.025), vividness (.000) and interactivity (.002)) on consumer mobile purchase behaviour. Fortunately, previous studies in the same area also showed related results. For example, Liguó and Joon (2018) digital advertising can concurrently stimulate consumers' brand purchase intention and brand information sharing intention. This study investigates how features of brand content influence digital advertising effectiveness by integrating the stimulus-organism-response model and classic advertising effectiveness models. Thus, they found that perceived uniqueness, perceived vividness, and perceived interactivity have significant effects on consumers' purchase behaviour. Advertising can have a variety of effects on human thoughts attitudes feelings and behavior. Researchers found that for a market in which advertising dollars are allocated based on their influence on purchase behavior, new methods must be developed to insure efficient market functioning (Anindya, Sang and Sunghyuk, 2013). Anthony (2015) concluded that the effectiveness of internet advertising on

reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertising adopted.

## **Model Specification**

The multiple linear regression model of the study is based on the theoretical regression model as indicated follows

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$
$$Y = .719 + .158X_1 + .371X_2 + .235 + e$$

Where: Y = Consumer Retention, a = the y intercept. X<sub>1</sub> – uniqueness, X<sub>2</sub> – vividness, X<sub>3</sub> – interactivity and e represents error term. a is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero.  $\beta_1$ ,  $\beta_2$  and  $\beta_3$  refer to the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

## **4.4. Hypothesis Testing**

### **4.4.1 Uniqueness**

**Hypothesis 1: Uniqueness has a positive and significant effect on consumer behavior in mobile phone market**

This study tested if uniqueness has relationship with consumer mobile purchase behavior using the correlation analysis; and it that it has a significant relationship show with consumer mobile purchase behavior ( $r=0.571$ ; sig, 0.0000 ); and to make sure that it actually influence the consumer's mobile purchase behavior (Sig, 0.025), multiple regression analysis has been conducted. And the result of the regression analysis shows that it has positive and significant impact on consumer mobile purchase behavior; consequently, the stated alternative hypothesis is accepted. The finding agrees with results of previous researches associated to the extent to which viewers think the brand content is unique and different from other brand content (Drèze and Hussherr, 2003). Utilization of technological features of brand content enabled by social media technologies and message appeal (uniqueness) to well communicate with consumers and promote their appropriate responses (Chowdhury, *et al*, 2006). Additionally, the content and

design elements of social media-based advertisements can be implemented in a unique way to enhance their effectiveness(Lee and Hong, 2016).

#### **4.4.2 Vividness**

**Hypothesis 2 : has a positive and significant effect on consumer behavior in mobile phone market**

This study tested if vividness has relationship with consumer mobile purchase behavior using the correlation analysis; and it that it has a significant relationship show with consumer mobile purchase behavior ( $r=0.6361$ ; sig, 0.0000 ); and it is confirmed that it really influence the consumer's mobile purchase behavior (Sig, 0.0001), multiple regression analysis has been conducted. And the result of the regression analysis shows that it has positive and significant impact on consumer mobile purchase behavior; consequently, the stated alternative hypothesis is accepted. This result agrees with results of previous researches related to viewers' subjective perceptions of the brand content that stimulates their sensory organs (Merisavoet *al*,2007). Since high level of vividness in product presentations stimulates more of the user's senses, users can perceive more cognitive involvement and experience more joy (Cauberghe&Pelsmacker, 2010).

#### **4.4.3 Interactivity**

**Hypothesis 3: Interactivity has a positive and significant effect on consumer behavior in mobile phone market**

This study tested if interactivity has relationship with consumer mobile purchase behavior using the correlation analysis; and it that it has a significant relationship show with consumer mobile purchase behavior ( $r=0.587$ ; sig, 0.0000 ); and it is confirmed that it really influence the consumer's mobile purchase behavior (Sig, 0.002), multiple regression analysis has been conducted. And the result of the regression analysis shows that it has positive and significant impact on consumer mobile purchase behavior; consequently, the stated alternative hypothesis is accepted. This result agrees with results of previous researches. The degree to which viewers think the brand content is Jiang and Benbasat (2007) anticipated that interactivity of brand content will enhance the viewers' affective involvement as a situational cue in two ways.



# CHAPTER FIVE

## SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Summary of Key Findings

This study aimed to investigate the effect of digital advertisement on consumer purchasing behavior in the case of mobile phone market in Addis Ababa. It use descriptive and explanatory research designs. Accordingly, the study found that

#### *To what extent does uniqueness affect the consumer behavior towards mobile phone market in Addis Ababa*

- Respondents think the mobile brand content has not been unique and not different from other brand content. Even if consumers have a propensity to seek uniqueness, the novelty or creativity stimulation, that is, the uniqueness of advertising has not been inspired consumers' internal reactions. However, respondents think the digital advertisement for mobile phone brand content is characterized by two-way communication and well synchronized.
- there is a positive and significant relationship and effect between uniqueness (U) [(r=.571; (.000) and (.025)] and consumer behavior towards mobile phone market using correlation and multiple regression analysis

#### *To what extent does vividness affect the consumer behavior towards mobile phone market in Addis Ababa*

- There is special mobile phone advertisement content on social media as considered digital advertisement techniques but not having exclusive mobile phone advertisement content on e-mail marketing
- They experience advertisement content through many senses on Social media but this advertisement content is low stimulating respondents to the senses e-mail marketing
- there is a positive and significant relationship between Vividness (V) [(r=.636, .000) and (.000)] using correlation and multiple regression analysis

## ***To what extent does interactivity the consumer behavior towards mobile phone market in Addis Ababa***

- Respondents freely choose the advertisement content they want to see on social media but not respond to a receiver's input very quickly when they see an advertisement content on social media
- there is a positive and significant relationship between Interactivity (I) [(r=.587; .000) and (.002) ] on consumer mobile purchase behaviour using correlation and multiple regression analysis

### ***Others***

- The study found that the practice of using mobile advertising for mobile phone products have not been observed and similarly the practice of Advergaming has been unknown our country,

## **5.2 Conclusions**

Consumer targeted marketing paradigm was intensely shifted from mass communication based marketing to social media based one. This is related to the influence one's internal state, which in turn shapes one's behavioral response to the stimuli. Regarding, advertisement content features as stimuli, including uniqueness, vividness, and activity of content. These three features represent the key social media content (post) practices, which greatly contribute to increasing the advertisement content's popularity and effectiveness. This is because these factors reflect social media marketing advertisement content strategies where marketers tend to utilize the technological features (vividness and interactivity) of advertisement content enabled by social media technologies and message appeal (uniqueness) to well communicate with consumers and promote their appropriate responses. Thus, this study concluded that there is a positive and significant effect of uniqueness, vividness and interactivity on consumer mobile purchase behaviour.

## **5.3 Recommendations**

### **5.3.1 Recommendations**

- Firms may use a targeted, personalized and interactive communication through digital channels as of their digital marketing strategy. Therefore, they may need unique features to deliver personalized content to individual consumers in real-time prove to be an attractive alternative to traditional marketing
- Firms may use digital technologies particularly social media to reach and retain new customers, as well as to promote brands and products amongst others with the objective to increase sales
- Firms may aggressively use social media marketing based on brand content strategies where marketers tend to utilize the technological features such as vividness like vivid content and interactivity like provide more information and excitement to consumers.
- Digital advertising message may be well appeal (uniqueness)to well communicate with consumers and promote their appropriate responses by simple, easily understandable and humble words and a brand may be different from that of other brands including the creative brand content posted on the social media platforms to attract viewers' attention, which leads them to have motivation for evaluating the content andperceive relevance of
- Since vividness has an influence on mobile purchase behaviour, firms may give attentions on vivid content such as a video, online as it enhances the number of clicks and likes on social media and the more it makes consumers develop positive attitudes toward a brand
- Since the mobile phone is a very personal device that allows an individual to be assessed virtually any time and anywhere, mobile advertising must be more personalized and may take different forms. Thus companies may use mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being used by marketers.
- The study found that the practice of using mobile advertising for mobile phone products have not been observed and no practices of Advergaming in our country, thus companies may open a campaign to expand mobile advertising as it is interactive and can be used to target an individual. Companies may use branded entertainment and includes both featuring brand in the gaming environment and creating more elaborate virtual

experiences with that brand. Firms may take advantage of the advergames as it helps to promote unique brands and they are also reached via their corporate or brand websites brand

#### **5.4 Implications for Stakeholders**

Manufacturers and traders may integrate to use a targeted, personalized and interactive communication through digital channels as of their digital marketing strategy. Government and other business supportive bodies (logisticians, freight forwarders etc) may understand the benefit of digital technologies particularly social media to reach and retain new customers. Accordingly, they may adjust their services (government for profit tax and import tax collection; logisticians to enhance their delivery system) accordingly. Advertisers may shift their advertising strategies, techniques and to utilize the technological features such as vividness like vivid content and interactivity like provide more information and excitement to consumers. In addition, they may be creative to develop digital advertising message (uniqueness). Telecom operators may enhance their capacity and technology to effectively use multimedia messaging (MMS), games, music, and digital photograph.

#### **5.5 Limitation of the Study**

The sample size of 384 has taken in this study. The result could be more precise and liable if a larger sample had been taken and included regional states, but there was the constraint of time and resources including Covid 19 outbreak which made it really hard to collect questionnaire's on time. The sample was taken only from the city in Addis Ababa, Ethiopia; Results could be more liable if the no is to be collected from other regional and large cities, so it was also a constraint.

#### **5.6 Areas for Further Research**

In view of this study's findings, there are certain areas that warrant further investigation further study should be carried out to a board establish effect system and information quality on adoption of digital advertising the inclusion of other products such as watch, laptops, soft drinks and services like banks and insurance as well as microfinance institutions, a broad analysis on technological and managerial challenges, administration challenges and digital marketing performance after Covid 19 outbreak.



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# ANNEX

## Annex 1 – Questionnaire in English



### SCHOOL OF GRADUATE STUDIES ST MARYUNIVERSITY Department of Marketing Management

#### *Customer Survey* (To be filled by Consumer)

Dear Respondent,

I am Heruy Damtew, a student of St Mary's University, school of graduate studies department of marketing management. I am conducting a consumer behavior research on "the Effectiveness of digital advertising on Consumer purchasing Behavior, The Case of mobile phone in Addis Ababa". This questionnaire aims to collect data for partial fulfillment of the requirements for the award of Master Degree of marketing management. Therefore, the researcher declares that, this research is for academic purpose only.

You are kindly invited to complete this questionnaire as directed for a purpose of facilitating the study. Information from this document will be confidential and in no way will it be communicated to any person.

Thank you in advance.

Sincerely yours,

Heruy Damtew

Tel :0929411967

Email: heruydamtew1@gmail.com

**SECTION A- BACKGROUND INFORMATION**

1. What is your age?

- Below 25    25 – 35    and above

2. What is your gender?

- Male    Female

3. What is your academic status?

- Diploma    Degree    Masters    HD and Above

4. How much time do you spend on digital world (internet) per day?

- <1hr    1-3    3-5    5-7    >7

5. Where is your place of residence?

- Bole    4 Killo    Piazza    Mexico    Megenagna    Merkato    Other, specify \_\_\_\_\_

**SECTION B**

6. Please rate your opinion about uniqueness (UNI) when you buy mobile phone purchase behavior? Please tick where appropriate: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent.

Code	Measurement Items	Communication Techniques	Measurement Scale				
			<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
			1	2	3	4	5
<i>UNI 1</i>	I prefer to peculiar mobile phone advertisement on	Banner ads					
		E-mail marketing					
		Social media					
<i>UNI 2</i>	This mobile phone advertisement content is special	Banner ads					
		E-mail marketing					
		Social media					
<i>UNI 3</i>	My preference of mobile phone advertisement content is exclusive	Banner ads					
		E-mail marketing					
		Social media					
<i>UNI 4</i>	I like outstanding mobile phone advertisement	Banner ads					
		E-mail marketing					
		Social media					

7. Please rate your opinion about Vividness (VIV) when you buy mobile phone purchase behavior? Please tick where appropriate: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent.

Code	Measurement Items	Communication Techniques	Measurement Scale				
			<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
			1	2	3	4	5
<i>VIV 1</i>	This advertisement content is lively	Banner ads					
		E-mail marketing					
		Social media					
<i>VIV 2</i>	This advertisement content is highly stimulating to the senses	Banner ads					
		E-mail marketing					
		Social media					
<i>VIV 3</i>	This advertisement content stimulates multiple senses.	Banner ads					
		E-mail marketing					
		Social media					
<i>VIV 4</i>	I experience advertisement content through many senses on	Banner ads					
		E-mail marketing					
		Social media					

8. Please rate your opinion about Interactivity (INT) when you buy mobile phone purchase behavior? Please tick where appropriate: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent.

Code	Measurement Items	Communication Techniques	Measurement Scale				
			<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
			1	2	3	4	5
<i>ITR 1</i>	I can freely choose the advertisement content I want to see on	Banner ads					
		E-mail marketing					
		Social media					
<i>ITR 2</i>	I can respond to a receiver's input very quickly when I see an advertisement content on	Banner ads					
		E-mail marketing					
		Social media					
<i>ITR 3</i>	I can quickly respond to by liking, commenting, and sharing when I see advertisement content on	Banner ads					
		E-mail marketing					
		Social media					
<i>ITR 4</i>	I can easily reflect my feedback when I see advertisement content on	Banner ads					
		E-mail marketing					
		Social media					

9. Please rate your opinion about various ads when you buy mobile phone purchase behavior? Please tick where appropriate: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent

Code	Items	1	2	3	4	5
<i>Banner Ads</i>	I like banner - an advertising type on www, delivered by an ad server to buy mobile.					
	I follow a web page which embeds a mobile phone advertisement.					
<i>E-mail marketing</i>	I like E-mail marketing messages.					
	My attention always goes to mobile phone email ads features and hyperlinks.					
<i>Social media ads</i>	I follow social networks to know more about mobile brands.					
	Social networking sites give me an ability to personalize my mobile phone preferences.					

10. Please rate your opinion mobile phone purchase behavior(MPPB) as per the below listed statements? Please tick where appropriate: 5-To a very great extent, 4-To a great extent, 3-To a moderate extent, 2-To a little extent, and 1-To no extent.

	Items	1	2	3	4	5
<i>MPPB 1</i>	I am willing to pay high price when I get mobile phone via online advertisements.					
<i>MPPB 2</i>	I prefer to buy a mobile phone brand which advertises by digital advertisement.					
<i>MPPB 3</i>	I think I buy best mobile phone when I see repeatedly page viewing online advertisement.					
<i>MPPB 4</i>	I trust digitally advertised mobile phone brands.					
<i>MPPB 5</i>	I spend a large amount of my time in considering online advertisement for my mobile purchase.					

***Thank you for your cooperation!***



3. ያገኘችሁት ትምህርት ደረጃ፡ -

ዲፕሎማ  የ መጀመሪያ ዲግሪ  ማስተርስ  ፒኤችዲ እና ከዚያ በላይ

4. በቀን በአንተርኔት ላይ የምን ያህል ጊዜ ያሳልፋሉ?

ከ 1 ሰአት በታች  1-3  3-5  5-7  7 እና ከዚያ በላይ

5. የ ምትኖር በትቦታ የ ትን ው

ቦሌ  4 ከሎ  ፒያሳ  መኖር  ማከቶ

ሌላ ቦታ

ክፍል 2

6. የጣይልሲን ዙብ ማስታወቂያ አቀራረብ ለየ ትምህርት ደረጃ ለትን ሃሳብ ይግለጹ

(5 - በጣም አስማኝ ው 4 - አስማኝ ው 3 ደምጸተኛ ቅጥ 2 አልሰማም 1 - በፍጹም አልሰማም)

መለኪያ ጥያቄ	መልእክት የ ማሳላ ለ ፍብ ትምህርት ደረጃ	መዛኛ ትምህርት				
		በአ	አ	ደተ	አ	በአ
		1	2	3	4	5
አዲስ የ ተለየ ማስታወቂያ ለ የጣይል የ ማህተም ስራ ማስተካከያ	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					
የ ተለየ መልእክት ለ ወደ የጣይል ማስታወቂያ እና ማስተካከያ	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					
ብቸኛ የ ሆነ የ የጣይል የ ማስታወቂያ እና ማስተካከያ	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					
ያልተለመደ ወይም ለ የ የጣይል ማስታወቂያ እና ማስተካከያ	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					

7. የጣይልሲን ዙብ ማስታወቂያ አቀራረብ ለ የጣይል ጽሑፍ ለመሆን ያለትን ሃሳብ ይግለጹ

(5 - በጣም አስማኝ ው 4 - አስማኝ ው 3 ደምጸተኛ ቅጥ 2 አልሰማም 1 - በፍጹም አልሰማም)

መለኪያ ጥያቄ	መልእክት የ ማሳላ ለ ፍብ ትምህርት ደረጃ	መዛኛ ትምህርት				
		በአ	አ	ደተ	አ	በአ
		1	2	3	4	5
የ ማስታወቂያ ወይም ትንተና ለ ሌሎች	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					
የ ማስታወቂያ ወይም ትንተና ለ ሌሎች ለ ሌሎች ለ ሌሎች	ዲጂታል ባን ር					
	ኢሜል ማስተካከያ					
	ማህበራዊ ድረ ገጽ					



የሚታወቁ ወይም የሌሎች ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					
የሚታወቁ ወይም የሌሎች ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					

8. የጣይልስገ ዙብ ሚኒስቴር አቀራረብ በይዘት ለተለያዩ ሎትን ሃሳብ ጥያቄዎች

(5 - በጣይልስ ሚኒስቴር 4-አስ ሚኒስቴር 3 ደምጽ ተአቅቦ 2 አልስ ሚኒስቴር 1- በፍጹም አልስ ሚኒስቴር)

ሚኒስቴር ጥያቄ	መልእክት ማሳሰቢያ ተመዝግቦ	መዝገብ ስርዓት				
		በአ	አ	ደተ	አ	በአ
		1	2	3	4	5
ማህበራዊ ድረ ገጽ ላይ የሚገኘውን የሚኒስቴር ደብዳቤ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					
ለ ሚኒስቴር ሚኒስቴር ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					
አንድ የሚኒስቴር ደብዳቤ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					
በማህበራዊ ድረ ገጽ ላይ የሚገኘውን የሚኒስቴር ደብዳቤ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	ዲጂታል ባንክ					
	ኢሜሎች ኬቲንግ					
	ማህበራዊ ድረ ገጽ					

9. የጣይልስ ሚኒስቴር ዙብ ሚኒስቴር ለተለያዩ የሚኒስቴር ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ

5 - በጣይልስ ሚኒስቴር 4-አስ ሚኒስቴር 3 ደምጽ ተአቅቦ 2 አልስ ሚኒስቴር 1- በፍጹም አልስ ሚኒስቴር

ኮድ	ጥያቄ	1	2	3	4	5
ዲጂታል ባንክ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	የ ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					
	የ የጣይልስ ሚኒስቴር ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					
ኢሜሎች ኬቲንግ	የ ኢሜሎች ኬቲንግ ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					
	የ ኢሜሎች ኬቲንግ ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					
ማህበራዊ ድረ ገጽ ላይ የሚገኘውን የሚኒስቴር ደብዳቤ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ	የ ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					
	የ ሰነድ ተቀባይነት ያላቸው ሰነድ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ					

10. በየጣይልስ ሚኒስቴር ላይ የሚገኘውን የሚኒስቴር ደብዳቤ ለማረጋገጥ የሚያስፈልጉትን ሰነድ ያቀረቡ

5 -በጥቅም አይነት 4-አስፈላጊነት 3 ደምጸተኛነት 2 አልስማም 1- በፍጹም አልስማም

ንጥል	1	2	3	4	5
በአንላይንላይዩ መግኘቱ የጥያቄ ልሳን ለማግኘት ያለኝ ጥሪ ለማሳደግ ለመቻሉ ምክንያት ነው፡፡					
በዲጂታል ማህተም አይነት የጥያቄ ልሳን ለማግኘት ያለኝ ጥሪ ለማሳደግ ለመቻሉ ምክንያት ነው፡፡					
በመሆኑም ለማህተም አይነት የጥያቄ ልሳን ለማግኘት ያለኝ ጥሪ ለማሳደግ ለመቻሉ ምክንያት ነው፡፡					
በዲጂታል ማህተም አይነት የጥያቄ ልሳን ለማግኘት ያለኝ ጥሪ ለማሳደግ ለመቻሉ ምክንያት ነው፡፡					
ለጥያቄ ልሳን ለማግኘት ያለኝ ጥሪ ለማሳደግ ለመቻሉ ምክንያት ነው፡፡					

*ሰለት-ብብሮአ መስጫ ነው !*

### Annex 3 - Itemized Mean Results

#### Appendix IV Table 1 Itemized Mean Results

Items	N	Mean	Std. Deviation
I prefer to peculiar mobile phone advertisement on Banner ads	215	3.55	1.236
I prefer to peculiar mobile phone advertisement on E-mail marketing	215	3.31	1.350
I prefer to peculiar mobile phone advertisement on Social media	215	3.38	1.305
This mobile phone advertisement content is special Banner ads	215	3.26	1.332
This mobile phone advertisement content is special E-mail marketing	215	3.26	1.380
This mobile phone advertisement content is special Social media	215	3.93	1.213
My preference of mobile phone advertisement content is exclusive Banner ads	215	3.45	1.403
My preference of mobile phone advertisement content is exclusive E-mail marketing	215	2.99	1.369
My preference of mobile phone advertisement content is exclusive Social media	215	3.34	1.378
I like outstanding mobile phone advertisement Banner ads	215	3.69	1.300
I like outstanding mobile phone advertisement E-mail marketing	215	3.10	1.394
I like outstanding mobile phone advertisement Social media	215	3.72	1.281
This advertisement content is lively Banner ads	215	3.55	1.274

This advertisement content is lively E-mail marketing	215	3.43	1.265
This advertisement content is lively Social media	215	3.31	1.304
This advertisement content is highly stimulating to the senses Banner ads	215	3.32	1.280
This advertisement content is highly stimulating to the senses E-mail marketing	215	2.94	1.381
This advertisement content is highly stimulating to the senses Social media	215	3.72	1.155
This advertisement content stimulates multiple senses Banner ads	215	3.32	1.351
This advertisement content stimulates multiple senses E-mail marketing	215	3.18	1.386
This advertisement content stimulates multiple senses Social media	215	3.39	1.240
I experience advertisement content through many senses on Banner ads	215	3.60	1.222
I experience advertisement content through many senses on E-mail marketing	215	3.47	1.248
I experience advertisement content through many senses on Social media	215	3.80	1.047
I can freely choose the advertisement content I want to see on Banner ads	215	3.66	1.086
I can freely choose the advertisement content I want to see on E-mail marketing	215	3.73	1.224
I can freely choose the advertisement content I want to see on Social media	215	3.77	1.330
I can respond to a receiver's input very quickly when I see an advertisement content on Banner ads	215	3.53	1.346
I can respond to a receiver's input very quickly when I see an advertisement content on E-mail marketing	215	3.38	1.312
I can respond to a receiver's input very quickly when I see an advertisement content on Social media	215	3.37	1.340
I can quickly respond to by liking, commenting, and sharing when I see advertisement content on Banner ads	215	3.47	1.296
I can quickly respond to by liking, commenting, and sharing when I see advertisement content on E-mail marketing	215	3.48	1.307
I can quickly respond to by liking, commenting, and sharing when I see advertisement content on Social media	215	3.44	1.341
I can easily reflect my feedback when I see advertisement content on Banner ads	215	3.67	1.230
I can easily reflect my feedback when I see advertisement content on E-mail marketing	215	3.69	1.312
I can easily reflect my feedback when I see advertisement content on social media	215	3.71	1.219

I like banner - an advertising type on www, delivered by an ad server to buy mobile.	215	3.62	1.258
I follow a web page which embeds a mobile phone advertisement.	215	3.55	1.277
I like E-mail marketing messages.	215	3.60	1.139
My attention always goes to mobile phone email ads features and hyperlinks.	215	3.72	1.226
I follow social networks to know more about mobile brands.	215	3.80	1.125
Social networking sites give me an ability to personalize my mobile phone preferences.	215	3.80	1.152
I am willing to pay high price when I get mobile phone via online advertisements.	215	3.60	1.203
I prefer to buy a mobile phone brand which advertises by digital advertisement.	215	3.47	1.252
I think I buy best mobile phone when I see repeatedly page viewing online advertisement.	215	3.03	1.432
I trust digitally advertised mobile phone brands.	215	3.02	1.442
I spend a large amount of my time in considering online advertisement for my mobile purchase.	215	3.69	1.172

#### Annex 4 – Regression Test Results

#### Appendix V – Table 1 Durbin-Watson Test Result

Model	Durbin-Watson
1	<b>1.219<sup>a</sup></b>

a. Predictors: (Constant), Interactivity, Uniqueness, Vividness

b. Dependent Variable: Mobile phone purchase behavior

#### Appendix V – Table 2 VIF Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.719	.204		3.515	.001		
	Uniqueness	.158	.070	.169	2.262	.025	.457	<b>2.186</b>

Vividness	.371	.079	.362	4.688	.000	.427	<b>2.341</b>
Interactivity	.235	.075	.230	3.134	.002	.473	<b>2.113</b>

a. Dependent Variable: Mobile phone purchase behavior

**CollinearityDiagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Uniqueness	Vividness	Interactivity
1	1	3.909	1.000	.00	.00	.00	.00
	2	.045	9.312	.86	.20	.04	.01
	3	.025	12.571	.13	.72	.12	.46
	4	.021	13.643	.00	.07	.84	.53

a. Dependent Variable: Mobile phone purchase behavior

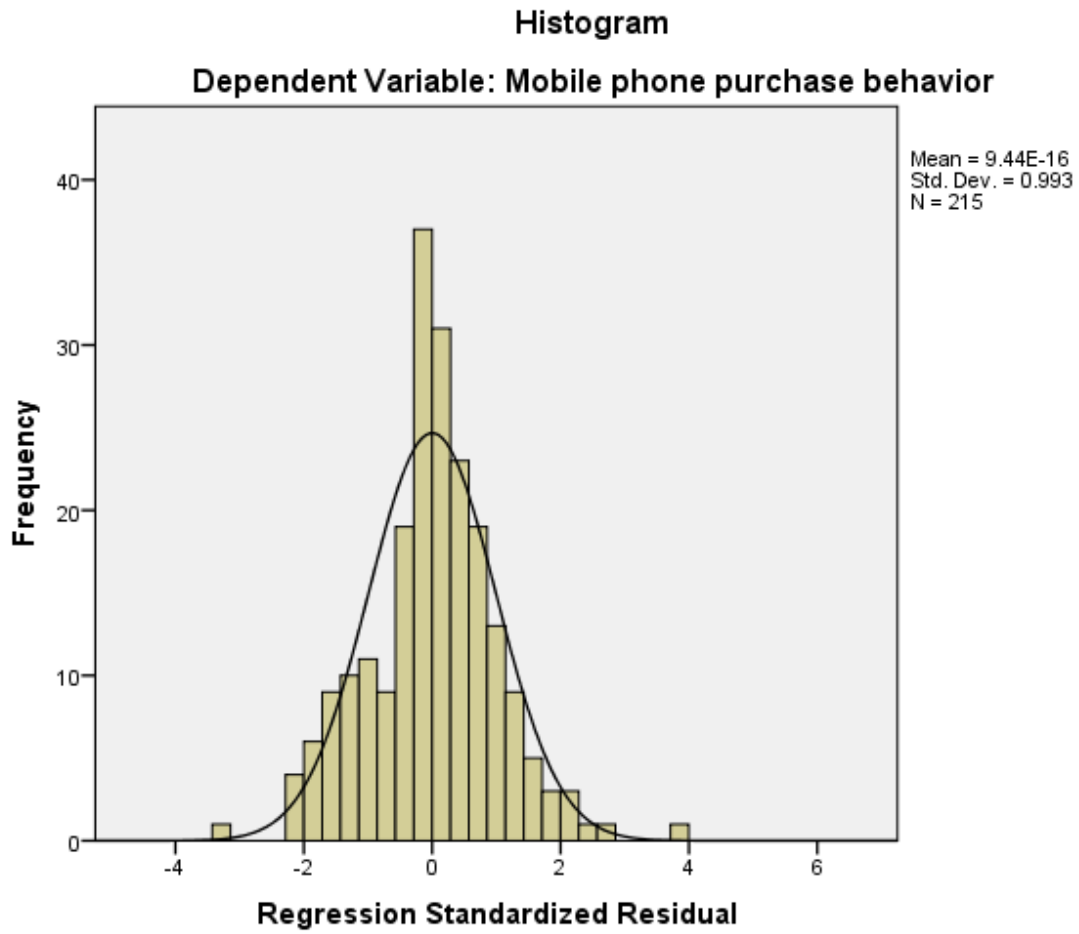
## Appendix V – Table 3 Residuals Statistics

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.60	4.54	3.36	.653	215
Residual	-2.235	2.652	.000	.705	215
Std. Predicted Value	-2.702	1.795	.000	1.000	215
Std. Residual	-3.149	3.737	.000	.993	215

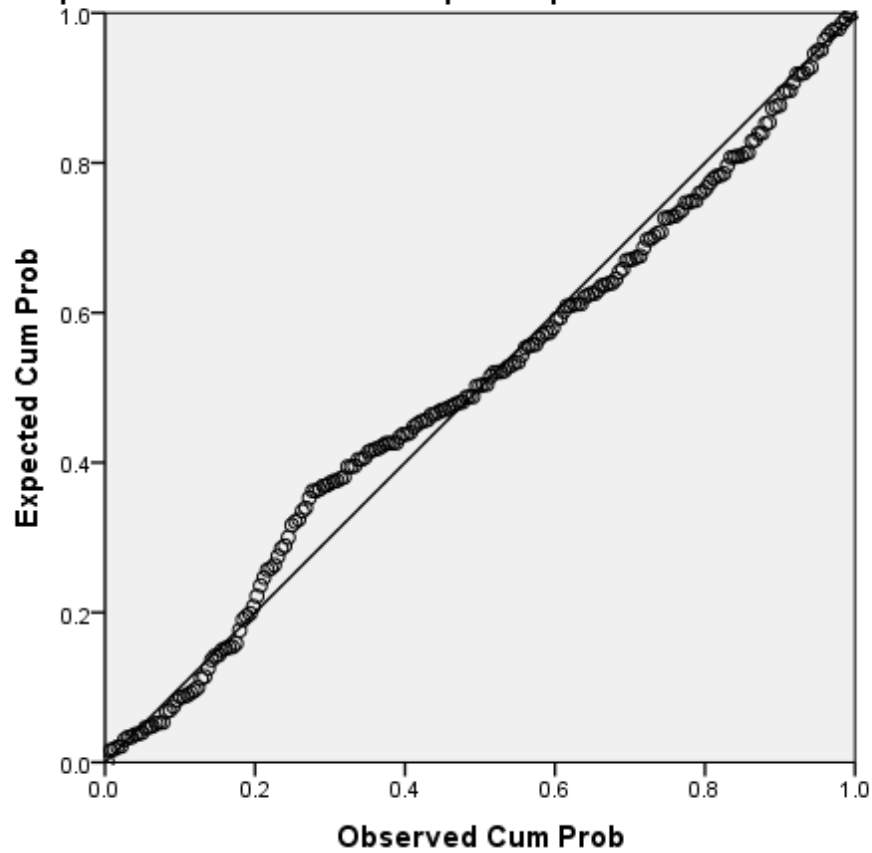
a. Dependent Variable: Mobile phone purchase behavior

## Charts



**Appendix V – Figure 1 Histogram**

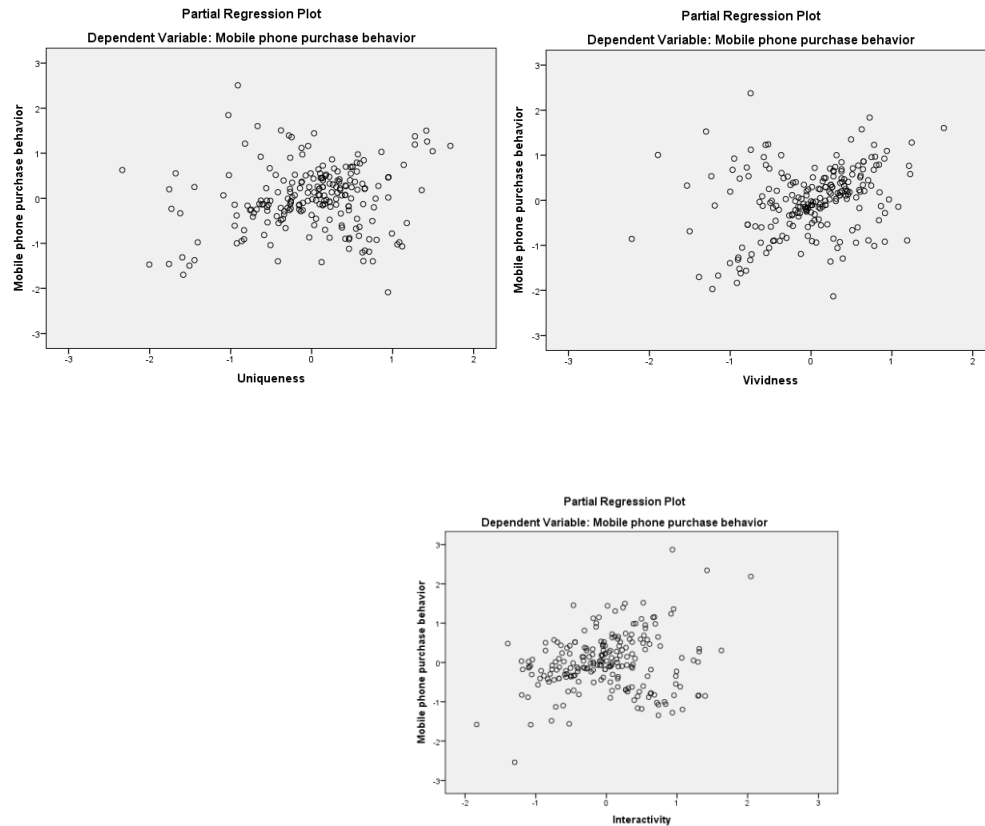
**Normal P-P Plot of Regression Standardized Residual**  
**Dependent Variable: Mobile phone purchase behavior**



**Appendix V – Figure 2 Normal P-P Plot**

## **6 Homoscedasticity Assumption**

The homoscedasticity assumption can be tested through the visual examination of the same residual plots of the standardized residuals and predicted values depicted in the assumption of linearity section of this paper (Osborne & Waters, 2002).



Source: Survey result, 2020

### Appendix V – Figure 3 Scatter Plots

When the homoscedasticity assumption has been met, the residuals will present as being randomly scattered around the horizontal line depicting  $r_i=0$ . The above figure portrays the test result of a residual plot demonstrating a relative equal clustering of residuals along the horizontal line in a rectangular shape, therefore, the homoscedasticity assumption seems to have been met.