



**THE EFFECT OF MEDIA ADVERTISING ON CONSUMER'S
BUYING BEHAVIOR IN THE REAL ESTATE INDUSTRY IN
ETHIOPIA**

BY

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**ST. MARY'S UNIVERSITY
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**THE EFFECT OF MEDIA ADVERTISING ON CONSUMERS'
BUYING BEHAVIOR IN THE REAL ESTATE INDUSTRY:
THE CASE OF NOAH, TSEHAYE AND AYAT REAL ESTATE**

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DECLARATION

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

Name

Signature

St. Mary's University, Addis Ababa June, 2021

ENDORSEMENT

this thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

Advisor

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St. Mary's University, Addis Ababa June, 2021

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TABLE OF CONTENT

Contents	Page
DECLARATION	i
ENDORSEMENT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
<i>ABSTRACT</i>	ix
CHAPTER ONE	1
INTRODUCTON	1
1.1. Background of the Study	1
1.2. Statement of the Problem	3
1.3. Basic Research Questions	4
1.4.1. General Objective.....	5
1.4.2. Specific Objective	5
1.5. Significance of the Study	5
1.6. Scope of the Study.....	5
1.7. Organization of the Paper.....	6
CHAPTER TWO	7
REVIEW OF THE RELATED LITRATURE.....	7
2.1. Theoretical Review	7
2.1.1 Definition of Key Terms	7
2.1.1. Theories and Models.....	8
2.1.1.2. AIDA Theory.....	8
2.1.1.3. Hierarchy of Effects Theory	9
2.1.1.4. Relationship Marketing Theory	10
2.1.1.5. The Five Stages Model of Buying Decision Process	10
2.1.1.5.1 Problem Recognition.....	11
2.1.1.5.2 Information Search	13

2.1.1.5.3 Evaluation of Alternatives	13
2.1.1.5.4 Purchasing Decision	14
2.1.1.5.5 Post Purchase Behavior.....	15
2.1.2. Objectives of Advertising	15
2.1.3. The Effect of Advertising.....	18
2.1.3.1. Positive Effect of Advertising.....	18
2.1.3.2. Negative Effect of Advertising	19
2.2. Empirical Review	21
2.2.1. The source factor of advertising and customers' buying behavior.....	21
2.2.2. The message factor of advertising and customers' buying behavior	22
2.2.3. The channel factor of advertising and customers' buying behavior.....	24
2.2.4. Hypothesis of the Study	25
2.3. Conceptual Framework.....	25
CHAPTER THREE	27
RESEARCH METHODOLOGY.....	27
3.1. Research Design	27
3.2. Data Type and Source of Data.....	27
3.3. Population, Sample Size and Sampling Technique	28
3.3.1. Population	28
3.3.2. Sample Size and Sampling Technique	28
3.4. Data Gathering Technique and Instruments	29
3.5. Method of Data Analysis.....	29
3.6. Validity and Reliability	30
3.6.1 Construct validity	30
3.6.2 Internal Validity.....	30
3.6.3. Reliability	30
3.7. Ethical Considerations	32
CHAPTER FOUR.....	33
DATA ANALYSIS, RESULTS AND DISCUSSION	33
4.1. Response Rate.....	33
4.3. The Demographic Data of the Respondents	34

4.4. Descriptive Statistics of the Independent and Dependent Variables	35
4.5. Correlation Analysis and Hypothesis Testing	36
4.6. Test of Assumptions.....	39
4.6.1. Linearity Test.....	39
4.6.2. Assumption 1- Homoscedasticity (equal variance)	39
4.6.3. Assumption 2- Independent of residuals	41
4.6.4. Assumption 3- Multicollinearity	42
4.6.5. Regression Analysis Results.....	44
4.7. Hypothesis Testing	47
4.8. Discussion	49
CHAPTER FIVE	52
SUMMARY, CONCLUSION AND RECOMMENDATION	52
5.1. Summary of the Major Findings.....	52
5.2. Conclusion.....	54
5.3. Recommendation.....	54
5.4. Suggestionfor FutureResearch	55
REFERENCES	56
APPENDIX I	viii
APPENDIX II.....	xi

LIST OF TABLES

Table 4.1 Response Rate-----	33
Table 4.2 the Demographic Data of the Respondents-----	34
Table 4.3 Descriptive Statistics for the independent and dependent variables-----	35
Table 4.4 the measures of associations and descriptive adjectives-----	37
Table 4.5 Correlation-----	37
Table 4.6 Durbin-Watson test result Model Summary-----	41
Table 4.7 Pair-wise correlation among the independent variables-----	43
Table 4.8 Tolerance and Variance Inflation Factor Coefficients-----	43
Table 4.9 ANOVA-----	44
Table 4.10 Beta coefficient of regression result-----	45

LIST OF FIGURES AND GRAPHS

Figure 2.1: ‘The five stage model in consumer behavior -----	11
Figure 2.2. Conceptual Framework -----	25
Graph 4.1: Normal P-P plot graph-----	39
Graph-4.2. homoscedasticity between variables-----	40

ABSTRACT

*Advertising can be defined as any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor. Most of the managers believe that the advertisement directly affects the sales volume and hence they evaluate the effectiveness of the advertising campaign by the increase in the sales volume. This study is undertaken to investigate the Effect of Media Advertising on Consumer Buying Behavior. This study has used descriptive designs using quantitative data from primary sources that were collected through questionnaire. The target populations for the study are Ayate Real Estate, Noah Real Estate and Tsehay Real Estate customers which are found in Addis Ababa City, Sample size for this study was 381 individuals. The researcher has used non-probability sampling approach, specifically convenient sampling technique. After the data are collected both descriptive and inferential statistical techniques were employed to analyze the data. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The correlation analysis was computed by using Pearson correlation method and regression analysis was estimated by using the SPSS version 20 methods. From the finding it is concluded that there is positive relationship between media advertisement and consumer buying behavior, There is a statistically significant positive relationship between the two variable at the level of ($R=0.817^{**}$), ($P<0.01$). Compared to other relationship dimensions considered in this study, channel factor of the advertisement is ranked first in its magnitude of correlation. And also the other two independent variables are follows which is message factor of the advertisement is ranked second in its magnitude of correlation and The result of Pearson correlation test between the dependent variable customers' buying behavior and source factor of the advertisement showed that, there is a positive relationship between the two variables at the significance level. From the finding it is recommended that, the marketing department of the company is recommended to establish a better channel factor of advertisement that can grant the company is serving to establish potential and prospective customers*

Keywords: *Advertisements, Media, Consumers' Buying Behavior.*

CHAPTER ONE

INTRODUCTON

1.1. Background of the Study

Advertising can be defined as any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor. Most of the managers believe that the advertisement directly affects the sales volume and hence they evaluate the effectiveness of the advertising campaign by the increase in the sales volume (Kotler, 2000). Advertisements represent a fictional world, a world arbitrarily created. They enter the real world of their prospective customers and try to draw their attention to the fictional reality they simulate. Advertisements have to be created in such a way that they catch the eye of the prospective customers and engage them in the communication. The advertiser, when creating the advertisement, has to bear in mind that prospective customers was not engage in the communication deliberately, they do not seek advertisements on purpose (Jobber, 2001).

According to Kotler and Keller, (2012) the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory. The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase. The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined with sociological, semiotic, psychological and socio-psychological approaches(Malik, Ghafoor, Iqbal, Unzila and Ayesha, 2014).

The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups. There are two opposite sociological perspectives to the advertising function in contemporary society(Malik et.al, 2014). The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because

advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Belch, 2004).

There are two types of measures direct measures and indirect measures. Direct measures of advertising effectiveness measures establish a relationship between advertising and sales. A comparison of sales of two periods of time or two markets may be done and the comparative changes may be noted. Indirect measures of advertising effectiveness consider factors such as customer awareness or attitude or customer recall of advertising message affect the sales or profits or goals of the business indirectly (Corvi, 2007).

The indirect measures of advertising effectiveness measured in ways: exposure to advertisement; attention or recall of advertising message content; brand awareness; comprehension and attitude change. Exposure to advertisement: the advertiser is concerned about the number of target audiences who see or hear the organization message set in the advertisement. Without exposure, advertisement is bound to failure. It is also known as reach and frequency factors. Attention or recall of advertising message content: Under this measure, a recall of the message content among a specified group or groups or prospective customers is measured within 24 hours of the exposure of the advertisement (Jobber, 2001).

Attention value is the chief quality of the advertising copy the advertisements cannot be said to be effective unless they attract the attention of the target consumers. There are two methods for evaluating the attention getting value of the advertisements. One is pre-test and the other is post-test (Belch, 2004). Brand awareness is the marketers who rely heavily on advertising often appraise its effectiveness by measuring the customer's awareness about the particular product or brand. The assumption of this type of measure is that there is a direct relationship between the advertisements and the awareness (Kotler and Keller, 2012). Comprehension is the consumers here are asked to comprehend the message of advertisements. Various tests like recall tests, asking questions etc. are used to measure comprehension. Attitude change is the results of attitude changes are important because of advertisements are measured in terms of attitudes among groups exposed to advertising communication. The action of purchasing or behavior towards purchasing is measured because of the advertisements here (Kapferer, 1990).

The Ethiopian real estate market is hotter than ever, especially after the new reforms being introduced in every sector of Ethiopian society. These reforms have reignited the real estate market in Ethiopia due to the ever growing demand for homes from both the local population and the Ethiopian Diasporas (<http://www.allaboutETHIO.com>). In Ethiopia there are around 15 real estate developers in all over the country. Out of them the most dominant residential home developers include Ayat Real Estate, Sunshine Real Estate, Habitat New Flower Homes, Ropack International, Ambassador Real Estate, Trancon Real Estate, Gift Real Estate, Enyi Real Estate, Country Club Developers, Akakas Real Estate, Boran Real Estate, Flintstones Homes, and Zenebe Frew Real Estate. (Access capital-sector report, 2010). The great demand for housing and real estate housing shows the strong development of real estate. Buyers of residential houses (Real estate) got the idea of purchasing the houses from electronics and print medias, sales persons or from social medias the majority of home buyers go online for their search for their future home (Real estate in digital age, 2017).

1.2. Statement of the Problem

The Real Estate industry in Ethiopia can make the economy strong. In the past decade; the Real Estate sector has undergone radical changes, resulting in a market place, which is characterized by intense competition. The number of Real Estate has been increasing which further raises the competition and difficulty among them. In this competitive environment, each real estate wants to attract the customers. This can be achieved by having a good relationship with their customers. Considering the competitive nature of the real estate industry, the question that comes to mind is how to develop good relations with customer in order to create level of confidence that will promote sustainable growth and profitability. The problem is to develop a differential strategy to promote a consistent positive return on investment. It is against the background that all the competitors in the industry are offering very similar products. The question again was how Real Estates could differentiate themselves from the competition and gain customer attention. According to this they do not know how the customers feel about their product & knowledge gaps for how is the important their product or services to their target market.

As Kotler, (1991) has recognized the major decision areas the place a manager focuses on problem in creating an advertising and marketing campaign these are setting an objective, creating the advertising messages, developing the media plan and evaluating advertising

effectiveness. The effectiveness of advertising can be measured from two different aspects. One is from its communication effect and the other is from its sales effects. In measuring the communication effects of advertising, the most particular approach is to view advertising as a force that will move people up a series of steps from the stage of just becoming aware of the product in question to the final stage of actual purchase. In measuring the sales effect of advertising, advertiser face some difficulties. This is because of sales is not only influenced by advertising. The marketing communication process entails the development of a specific message aimed at a specific target audience and sent through a specific channel, such as a magazine advertisement or a television commercial (Ouwersloot and Duncan, 2008). The three major components of the communication process are the source, message and channel factor (Belch and Belch (2007). This study specifically focuses on the effectiveness of advertising Ayat, Noah, Tsehaye real estate from its communication effect by using the three major components of the communication process are the source factor, message factor and channel factor.

Even though several significant studies in Ethiopia have been performed by (Genet Habtu (2014); Kalia and Mishra, (2016); MelkamuDaba (2014); Meron (2017); Hiwot (2018); Aschalew, (2018); (Eden 2018); Belete , (2019))to investigate the effect of advertising on the customers differently, these studies are limited in scope in that they investigate few variables and not incorporate the real estate industry. This study used the model by Belch and Belch (2007) the three elements of communication process namely source factor, message factor and channel factor used for measuring the effect of media advertising on customers' buying behavior of Noah, Tsehaye and Ayat real estate companies.

1.3. Basic Research Questions

This study was tried to answer the following research questions:

1. To what extent the source factors of media advertising affectthe customers' buying behavior?
2. How does the effect of the message factors of media advertising on customers' buying behavior?
3. What is the effect of the channel factors of media advertising on customers' buying behavior?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study was to investigate effect of media advertising on the Noah, Tsehaye and Ayat real estate companies' customers buying behavior.

1.4.2. Specific Objective

The specific objectives of the study are:

- To investigate the effect of the source factors of media advertising on customers' buying behavior.
- To identify the effect of the message factors of media advertising on customers' buying behavior.
- To point out the effect of the channel factors of media advertising on customers' buying behavior.

1.5. Significance of the Study

This study, therefore, attempts to contribute to this scant body of literature by investigate effect of media advertising on the Noah, Tsehaye and Ayat Real Estate customers buying behavior. And also this study is an input to the Noah, Tsehaye and Ayat Real Estate management to understand the role of media advertising on the customers buying behavior.

Last but not least, the study will notably contribute to other studies made in different companies in the sectors by showing the generalizability of the factors that media advertising will have a significant and positive relationship with customers' buying behavior.

1.6. Scope of the Study

The scope of the study was restricted to investigate effect of media advertising on the three Noah, Tsehaye and Ayat Real Estate customers buying behavior. The major decision is creating advertising and marketing campaign setting an objective, creating the advertising messages, developing the media plan and evaluating advertising effectiveness. The effectiveness of advertising can be measured from two different aspects one is from its communication effect and the other is from its sales effects. In measuring the communication effects of advertising, the most particular approach is to view advertising as a force that was move people up a serious of

steps from the stage of just becoming aware of the product in question to the final stage of actual purchase. In measuring the sales effect of advertising, advertiser face some difficulties. This is because of sales is not only influenced by advertising. Accordingly, this study specifically focuses on the effectiveness of media advertising the three Noah, Tsehaye and Ayat Real Estate companies from its communication effect by using the three major components of the communication process are the sourcefactor, messagefactor and channel factor.

The study was limited to the previous year's residential homes and commercial outlets customers of the three Noah, Tsehaye and Ayat Real Estate in Addis Ababa. The researcher used both descriptive and inferential statistics for analysis purpose. Inferential statistics tools correlation analysis and multiple regressions used to predict the relationship between internal marketing and the customers perceived service quality. The demographic data of the respondents was analyzed by descriptive statistical tools frequency and percentage.

1.7. Organization of the Paper

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

CHAPTER TWO

REVIEW OF THE RELATED LITRATURE

This chapter reviews appropriate literature from referenced books, journals, magazines, newspapers, reports, dissertations and other publications. The chapter is arranged under three sections that include the theoretical review, empirical review and conceptual framework. The theoretical review looks into the theoretical models of advertising effectiveness, the three major components of the communication process are the source factor, message factor and channel factor. In the empirical review section citations of past research concerning the study variables are discussed in detail. The third part discuss about conceptualization for the study is developed through the exploration and definition of the constructs of conceptual model that describes the relationship between dependent and independent variables.

2.1. Theoretical Review

2.1.1 Definition of Key Terms

Advertising: is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action up on products, information or services(Arens, 2005).

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

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

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

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

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

2.1.1. Theories and Models

This section reviews major theoretical frameworks which may be applicable to the study and understanding of marketing communication. Various theories have been suggested by different authors in relation to marketing communication. Some of the theories include; AIDA theory, hierarchy of effects theory, and relationship marketing theory.

2.1.1.2. AIDA Theory

The AIDA (attention, interest, desire and action) model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favorable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). The company should creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market.

Therefore, adoption of the theory by firms promotes tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general

stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

2.1.1.3. Hierarchy of Effects Theory

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase.

Customers see many adverts each day but only remembered the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers' were quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At these stage advertisers wants the consumer to disconnect from rival products and focus on their particular product. Advertiser's wanted to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple and easy; otherwise the customer gets fed up and walks away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages

purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

2.1.1.4. Relationship Marketing Theory

A number of factors are responsible to boost consequence of promotional efforts for an organization. First factor among those is customer's wide variety of choice. Promotion is essential to persuade these customers to transform their buying habit. Another factor is the rising gap of physical and emotional distance, this means manufacturer use association and channel to provide products information to the customer, and this must be taken in to relation to make a communication strategy. Next factor is the growing competition in the industry. Lastly, the most active factor is technological matters. All of these factors should be accounted to build a proper promotional strategy. (Strydom, 2004)

Factors leading to increase promotional efforts

Promotional activities at intermediary level turn into more noteworthy if the product is extra complex, technological or expensive (Zeithaml&Bitner, 2003).

While, a business that uses an intermediary frequently cannot handle the ultimate promotions at the intermediary stage, as the intermediary may concern only about its own interests and use a promotional strategy contradictory with the business's purposes. Because, organizations and intermediaries are frequently hold altered goals and different views of channel performance. (Zeithaml&Bitner, 2003)

Business organizations that sell tremendously demanded products or services regularly increase the authority to influence intermediaries' conclusion. Therefore, the level of product charisma to customers may sway intermediaries' conclusion to participate in the organization's promotional program (Murry and Heide, 1998).

2.1.1.5. The Five Stages Model of Buying Decision Process

Consumer Behavior is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Buying decisions of consumers also

depend on the following factors: Messages, advertisements, promotional materials, a consumer goes through also called selective exposure. Not all promotional materials and advertisements excite a consumer. The consumers do not pay attention to everything they sees. They are interested in only what they want to see. Such behavior is called selective attention. Consumer interpretation refers to how an individual perceives a particular message.

A consumer would certainly buy something which appeals him the most. He would remember the most relevant and meaningful message also called as selective retention. He would obviously not remember something which has nothing to do with his need.

Marketing scholars have developed a “stage model” of the buying decision process (see Figure 2.1).

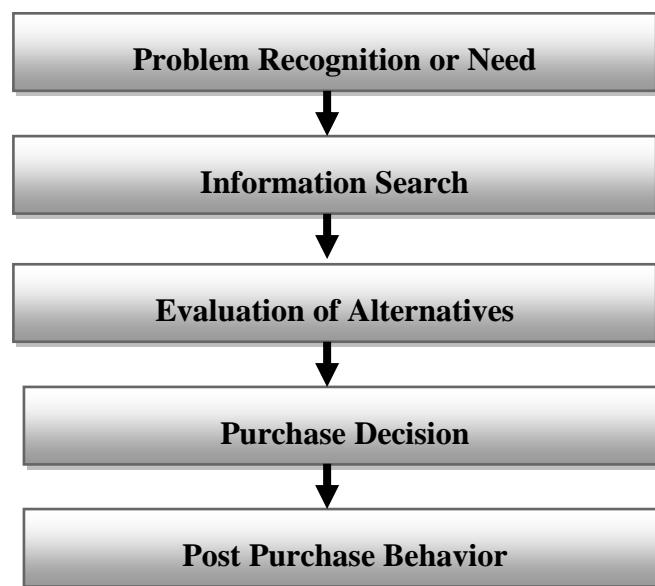


Figure 2.1: ‘The five stage model in consumer behavior’ Source; Kotler, (2012)

The consumer typically passes through five stages before he purchases: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. Consumers may skip some or reverse some of these steps. These steps may differ between first time buyers and regular or repetitive purchases. Also in the on-line environment the duration of each step could be significantly shorter.

2.1.1.5.1 Problem Recognition

The buying process starts once the consumer recognizes a problem or need triggered by internal (e.g. hunger, thirst etc.) or external (e.g. admiration for the neighbors’ car) stimuli. Need is the

most important factor which leads to buying of products and services. Need in fact is the catalyst which triggers the buying decision of individuals. An individual who buys cold drink or a bottle of mineral water identifies his/her need as thirst. There are three reference groups consumers are either part of, or would like to be part of, that could provide valuable information on how the marketer should approach social media engagement. A consumer's buying behavior is influenced by cultural, social, and personal factors. Culture, subculture, and social class are particularly important influences on consumer buying behavior (Kotler, 2012).

Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, a child growing up is exposed to values such as achievement and success, progress, material comfort, individualism, freedom, humanitarianism and several others. Children who grow up in different countries might have a different view of values. In addition to cultural factors, social factors such as reference groups, family, and social roles and statuses affect our buying behavior (Usunier, 2009). Reference groups have a direct (face-to-face) or indirect influence on consumers' attitudes and behavior.

With some of these Groups, which are called primary, persons interact continuously and informally, such as family, friends, neighbors, and co-workers. These groups influence consumers to a large percentage during the decision making process. There are also secondary groups, such as religious, professional, and trade-union groups, which are more formal and require less continuous interaction. Both primary and secondary reference groups influence members as they expose an individual to new behaviors and lifestyles, they influence attitudes and self-concept, and they create pressures for conformity that may affect product and brand choices (Lee, 2009).

People are also influenced by groups to which they do not belong. Aspiration groups are those a person wishes to join. Social media has been altering how groups influence consumer behavior. Before a marketer decides which social media channel was used to attract potential customers, research should be conducted about the impact of groups on consumer behavior (Kotler, 2012).

2.1.1.5.2 Information Search

According to the Nielsen research (2012) when an individual recognizes his need for a particular product/service he tries to gather as much information as he can. An individual can acquire information through any of the following sources:

- Personal Sources-He might discuss his need with his friends, family members, coworkers and other acquaintances.
- Commercial sources - Advertisements, sales people, Packaging of a particular product in many cases prompt individuals to buy the same, Displays (Props, Mannequins etc)
- Public sources - Newspaper, Radio, Magazine, TV, Social Media Channels

Search through social networking sites is on rise as consumers are turning to social media channels for their information search phase during decision making process. Influencers within the social media channels can have a significant impact on consumer behavior without even having any direct contact with the online visitor (Nielsen, 2012). If the influence of the reference group is strong, marketers must reach and influence the leader of the group. An opinion leader is the person who shares informal advice and information about a specific product or service. Opinion leaders are socially active individuals who are knowledgeable in the area of reference. Also the industry has recognized the importance of social networking and has embraced innovative technologies to search and access detailed consumer information that was not accessible in the past (Sawchuk, 2011).

2.1.1.5.3 Evaluation of Alternatives

The next step is to evaluate the various alternatives available in the market. An individual after gathering relevant information tries to choose the best option available as per his need, taste and pocket. Marketers, on behalf of their firms, generate content on social media (hereafter termed as marketer-generated content to engage consumers actively. Researchers have concluded that engagement in social media brand communities leads to a positive increase in purchase expenditures. In addition, user-generated content and marketer-generated content through social media platforms affect consumer behavior through embedded information and persuasion. Moreover, a large number of alternatives options are constantly evaluated every minute by consumers (Goh et al., 2012). Due to the engagement of consumers and marketers through social media, consumers purchase decisions are often influenced by both user-generated content and

marketer-generated content. There is an increase in digitalized word-of-mouth communication (Dellarocas, 2003) with marketers developing brand communities through social media platforms to engage consumers and generate word to mouth interactions through information sharing which will support sales increase (Kozinets 2002). Consumers often like to share their product experiences about products and services with members of a brand community, expressing their satisfaction or dissatisfaction (Algesheimer et al. 2005). Marketer generated content may exhibit a weaker persuasive effect than that of user-generated content. Consumers have developed a tendency to disbelieve or be more skeptical towards marketing messages (Escalas 2007). They feel that marketers would use marketing tricks to exaggerate the benefits of a product or minimize disadvantages in order to persuade consumers to purchase. Moreover, consumers tend to trust user-generated content in evaluating products as consumers have similar behavior towards specific brands or products (Arazy et al. 2010; Gilly et al. 1998).

2.1.1.5.4 Purchasing Decision

After going through all the above stages, customer finally purchases the product. According to George et al. (2001), consumer behavior is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Sometimes the purchases are a long detailed process; that includes extensive information search, comparisons and evaluation. Sometimes they are incidental and impulsive, a prominently displayed discount price or offers in a store may result in impulsive purchase. Marketers need to know the specific needs, consumers are attempting to satisfy and how that translates into purchase. They need to understand how they access information regarding various brands and how they differentiate between various brands.

Information search is one part of the decision making process, consumers search for information to make decisions, the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives, selects, organizes and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the advertising campaign can certainly affect the perception process (Belch & Belch, 2001). Consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the

behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (hye-Shin Kim, 2008).

2.1.1.5.5 Post Purchase Behavior

The purchase of the product is followed by post purchase evaluation. Post purchase evaluation refers to a customer's analysis whether the product was useful to him or not, whether the product fulfilled his need or not. Once a consumer has purchased a product or service he might notice that there are certain features which do not meet his initial perceptions or expectations. In other occasions, he might listen to positive comments about similar brands which might also shake his confidence regarding the product he purchased. For that reason, marketers should reinforce consumers' choices and make them feel good about the brand through an Integrated Marketing Communications strategy. That means that the marketers' job is not over with the purchase but it has only just started. Consumers' satisfaction has to be continuously monitored after the purchase and social media could work as an additional platform towards this. This can happen either through responding individually to customers' questions and comments (positive or negative) or through the integration of analytics software which provide statistics and further analysis of consumers' behavior. A satisfied customer is likely to repeat the purchase again but also share his positive views about the brand in blogs and other social networking platforms.

Consumers could also express their negative opinion about a brand based on their personal experience. The comments could be from a person who displays his real name but in several occasions could be anonymous. Negative comments or complaints about a brand have bigger impact than the positive ones and they can spread much faster after the incident 'goes viral'. Deleting negative comments or feedback is a wrong action as customers should be treated with respect and the brand's response should be specific and instant. If the post-purchase period is properly supported by social media platforms this could build long-term brand loyalty.

2.1.2. Objectives of Advertising

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response

or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period. (Belch & Belch, 2009)

An advertising objective (or goal) is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. Kotler and Keller, (2012) classify advertising objectives according to whether their aim is to inform, persuade, remind, or reinforce.

- a) Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products.
- b) Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit Comparison of the attributes of two or more brands.
- c) Reminder advertising aims to stimulate repeat purchase of products and services.
- d) Reinforcement advertising aims to convince current purchasers that they made the right choice.

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

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

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

Advertising is related and begins with a base of creating awareness and strengthening a company's position and build brand preference. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer and Tanner, 2002).

According to David et al.(2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

Keller (2003) defines awareness as “the customers ‘ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory”. Aaker (1996) identifies other higher levels of awareness besides recognition and recall (aaker1991). He includes top-of-mind, brand dominance, brand knowledge and brand opinion. Brand knowledge is the full set of brand associations linked to the brand (Keller,1993).

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

2.1.3. The Effect of Advertising

2.1.3.1. Positive Effect of Advertising

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is based on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints known to the public at large (Singh, 2012)

According to Rahman (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes. Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action (Singh, 2012). For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens, Schaefer &Weigol, 2009).

According to Singh (2012) advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

Advertising strategies that increase the number of units sold stimulate economies in the production process. The production cost per unit of output is lowered. It in turn leads to lower prices. Lower consumer prices then allow these products to become available to more people. Similarly, the price of newspapers, professional sports, radio and TV programmed, and the like might be prohibitive without advertising. In short, advertising pays for many of the enjoyable entertainment and educational aspects of contemporary life. Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives such as the discontinuance of smoking, family planning, physical fitness, and the elimination of drug abuse. (singh, 2012)

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

2.1.3.2. Negative Effect of Advertising

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

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

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

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

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

The most painful negative effect of advertising is the complete and utter degradation of some forms of art. Almost nothing you see on television or hear on the radio is done for the sake of creativity. Everything you see or hear now is meant to sell you something. All the singers are singing about something you should buy, all the dancers are dancing around a new perfume, all the cartoons are telling you what to get your kids for Christmas (Nartey, 2010).

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

2.2. Empirical Review

2.2.1. The source factor of advertising and customers’ buying behavior

Genet, (2014) assessing the Effectiveness of Communication Factors and Behavioral Changes of Audiences as a Result of Advertising Efforts the Case of Commercial Bank of Ethiopia. According to the research findings, the quality of the message and the source that carry the message has significant effect. Further, the advertising efforts is effective to create awareness and preference of the services, but not effective to create knowledge, liking, conviction and action. Also, the affective level of customers towards the services is more; however, the cognitive and conactive level is less. The research findings also reveal that there is a positive and strong relationship between the two variables. However, the relationship between message qualities is stronger than the message source.

Kalia, G. and Mishra, A.(2016) study on the effects of online Advertising on Consumers in Punjab. The study brings facts on how advertisers use social sites to make their products popular. It indicates that rectangular banner and skyscraper advertisements that are too designed in big picture and copy heavy layouts are preferred. Online advertisements of ecommerce sites and mobile phones are noticed as compared to any other products and those advertisements whose functions are displayed are chosen. The study suggests that, online advertisement placed above the mast head and on the right side of the homepage gains the maximum attention also vibrant colors and promotional offers attract people.

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

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

Melkamu(2014) studied on the effect of media advertising on consumers' buying behavior in the banking service (The case of Oromia International Bank). In Ethiopia context, the study result reveals that, TV has the most powerful influence on consumers' buying behavior due to the combinations of audio-visual presentations. The informative advertisement, perception about the bank, the color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media advertisement. The results suggested that, the company needs to design its advertising methods using the various media outlets extensively to reach large number of target audience and to attract as well as retain customers

2.2.2. The message factor of advertising and customers' buying behavior

The study by Kiandokht and Mahmoud, (2015) on the advertising is one of the most popular kinds of marketing strategies. Companies can apply media advertising to promote product to their customers. Media advertising is usually through three different types of media such as TV, Internet and print. This paper concentrates on the impact of media advertising on proton sales. Also other researches on the effect of media advertising on people and different type of products would be studied. The main objective of this research is to investigate that if the media advertising have a significant impact on proton sales and to find out which type of media advertising are the most effective in proton sales. The result of this research shows that customers are more influenced by online advertising followed by television advertising and print advertising. However, this research investigates that all three types of media advertising have a

significant impact on product sales. The findings proposed some significant implications which may support advertisers to produce enhanced local ads and offers some explanations to apply media advertising efficiently.

According to the study by Adams, (2005) message creativity can be defined as the production of something original and valuable. Creativity involves arising with new and fresh ideas or plans. It is characterized by the use of the imagination and expression. Some scholars view creativity as a natural gift while others view it as a talent which will be learnt and developed. However, creativity seems to be a combination of both. Research in psychology reveals that creativity arises through the confluence of data, creativity thinking skills and motivation. Knowledge here refers to all what a person knows. Creative thinking skills refer to how flexible and imaginatively people approach problems while motivation refers to the passion and interest in the work itself (Terkan, 2014). The aim of the encoding process is to develop a message that relays the knowledge that the sender wants to supply to the audience. According to McLean (2005), message is the stimulus or meaning produced by the source for the receiver or audience.

According to Aschalew, (2018) Real estate marketing is an exchange of economic and social structure people and groups satisfy their needs and wishes by constructing, supplying and interchanging real estate products and services. Thus, marketers of the industry should always understand the main factors that influence the real estate market. The main objective of this study is to investigate the key factors that influence the marketing effectiveness of the real estate companies operating in Addis Ababa. The study used both quantitative and qualitative research approaches and information gathered from both primary and secondary sources. It is made by taking samples of real estate customers from six pioneer and most experienced real estate companies selected among 380 operating in A.A using purposive sampling technique. The findings of the study showed that a positive and significant effects relationship between the dependent variable and all the independent variables.

The study by Dereje, (2019) mainly focused on exploring the impact of advertisement on consumers' beer brand preference in Addis Ababa city. Structured questionnaires were used to collect data from 400 respondents of which 373 were valid questionnaires collected and analyzed. Descriptive statistics, which includes percentage and frequency in addition to inferential statistics (Correlation and multiple regression), were computed in order to analyze.

The result of this study showed that there are positive and significant relationship between Characteristics of Advertising Message, Advertising Media, Source of Advertisement and Consumers' Brand Preference of beer products in Addis Ababa city. Though all the other Medias have a significant impact on influencing brand preference of consumers television advertisement influences consumers' beer brand preference.

2.2.3. The channel factor of advertising and customers' buying behavior

Eden,(2018) studied on the advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising. This study is undertaken to investigate the effect of media advertising on consumer buying behavior. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance between dependent and independent variables. The finding shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behavior followed by Eye catching advertisement. One variable which is simple advertisement is found to be not statically significant to influence the dependent variable.

The purpose of the research by Meron(2017) is to study the influence of Media Advertisements on the customers brand choice decisions by taking evidence from United Bank customers in Addis Ababa, Ethiopia. The objective of this study is to support the banks to be more effectively reach customers as in this privatization and globalization era, it is challenge for every bank to address the influence of media advertisements on the customer service choice of the generation.

To test the hypothesis, Structural Equational Modeling (SEM), a multivariate examination method is performed , correlation and reliability analysis, a Supplementary descriptive Statistics is used to analyze the collected data using the Software package for social science (SPSS version 23). As a result of the findings the following conclusions are established; That Media Advertisements particularly T.V. was very significant while Social Media, Print Media, Word-of-mouth, and bank branch display were positively inclined in the frequency analysis. Media Advertisements on quality of services influenced banks customers' service choice decisions with high quality and high price of the product was very significant whereas well-known Brands and Best-selling Brands were less significant. The relationship between the customer personal

characteristics and their brand choice were significantly influenced by Occupation and Monthly Income.

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

2.2.4. Hypothesis of the Study

H1. The source factor of media advertising would have a significant and positive relationship with customers' buying behavior.

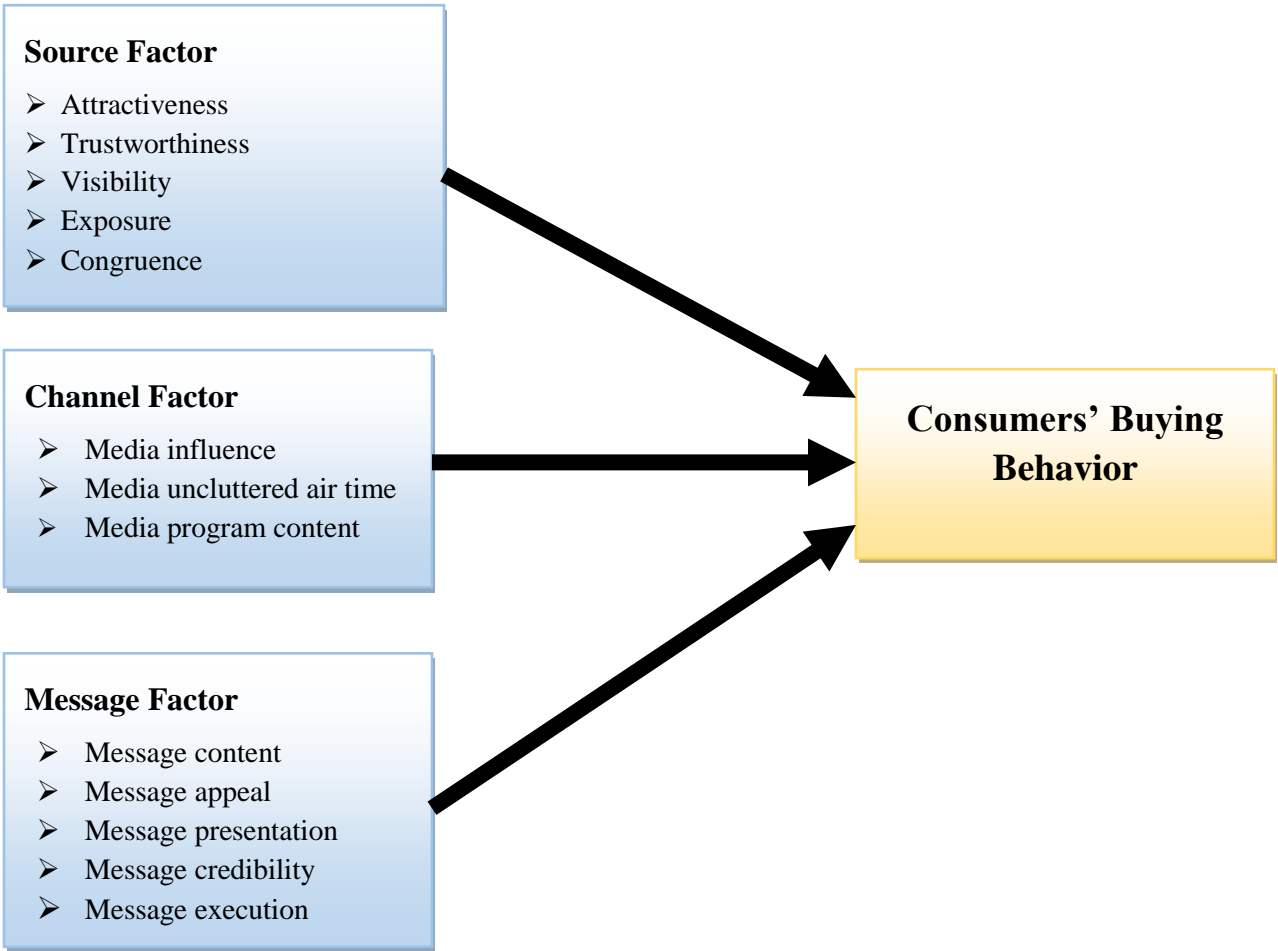
H2. The message factor of media advertising would have a significant and positive relationship with customers' buying behavior.

H3. The channel factor of media advertising would have a significant and positive relationship with customers' buying behavior.

H4. The media advertising would have a significant and positive relationship with customers' buying behavior.

2.3. Conceptual Framework

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



Source: Adopted from Belch and Belch, (2007)

Figure 2.2 Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents the methodology applied to conduct the proposed research approach and design, description of the study area, data type and source of data, data gathering technique and instruments, population and sampling design, validity and reliability test, and ethical consideration.

3.1. Research Design

Based on the nature of the research enquiry, research design is classified as exploratory, descriptive, explanatory (causal) or predictive research. This study used descriptive research as well as explanatory design. Based on the type of research data collected researches are classified as qualitative and quantitative. This study was collect quantitative data that was the numeric values that indicate how much or how many of something. Quantitative research was based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Quantitative research is a means for testing objective theories by examining the relationship among variables. Quantitative research is often regarded as being purely scientific, justifiable, and precise and based on facts often reflected in exact figures. This approach often appears when the audience consists of individuals or readers with a quantitative orientation. This quantitative research approach can be further sub classified into inferential (survey research), experimental and simulation approaches to research. This research used inferential approach to form a database from which to infer characteristics or relationships.

3.2. Data Type and Source of Data

Both primary and secondary sources of data collection were employed in the study. Well designed and structured questionnaire was utilized. This was completed by customers of Noah, Tsehay and Ayat Real Estate. Secondary data obtained from annual report was used to provide additional information where appropriate. Besides, variety of unpublished government documents, reports and newsletters was reviewed to make the study fruitful.

3.3. Population, Sample Size and Sampling Technique

3.3.1. Population

This study used the accessible population. According to Hair *et al.* (2010), there are two types of population in research target population and accessible population. Target population refers to the entire group of individuals or objects to which researchers are interested in generalizing the conclusions. The accessible population is the population in research to which the researcher can apply the conclusions. This population is a subset of the target population and is also known as the study population. It is from the accessible population that researcher draw as per their annual report the sample was the previous two years of the three real estate companies has handed residential homes, commercial outlets in Addis Ababa. For the purpose of this study the total target population was 8,000 customers of the three real estate companies in Addis Ababa.

3.3.2. Sample Size and Sampling Technique

Multi stage sampling techniques were employed to select the study respondents. For the purpose of this study the three real estate companies were selected by non-probability sampling approach and simple judgmental sampling technique. Non-probability sampling approach relies on the personal judgment of the researcher rather than on chance to select sample elements. The researcher can arbitrarily or consciously decide what elements to include in the sample. Judgmental sampling technique is a form of convenience sampling in which the population elements are selected based on the judgment of the researcher.

The researcher used the recommendation of (Yamanie, 1967) it provides a simplified formula to calculate sample sizes. This formula was used to calculate the sample sizes shown below. A 95% confidence level and $e = 0.05$ is the desired level of precision are assumed for Equation. Where n is the sample size, N is the population size (8,000 customers), and e is the level of precision.

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

$$n = \underline{380.95} \approx \underline{381}$$

Accordingly to the respondents were taken as the sample size in order to have sufficient data. In order to choose the representative 381 respondent customers from Noah, Tsehay and Ayat Real

Estate selected by using non probability sampling approach specifically convenient sampling technique. Convenience sampling technique attempts to obtain a sample of convenient elements. Often respondents are selected because they happen to be in the right place at the right time. Convenience sampling is the least expensive and least time-consuming of all sampling techniques.

3.4. Data Gathering Technique and Instruments

The primary data was gathered particularly using survey questionnaire. The researcher was distributed the questionnaire to sampled respondents. For the purpose of this study a quantitative methodology involving a close-ended questionnaire was used as the measuring instrument. 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. For the purpose of this was used three major components of the communication process the source factor, message factor and channel factor as the measuring instrument of media advertising and their effect on the customer buying behavior. The close-ended questionnaires was administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The Likert-type scale method used a range of responses: ‘Strongly Disagree’, ‘Disagree’, ‘Neutral’, ‘Agree’, and ‘Strongly Agree’ and the 5-point rating scale also was used a range of responses. The usage of this particular scaling method was ensured that the research study was illustrated the ability to assess the responses and measure the responses quantifiably so that a pattern or trend was produced in order to assess research objective. A pilot study was conducted to refine the methodology and test the questionnaire before administering the final phase. Questionnaires were tested on potential respondents to make the data collecting instruments objective, relevant, suitable to the problem and reliable. Issues raised by respondents were corrected and questionnaires were refined.

3.5. Method of Data Analysis

The data that was collected and edited, coded and entries was made into statistical software (Statistical Package for Social Sciences, SPSS version 20). This was involved converting quantitative (nominal and ordinal data) into numerical codes. Descriptive statistics was then run which consist of frequencies, percentages, means and standard deviation to summarize the data.

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

3.6. Validity and Reliability

Yilmaz (2013) and Denscombe (2014) described the term ‘validity’ as the appropriateness and accuracy of collected data. Yilmaz (2013) defined reliability as ‘consistency or the degree to which a research instrument measures a given variable consistently every time it is used under the same condition’.

3.6.1 Construct validity

This ensures that the most accurate and rich information is collected after a rigorous review of previous documents, an academic literature review and the conducted interviews; however, accuracy can be achieved through a focused use of different techniques/tactics, which include referring to multiple sources of evidence and establishing a chain of selections.

3.6.2 Internal Validity

This criterion refers to the appropriateness of the data analysis techniques utilized to analyze the collected data. It is therefore important that the theoretical propositions are linked with the data accurately in addition to the appropriate application of the analytical strategies. For this research, to increase the internal validity, a careful and comprehensive review of the literature related to the topic of choosing a research design to enable the selection of an accurate data analysis technique was conducted, and the analysis steps were followed precisely.

3.6.3. Reliability

Reliability means that the process (such as data collection procedures) of the study can be repeated to obtain the same results (Yin, 2014). For this research, reliability was achieved by selecting and following an appropriate research methodology model to ensure that the aim and objectives were fulfilled In order to measure the consistency of the questionnaire and the overall

reliability of constructs that it is measuring, the reliability test was carried out based on Cronbach's Alpha coefficient. Cronbach's Alpha can be interpreted like a correlation coefficient. Its coefficient range lay on the value from 0 to 1. A reliability coefficient (alpha) higher than or equal to 0.7 is considered as acceptable. That means the targeted questions raised in the questionnaires are capable to meet the objective of the study.

Cronbach's alpha, α (or coefficient alpha), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test measures what it should. For example, a company might give a customers' buying behavior survey to their customers. High reliability means it measures customers' buying behavior, while low reliability means it measures something else (or possibly nothing at all).

Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables hidden or unobservable variables like: a person's conscientiousness, neurosis or openness. These are very difficult to measure in real life. In general, a score of more than 0.7 is usually okay. Coefficient of .90 or greater are nearly always acceptable, .80 or greater is most situations and .70 may be appropriate in some explanatory studies for some induces. By tracing this literature the researcher tested the reliability of the items which were developed for respondents.

Reliability Statistics

Cronbach's Alpha	N of Items
.923	26

Thus, according to reliability statistics, Cronbach's Alpha coefficient of this study is 0.923 which is acceptable. This implies that both function of the covariances among items and the number of items in the analysis is the mark of a "good" or reliable set of items and the question designed was accurately measuring the variable of interest of the study.

On the other hand, to appraise the validity of the instrument, the questionnaire was reviewed, commented upon, modified, and finally approved by the advisor having experience within the research area. The questionnaire was given to the advisor of this research and was approved before distributing to the respondents. Moreover, the researcher addressed construct validity by examining whether or not there exist empirical relationships between the study measure of the underlying concept of interest and other concepts to which it should be theoretically related.

3.7. Ethical Considerations

This study was entirely devoted to identify the effect effect of advertising on the three real estate companies customers buying behavior and determine how these factors significantly affect the success of their businesses so as to forward possible recommendation for future improvements and maintain marketing efficiency. The study participants were informed about the purpose of the study and the informed verbal consent was obtained from each participant before data collection. Finally confidentiality was assured and the data was made to be kept by avoiding personal identifiers.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

This chapter deals with the results and analysis of the findings. The first three sections present the response rate, the reliability analysis and the demographic data of the respondents. Both descriptive and inferential statistics are used to analyze and interpret the findings. The frequency and percentage of the finding are interpreted using descriptive statistics whereas the inferential statistics are used to predict the relationship between the customers' buying behavior and the various independent variables source factor, message factor and channel factor of the advertisement. The rest three sections deal about the correlation analysis and hypothesis testing, test for assumptions and regression analysis and discussion.

4.1. Response Rate

From the data gathered, out of the 381 questionnaires distributed, 375 copies were completed and returned making a response percent of 98.4. This rate concurs with Mugenda and Mugenda (2003) who explains that for hypothesis a response rate of half is palatable for examination and reporting, 60% is extraordinary and a response rate of 70% and over is awesome, thus 98.4% was surprising for an examination. This high response rate can be credited to the data gathering systems, where the researcher pre-told the potential individuals and associated the drop and pick technique where the surveys were picked at a later date to allow the respondents enough time to fill the reviews.

Table 4.1: Response Rate

The table illustrates the breakdown of the questionnaires sent out. It indicates the ones returned and those that were not returned.

Response	Frequency	Percentage
Filled-in Questionnaires	375	98.4
Unreturned Questionnaires	6	1.6

Source: Research Data, 2021

4.3. The Demographic Data of the Respondents

In any given study showing up characteristics of respondents is important as it describes the kind of respondents that have been involved specifically from the gender they belong, education levels and age that collectively stimulate their levels of understanding. The researcher considered the distribution of respondents in terms of their gender was important so as to ensure that all genders are included as respondents. The study used both genders as a way of minimizing bias in the responses. The researcher comprised education levels of respondents in the analysis with a concept in mind that educational levels of a respondent plays a vibrant role in influencing individual’s judgment towards the study objectives through the presented study questions.

The ages of the respondents have been another important aspect that was investigated in this study. The most influential factor for investigating age of the respondents was associated with the fact that it portrays the intention of all age groups.

Table 4.2: The Demographic Data of the Respondents

Item	Demographic Characteristics	Percentage
1. Gender	Male	53.77
	Female	46.23
	Total	100.00
2. Age	21- 30 years	23.30
	31- 40 years	27.10
	41- 50 years	37.30
	51- 60 years	8.60
	60 years and above	3.70
	Total	100.00
3.Educational Background	Master’s Degree	35.95
	Bachelor’s Degree	54.45
	Diploma	7.20
	Secondary Education	2.40
	Total	100

Source: Own Survey, (2021)

As it can be seen on item 1 of table 4.2, regarding gender distribution of the respondents 53.77% of the respondents were male while the rest (46.23%) were female. The gender distribution of respondents of the study ensured that both genders are included as respondents and its minimizing partiality in the responses.

On item 2, the respondent's age distribution categorized in a certain range to determine how age relates to customers' buying behavior based on experience. The respondents study showed that, the lion's share (37.3%) of their age section was somewhere around 41 and 50 years. Further, 64.4% of the respondents were between the ages of 31-50 years. This suggests the greater part of the clients were sufficiently experienced to give genuine answers concerning the study and it portrays the intention of all age groups.

On item 3 of the same table, it sought to determine the respondents' education level. They were supposed to pick the highest level, based on four options provided. The majority (54.45%) of the respondents had bachelor's degree, with 90.4% of the respondents having a bachelors' degree and above. The discoveries along these lines show that the respondents have the ability to answer the inquiries effectively. This implies that the educational level of the respondents play a vibrant role in influencing individual's judgment towards the study objectives through the presented study questions.

4.4. Descriptive Statistics of the Independent and Dependent Variables

Descriptive analysis was used to present the data collected in relation to the demographic factors for more clarification. The detailed information on the main characteristics of the sample used in the study is gained from descriptive analysis.

In this section, the answers of the respondents are present in the form of descriptive table. The tables contain mean and standard deviation of their response. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation is to give the idea about the dispersion of the values of a variable from its mean value.

Table 4.3. Descriptive Statistics for the independent and dependent variables

	N	Min	Max	Mean	Std. Deviation
SORFAC	375	2.20	5.00	3.8837	.62216
MSGFAC	375	1.86	5.00	3.7444	.71522
CFFAC	375	1.50	5.00	3.2716	.89676
CUSB	375	2.25	5.00	3.8257	.69253
Valid N (listwise)	375				

Note: SORFAC= Source Factor; MSGFAC=Message Factor; CFFAC=Channel Factor and CUSBP=Customers' Buying Behavior

Source: Own Survey, (2021)

To determine the minimum and the maximum length of the 5-point Likert type scale developed by Rensis (1932) the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale ($4 \div 5 = 0.80$). Afterwards, number one which is the least value in the scale was added in order to identify the maximum of this cell. The range of the mean values interpreted in the scale of likert when: from 1 to 1.80 represents (strongly disagree); from 1.81 until 2.60 represents (do not agree); from 2.61 until 3.40 represents (neutral); from 3.41 until 4.20 represents (agree); from 4.21 until 5.00 represents (strongly agree). The mean indicates to what extent the sample population averagely agrees or does not agree with the different statements. The higher the mean, the more the respondents agree with the statement. The standard deviation on the other hand indicates the variability of an observed response from a single sample.

The mean value for the source factor of media advertising is 3.88, message factor is 3.74, channel factor is 3.27 and for the customers' buying behavior 3.82. From the results observed that most respondents have neutral attitude towards the statements about the influence of channel factor of media advertisements. On the other hand the majority of the respondents agree with the statements about the influence of source factor and message factor media advertisements and for the customers' buying behavior. This implies that the respondents are the company media advertisement used the right way source could be a spokesperson who delivers a message and/or demonstrates a product or service. The message used by the media advertisement attracted the attention to present the product in unexpected manner maintaining interest. The channel that used to transport the message of media advertisement didn't gaining information to change the attitude of the customers.

4.5. Correlation Analysis and Hypothesis Testing

Pearson's correlation coefficient is the test statistics that measures the statistical relationship, or association, between two continuous variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship. Accordingly, in this study Pearson correlation test was conducted to check the magnitude of correlation between the dependent variable, customers' buying behavior and

the various independent variables source factor, message factor and channel factor of the advertisement.

The researcher also used the same test to prove or disprove the alternative hypothesis. The following measure of association developed by Mac Eachron (1982), the degree of correlation: perfect if the value lies between ± 0.80 and ± 1 , then it said to be a perfect correlation as one variable increases, the other variable tends to also increase (if positive) or decrease (if negative); high degree if the coefficient value lies between ± 0.60 and ± 0.80 , then it is said to be a strong correlation; moderate degree if the value lies between ± 0.40 and ± 0.60 , then it is said to be a medium correlation; low degree when the value lies between ± 0.20 and ± 0.40 , then it is said to be a weak correlation.

Table-4.4 the measures of associations and descriptive adjectives

Measure of Association	Descriptive Adjective
> 0.00 to 0.20 ; < -0.00 to -0.20	Very weak or very low
> 0.20 to 0.40; < -0.20 to -0.40	Weak or low
> 0.40 to 0.60; < -0.40 to -0.60	Moderate
> 0.60 to 0.80; < -0.60 to -0.80	Strong or high
> 0.80 to 1.0; < -0.80 to -1.0	Very strong or very high

Source: MacEachron, (1982)

Table -4.5 Correlation

		SORFAC	MSGFAC	CFFAC	CUSBP
SORFAC	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	375			
MSGFA C	Pearson Correlation	.484**	1		
	Sig. (2-tailed)	.000			
	N	375	375		
CFFAC	Pearson Correlation	.536**	.632**	1	
	Sig. (2-tailed)	.000	.000		
	N	375	375	375	
CUSB	Pearson Correlation	.616**	.808**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	375	375	375	375

Source: Own Survey, (2021)

From the above correlation matrix, the researcher found the following results under each constructs, supported with their related empirical evidences.

Correlation analysis between the customers' buying behavior and source factor of the advertisement

The result of Pearson correlation test between the dependent variable customers' buying behavior and source factor of the advertisement showed that, there is a positive relationship between the two variables at the significance level of ($R=0.616^{**}$), ($P<0.01$). According to MacEachron (1982) measure of association, the magnitudes of relationship between the two variables are strong. Compared to other relationship dimensions considered in this study, source factor of the advertisement is ranked third in its magnitude of correlation.

Correlation analysis between the customers' buying behavior and message factor of the advertisement

Pearson correlation test was conducted to know the degree of association between the dependent variable customers' buying behavior and the independent variable message factor of the advertisement. Hence, the result of the study showed that, both variables are positively correlated to one another at a significant level of ($R=0.808$), ($P<0.01$). Based on MacEachron, (1982), measure of association, the magnitudes of relationship between the two variables are strong. Compared to other relationship dimensions considered in this study, message factor of the advertisement is ranked second in its magnitude of correlation.

Correlation analysis between the customers' buying behavior and channel factor of the advertisement

The result of Pearson correlation test between the dependent variable customers' buying behavior and the independent variable channel factor of the advertisement showed that, there is a statistically significant positive relationship between the two variable at the level of ($R=0.817^{**}$), ($P<0.01$). MacEachron, (1982) classified this magnitude of relationship as a strong one. Compared to other relationship dimensions considered in this study, channel factor of the advertisement is ranked first in its magnitude of correlation.

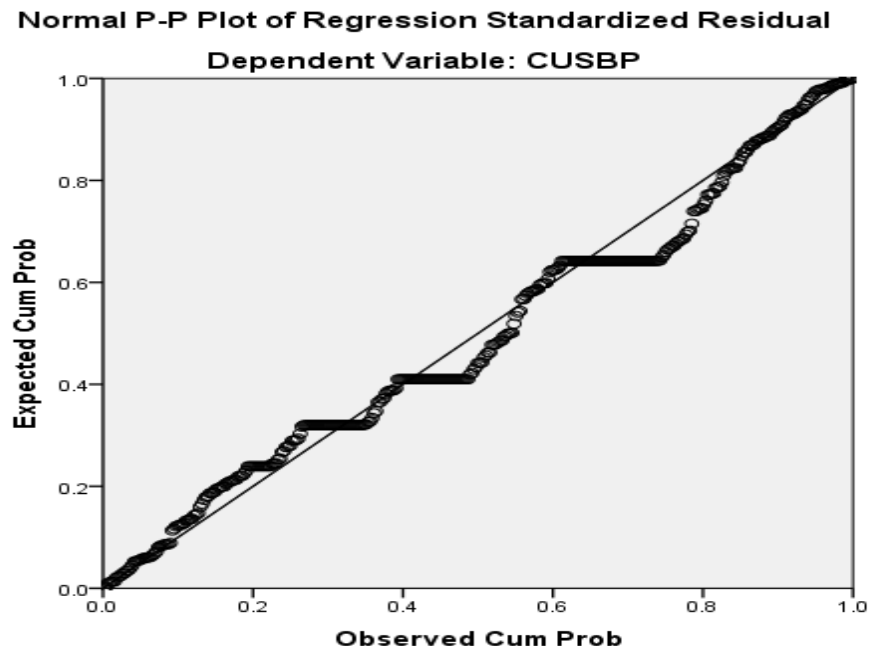
4.6. Test of Assumptions

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

4.6.1. Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables.

Graph 4.1: Normal P-P plot graph



Source: Own Survey, (2021)

The p plot of residuals discloses that there is no large deviation in the range of the residuals. As we look from left to right on the figure it looks like almost all residuals lay on the linear straight line. Therefore, this tells us the relationships of independent variable with the dependent variable are linear

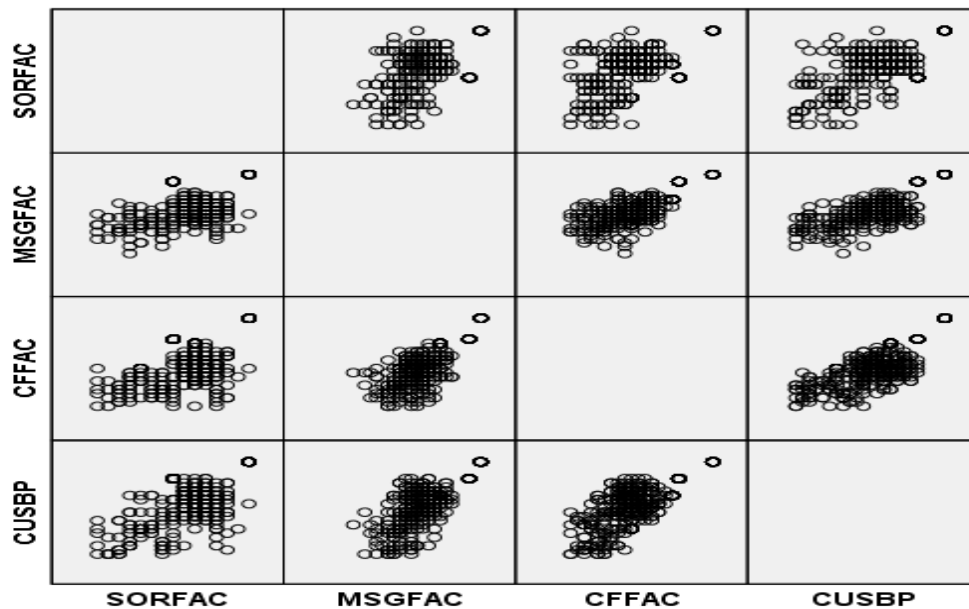
4.6.2. Assumption 1- Homoscedasticity (equal variance)

Heteroscedasticity is a hard word to pronounce, but it doesn't need to be a difficult concept to understand. Put simply, heteroscedasticity (also spelled heteroskedasticity) refers to the

circumstance in which the variability of a variable is unequal across the range of values of a second variable that predicts it. The model errors are generally assumed to have an unknown but finite variance that is constant across all levels of the predictor variables. This assumption is also known as the homogeneity of variance assumption (Weisberg, 2005), as cited by, Matt N, Carlos A, and Deson K (2013).

It means simply that, the variance of Y for each value of X is constant in the population. This assumption can be checked by visual examination of a plot of the standardized residuals (the errors) by the regressions standardized predicted value. The following scatter plot was obtained from the average results of the dependent variable, customers' buying behavior and the various independent variables source factor, message factor and channel factor of the advertisement to see whether homoscedasticity is really a pressing problem of this particular study.

Graph-4.2. homoscedasticity between variables



Source: Own Survey, (2021)

As it can be seen on the graph 4.2 the set of data exist on the same scatter, the points have the same distance from the line and the scatter plot roughly rectangular-shaped. This shows that the sample fit with the assumption of equal variances (i.e. assumption of homoscedasticity). This implied that even if the data came from different samples have the same variance.

4.6.3. Assumption 2- Independent of residuals

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other. In other words when the value of $y(x+1)$ is not independent from the value of $y(x)$. For instance, this typically occurs in employees' motivation variable, where the employees' motivation is not independent from the previous employees' motivation. A value of 2.0 means there is no autocorrelation detected in the sample. Values from zero to 2.0 indicate positive autocorrelation and values from 2.0 to 4.0 indicate negative autocorrelation (Chatterjee&Hadi, 2012; Fox, 1997; Weisberg, 2005). Breach of this assumption leads to, biased estimate of standard errors and significance, even if the estimate of the regression coefficient remain unbiased but yet inefficient. (Chatterjee&Hadi, 2012), as cited by, Matt, Carlos , and Deson, (2013).

The Durbin Watson (DW) statistic is a test for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic was always have a value between 0 and 4, a value of 2.0 means that there is no autocorrelation detected in the sample. Values from 0 to less than 2 indicate positive autocorrelation and values from 2 to 4 indicate negative autocorrelation. The table below showed the Durbin-Watson test of this study. .

Table –4.6 Durbin-Watson test result Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.871 ^a	.758	.756	.34179	1.323

a. Predictors: (Constant), CFFAC, SORFAC, MSGFAC

b. Dependent Variable: CUSBP

Source: Own Survey, (2021)

The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50. Babatunde O.S, Oguntunde P.E, Ogunmola A. O and Balogun O.S, (2014).

In this case, Durbin-Watson is 1.323, close to 2 and within the acceptable range and hence, we assumed independence of residuals assumption.

Autocorrelation, also known as serial correlation, can be a significant problem in analyzing historical data if one does not know to look out for it. A positive autocorrelation would indicate that the source factor, message factor and channel factor of the advertisement yesterday has a positive correlation on the source factor, message factor and channel factor of the advertisement today so if the source factor, message factor and channel factor of the advertisement fell yesterday it is also likely that source factor, message factor and channel factor of the advertisement falls today. Having the negative autocorrelation, on the other hand, has a negative influence on itself over time so that if source factor, message factor and channel factor of the advertisement fell yesterday, there is a greater likelihood it will raise today.

4.6.4. Assumption 3- Multicollinearity

The term multicollinearity describes a perfect or exact relationship between the regression explanatory variables. Multiple linear regression analysis assumes that there is no perfect exact relationship among explanatory variables. In regression analysis, when this assumption is violated, the problem of Multicollinearity occurs.

Multiple linear regressions assume that there is little or no multicollinearity in the data. Multicollinearity occurs when the independent variables are not independent from each other. A second important independence assumption is that the error of the mean is uncorrelated; that is that the standard mean error of the dependent variable is independent from the independent variables.

Multicollinearity is checked against three key criteria:

- 1) Correlation matrix – when computing the matrix of Pearson's Bivariate Correlation among all independent variables the correlation coefficients need to be smaller than 0.9.
- 2) Tolerance – the tolerance measures the influence of one independent variable on all other independent variables; the tolerance is calculated with an initial linear regression analysis. Tolerance is defined as $T = 1 - R^2$ for these first step regression analysis. With T
- 3) Variance Inflation Factor (VIF) – the variance inflation factor of the linear regression is defined as $VIF = 1/T$. Similarly with $VIF > 10$ there is an indication for multicollinearity to be present.

Basically this study used two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity.

Table 4.7 Pair-wise correlation among the independent variables

	SORFAC	MSGFAC	CFFAC
SORFAC	1.000	.484	.536
MSGFAC	.484	1.000	.832
CFFAC	.536	.832	1.000

Source: Own Survey, (2021)

According to (Hair et al., 2006) the pair-wise correlation among the independent variable should not exceed 0.90. As it is portrayed in the above table, the bold values showed the pair-wise correlation result and hence none of them exceeded the tolerable range of 0.90 to the maximum. Armed with this, we can say that multi co linearity was not a problem in this particular study.

Table 4.8: Tolerance and Variance Inflation Factor Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SORFAC	.708	1.413
	MSGFAC	.306	3.268
	CFFAC	.284	3.516

a. Dependent Variable: CUSBP

As it can be seen on table 4.8 the Multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variables. In this case all the tolerance values are greater than 0.10 and VIF is less than 2.5. Hence, the researcher assumed Multicollinearity was not a problem.

4.6.5. Regression Analysis Results

Once all the regression assumption was met, the researcher decided on the data and further processed it. Analysis of variance (ANOVA) is a method of splitting the total variation into meaningful components that measure different sources of variation. In other words, it split the total sum of squares into ‘between groups (sample) sum of squares’ and ‘within group (sample) sum of squares’. Analysis of Variance (ANOVA) is a parametric statistical technique used to compare datasets. It is similar in application to techniques such as t-test and z-test, in that it is used to compare means and the relative variance between them. However, analysis of variance (ANOVA) is best applied where more than 2 populations or samples are.

Under this part, the researcher was mainly focused on the three most important elements of regression output, i.e. the Model summary, the ANOVA test and the Beta coefficient. The average response obtained from the customers under the dependent variable, customers’ buying behavior and each of the predictor variables, source factor, message factor and channel factor of the advertisement were used.

The regression model considered customers’ buying behavior as dependent variable and the source factor, message factor and channel factor of the advertisement score as the independent variables. The regression analysis is conducted to evaluate how well the source factor, message factor and channel factor of the advertisement predict customers’ buying behavior. As it is depicted under the model summary table, the linear combination of the three factor significantly related to customers’ buying behavior ($R^2 = 0.758$, $F = 75.6$ and $P < 0.001$). This means that, 75.8 percent of the positive variance of customers’ buying behavior in the sample can be accounted for by the linear combination of the source factor, message factor and channel factor of the advertisement.

Table 4.9. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	136.027	3	45.342	388.127	.000 ^b
	Residual	43.342	371	.117		
	Total	179.369	374			

a. Dependent Variable: CUSBP

b. Predictors: (Constant), CFFAC, SORFAC, MSGFAC

Source: Own Survey, (2021)

ANOVA (Analysis of variance), Used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variables. ANOVA provides, the result of test of significance for R and R² using an F-statistic. According to Cohen, J (2010), if the result of the test is significant, with P-value below 0.05, then we reject the null hypothesis that R² is equal to zero and accept the research hypothesis that R² is significantly different from zero and there is a relationship between the independent and dependent variable in the population.

As it is depicted on the ANOVA table above, the P-value of the dependent variable customers' buying behavior and the independent variables of source factor, message factor and channel factor of the advertisement is well below .05 (P < 0.001).

Therefore, we concluded that the **R** and **R²** between the dependent variable customers' buying behavior and the independent variables source factor, message factor and channel factor of the advertisement are statistically significant (different from zero), based on the opinion collected from customers.

Table 4.10– Beta coefficient of regression result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.489	.128		3.806	.000
	SORFAC	.254	.034	.228	7.529	.000
	MSGFAC	.378	.045	.390	8.453	.000
	CFFAC	.286	.037	.370	7.736	.000

a. Dependent Variable: CUSBP

Source: Own Survey, (2021)

Under the Beta Coefficient table, the researcher highly emphasized on the values of the standardized Beta coefficient in order to figure out the relative importance of each independent variable, in predicting the dependent variable and on the unstandardized Beta coefficient in order to formulate the linear regression equation

A. Standardized Beta Coefficient

Standardized beta coefficient is sometimes called relative importance weight. More specifically, RIWs are the proportionate contribution from each predictor to R^2 , (i.e. in our case to the $R^2=0.758$), after correcting for the effects of the inter-correlations among predictors (Lorenzo-Seva et al., 2010). This method is recommended when the researcher is examining the relative contribution each predictor variable to the dependent variable Johnson, (2000, and 2004).

From table 4.11 we can infer that, message factor of the advertisement in determining the variation in customers' buying behavior which accounted for 39% of the beta coefficient. The second most important element of channel factor of the advertisement that contributed most, to the positive variation in the dependent variable customers' buying behavior is accounted for 37% of the beta coefficient, followed by, source factor of the advertisement, which had a beta coefficient share of 22.8%.

In the case of real estate companies, source factor of the advertisement contributed least to the variance in the response variable among the others, accounted for only 22.8% and it is statistically significant at p-value less than Alpha, ($0.00 < 0.05$).

Note that: This doesn't mean that source factor of the advertisement has no contribution; rather its contribution was significant.

B. Unstandardized Beta Coefficient

This is sometimes called, the Beta Weights. According to Pedhazur, (1997), a β weight coefficient informs us, as to how much change in the criterion variable (i.e. customers' buying behavior in our case) we might expect with a one-unit change in the predictor variables, (i.e. source factor, message factor and channel factor of the advertisement in our case) holding all other predictor variables constant.

The linear regression formula for one dependent variable, customers' buying behavior and more than one independent variable of the constructs, source factor, message factor and channel factor of the advertisement, took the form of:

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where, Y' = the dependent variable customers' buying behavior

a = y axis intercept (the constant beta value)

b₁, b₂, b₃ =beta weight for each independent variables

X₁, X₂, X₃= representing, source factor, message factor and channel factor of the advertisement respectively.

e = the error term (0.05 in our case)

Taking in to consideration the unstandardized beta value in the table above, the regression equation of this particular study to the nearest decimal was written as:

$$CUSB' = 0.489 + 0.228X_1 + 0.39X_2 + 0.37X_3 + 0.05$$

The positive value for the constant intercept is simply means that, the expected value of the dependent variable customers' buying behavior was greater than zero when all independent variables are set to zero.

Findings from the equation

- For every unit increase in the value of source factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 25.4%.
- For every unit increase in the value of message factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 37.8%.
- For every unit increase in the value of channel factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 28.6%.

4.7. Hypothesis Testing

H1: There is a significant positive relationship between customers' buying behavior and source factor of the advertisement.

The result of this study indicates that source factor has a positive and significant effects on the customers' attitude towards consuming its products and services ($\beta=0.254$, $t=7.529$, $P\text{-value}0.000$). Based on the result obtained from the above tests, there is a positive association between the dependent variable customers' buying behavior and independent variable source

factor of the advertisement. Hence, we accept the first alternative hypothesis H1. This finding is supported by Anwar&Jalees(2017) on this study on Source factor and Consumer Purchase Intentions. The researchers reported that source factor has a significant impact on the buying behavior of customers .In addition, the survey finding is also supported by Nyarko,etal.,(2015) who conducted a research on the influence of source factor on the buying behavior of the Ghanaian youth a study off anmilk Ghanaads .The result revealed that source factors positively impact the purchase intention of the Ghanaian youth. The findings of Dzisah&Ocloo(2013) conducted on Source factor and Consumer Buying Behavior indicates that there is appositive relationship between source factor and consumer behavior. Hence, hypothesis 1 is supported. Genet, (2014) assessing the Effectiveness of Communication Factors and Behavioral Changes of Audiences as a Result of Advertising Efforts the Case of Commercial Bank of Ethiopia. According to the research findings, the quality of the message and the source that carry the message has significant effect. In addition, the survey finding is also supported by Kalia, G. and Mishra, A. (2016) study on the effects of online Advertising on Consumers in Punjab. The study brings facts on how advertisers use social sites to make their products popular.

H2: There is a significant positive relationship between message factor of the advertisement and customers' buying behavior.

The result of the study showed that, customers' buying behavior and the independent variable message factor of the advertisement has a positive association and hence we accept the second hypothesis $H2(\beta=0.378, t= 8.453, Pvalue0.000)$. In this regard, Haider (2014) on his research on prioritization of Factors Affecting Consumer attitude towards Mobile Advertisement on Pakistan Youth indicates that message factor significantly affects consumers buying behavior.

Similar result was obtained from the findings of Punyatoya &Durgesh (2011) who conducted a study on factors that affects consumers' acceptance of mobile advertising. Similarly the result of the study by Dereje, (2019) the message factor has a positive impact on attitude towards mobile advertisings. Following this outcome, hypothesis 2 is supported.

H3: There is significant positive relationship between channel factor of the advertisement and customers' buying behavior.

The researcher beforehand hypothesized that, there is a significant positive relationship between the predicted variable customers' buying behavior and the predictor channel factor of the

advertisement. The results of the findings indicates that ($\beta= 0.286$, $t= 7.36$, P-value 0.118) hence the result of the study confirmed same and we accept the third hypothesis, H3.

This result is identical with the findings of Sameti & Khalili (2017) who found that creative out-of-store advertising has influence primarily on attitude towards the advertised brand, then on attitude towards the advertised product. Moreover, it is inconsistent with the findings of Verma& Mishra (2016), who concluded that that creative advertising strongly affects the perception of consumers with respect to their purchasing behavior. Therefore hypothesis 3 is not supported.

Eden,(2018) studied on the advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. The purpose of the research by Meron (2017) is to study the influence of Media Advertisements on the customers brand choice decisions by taking evidence from United Bank customers in Addis Ababa Ethiopia.

Hypothesis 4: Media advertising has positive and significant effects on customers' buying behavior.

As it is depicted under the model summary table, the linear combination of the three factors significantly related to customers' buying behavior ($R^2 =0.758$, $F=75.6$ and $P<0.001$). This means that, 75.8 percent of the positive variance of customers' buying behavior in the sample can be accounted for by the linear combination of the source factor, message factor and channel factor of the advertisement.

The study revealed that media advertising has a positive and significant effects on customers buying behavior ($\beta = 0.486$, $t= 3.806$ P-value 0.723). This study accepts the fourth hypothesis. The study by Kiandokht and Mahmoud, (2015) found consistent the mediaadvertising have a significant impact on proton sales and to find out which type of media advertising is the most effective inproton sales. In addition the findings of study by Hiwot (2018) supported that that the source factor, the message factor and the channel factor of advertising have positive and significant effects of up to 57.7% on the consumers' buying preference

4.8. Discussion

The discussion part is important to give a clearer understanding on the subject under study. The present research was conducted in order to see, the impact of media advertising on customers'

buying behavior in the real estate companies. The study included the three variable source factor, message factor and channel factor of the advertisement, to see their effect on customers' buying behavior.

Increased customers' buying behavior is frequently argued to be the single most important driver of organizations' long-term performance.

Media advertisement is one of the most important tools in securing a high level of customers' buying behavior in today's dynamic and vibrant environment. It is proved that there exist a positive impact of customers' buying behavior and retention. The present study showed that, combination of the source factor, message factor and channel factor of the advertisement has a significant positive relationship with customers' buying behavior at a significance level of ($R^2 = 0.758$, $F=75.6$ and $P<0.001$). Thus the finding is in line with the hypothesis number four; (H4) stated in the paper that the media advertising had a high influence on customers' buying behavior. Thus the major hypothesis stated is well accepted.

In the present study, the correlation between the dependent variable customers' buying behavior and each of the independent variables, together with their relative importance was identified.

Based on the result obtained from Pearson correlation, there is a positive association between the dependent variable customers' buying behavior and independent variable source factor of the advertisement. Hence, we accept the first alternative hypothesis H1.

The result of the study showed that, customers' buying behavior and the independent variable message factor of the advertisement has a positive association and hence we accept the second alternative hypothesis H2.

The researcher beforehand hypothesized that, there is a significant positive relationship between the predicted variable customers' buying behavior and the predictor channel factor of the advertisement. Hence the result of the study confirmed same and we accept the third hypothesis, H3.

Compared to other relationship dimensions considered in this study, source factor of the advertisement is ranked third, message factor of the advertisement is ranked second and channel factor of the advertisement is ranked first in its magnitude of correlation.

The results of the present study also showed that: For every unit increase in the value of source factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 25.4%. For every unit increase in the value of message factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 37.8%. For every unit increase in the value of channel factor of the advertisement, setting all other predictor variable to zero, the value of response variable customers' buying behavior will increase by 28.6%.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of the Major Findings

According to reliability statistics, Cronbach's Alpha coefficient of this study is 0.923 which is acceptable. This implies that both function of the covariance among items and the number of items in the analysis is the mark of a "good" or reliable set of items and the question designed was accurately measuring the variable of interest of the study.

The descriptive statistical result of the independent and dependent variables indicated that the means and standard deviations for the independent and dependent variables examined in this study. As can be seen from all the independent variables examined in this study have a mean score above 3.65 that could be considered as high level agreement but on the channel factor it was 3.27. This implies that the respondents included in the study are about medium level of agreement in terms of the channel factor of the advertisement and source factor, message factor of advertising and on customers' buying behavior.

The result of Pearson correlation test between the dependent variable customers' buying behavior and source factor of the advertisement showed that, there is a positive relationship between the two variables at the significance level of ($R=0.616^{**}$), ($P<0.01$). Compared to other relationship dimensions considered in this study, source factor of the advertisement is ranked third in its magnitude of correlation.

Pearson correlation test was conducted to know the degree of association between the dependent variable customers' buying behavior and the independent variable message factor of the advertisement. Hence, the result of the study showed that, both variables are positively correlated to one another at a significant level of ($R=0.808$), ($P<0.01$). Compared to other relationship dimensions considered in this study, message factor of the advertisement is ranked second in its magnitude of correlation.

The result of Pearson correlation test between the dependent variable customers' buying behavior and the independent variable channel factor of the advertisement showed that, there is a statistically significant positive relationship between the two variable at the level of

($R=0.817^{**}$), ($P<0.01$). Compared to other relationship dimensions considered in this study, channel factor of the advertisement is ranked first in its magnitude of correlation.

H1: There is a significant positive relationship between customers' buying behavior and source factor of the media advertisement.

The result of this study indicates that source factor has a positive and significant effect on the customers' attitude towards consuming its products and services ($\beta=0.254$, $t=7.529$, P -value 0.000). Based on the result obtained from the above tests, there is a positive association between the dependent variable customers' buying behavior and independent variable source factor of the advertisement. Hence, we accept the first alternative hypothesis H1.

H2: There is a significant positive relationship between message factor of the media advertisement and customers' buying behavior.

The result of the study showed that, customers' buying behavior and the independent variable message factor of the advertisement has a positive association and hence we accept the second hypothesis H2 ($\beta=0.378$, $t= 8.453$, P -value 0.000).

H3: There is significant positive relationship between channel factor of the media advertisement and customers' buying behavior.

The researcher beforehand hypothesized that, there is a significant positive relationship between the predicted variable customers' buying behavior and the predictor channel factor of the advertisement. The results of the findings indicates that ($\beta= 0.286$, $t= 7.36$, P -value 0.118) hence the result of the study confirmed same and we accept the third hypothesis, H3.

Hypothesis 4: Media advertising has positive and significant effects on customers' buying behavior.

As it is depicted under the model summary table, the linear combination of the three factors significantly related to customers' buying behavior ($R^2 =0.758$, $F=75.6$ and $P<0.001$). This means that, 75.8 percent of the positive variance of customers' buying behavior in the sample can be accounted for by the linear combination of the source factor, message factor and channel factor of the advertisement.

5.2. Conclusion

Based on the result obtained from the finding of the study, there is a positive association between the dependent variable customers' buying behavior and independent variable source factor of the advertisement. The finding of the study showed that, customers' buying behavior and the independent variable message factor of the advertisement has a positive association.

According to the finding of the study there is a significant positive relationship between the predicted variable customers' buying behavior and the predictor channel factor of the advertisement. Compared to other relationship dimensions considered in this study, source factor of the advertisement is ranked third, message factor of the advertisement is ranked second and channel factor of the advertisement is ranked first in its magnitude of correlation.

The study clearly indicated that the real estate companies 'media advertisement has positively and significantly affects the real estate companies' customers 'attitude towards buying products. The real estate companies used celebrity endorser in advertising and had statistically significant and positive impact on its customers' buying behavior. It is also important to note that channel factor, message factor and the source factor of the media advertising are positively correlated with the real estate companies' customers buying behavior. Therefore, it is concluded that the companies have to continue investing on media advertising as it has appositve and significant effects on its customers buying behavior.

5.3. Recommendation

Based on the findings of the study, the researcher forwards the following recommendations to the management of the real estate companies' and suggestion for other researchers.

The advertising channel consists of media like print media (newspaper, magazine and billboards), electronic media (radio, television), etc. All these media have their specific strengths and weaknesses and all of them are capable of creating impact on the target audience in varying degrees depending on the audience profile and the communication message used Therefore, the companies have to conduct a media audience survey to select those attractive media that have strong public acceptance so as to undertake its promotion.

In order to develop an effective advertising campaign, aright spokesperson has to be selected to deliver the irresistible message through the chosen media. Source, in advertising, means the

person involved in communicating a marketing message directly or indirectly.

The companies have putting a lot of effort into selecting spokespersons and individuals to deliver their advertising messages. The source can be celebrity, popular, well known person or just physically attractive.

The content, appeal, presentation, credibility and execution of the message of media advertising must be put into a transmittable form that is appropriate for the channel of communication being used.

The message of the media advertising the companies should be presented in such a way that can easily be translated from the language of the advertiser into the language of the consumer.

5.4. Suggestionfor FutureResearch

The current study leaves room for further future research in the field of the real estate companies media advertisements effects on its customers buying behavior. There is an opportunity for researchers to either explore the same variables of this study in greater depth or to add new variables that could potentially predict buying behavior in relation to the real estate companies media advertisements more accurately or differently. This study utilized respondents residing in Addis Ababa only and the researcher would recommend that similar studies as to the current study be conducted on a larger scale that is a larger sample size and larger geographic regions. This would allow form or diversity in the sample and more informed results.

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APPENDICES

APPENDIX I

ST MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES MM PROGRAM

Questionnaire to be distributed for the Customers of *the Real Estate*

Dear Respondents;

This questionnaire is developed for an academic effort planned for the collection of data to conduct a thesis paper on the title “*The Effect of Media Advertising on Consumers’ Buying Behavior in the Real Estate Industrythe Case of Selected three Real Estates*”, in order to fulfill the University’s (St Mary’s University) requirement set for awarding of a Master of Marketing Management. The information obtained from this questionnaire will be kept confidential and will not be used for any other purposes. Hence, I am kindly asking respondents to give your candid information.

NB:

- It is not necessary to write your name
- Try to address all the question given below
- For the closed ended questions use (√)mark for your choice in the given box

Contact Address

If you have any query, please do not hesitate to contact me and I am available as per your convenience at (Mobile: +251917007340)

Thank you for your cooperation!

PART 1: DEMOGRAPHIC INFORMATION

1. Gender

Male Female

2. Educational Qualification:

Grade 10 completed Grade 12 completed Certificate
College diploma First Degree Second Degree and above

PART 2: QUESTIONS DIRECTLY RELATED WITH THE STUDY

2.1. Here under the questions with regard to the factors affecting the Media Advertising therefore, you are kindly requested to put “√ ” “X” mark on the box which represents your degree of agreement. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree,

	Source Factor	5	4	3	2	1
1	The real estate advertised person is trustworthy.					
2	The real estate advertising source person is attractive.					
3	The real estate advertising is more visible than the source person					
4	The real estate advertising source person is less exposed.					
5	I believe the endorsement of the real estate have congruence (fit) with the brand.					
	Message Factor					
1	In my opinion, the real estate advertising message is clear.					
2	The real estate advertising message is rationally appealing by attempting to communicate information regarding the product features and/or the benefits of owning or using it.					
3	The real estate advertising message is emotionally appealing by highlighting emotional factors of the product.					
4	The visual message (TV, Internet, print media, Outdoor media) of the real estate advertising is attractive.					
5	The verbal message of the real estate advertising is attractive.					
6	I can say that the message of the real estate advertising is credible.					
7	In my opinion, the real estate advertising message is not vague.					
	Channel Factor					
1	From the medium of advertising that the real estate is using, broadcast media (TV, Radio, and Internet) influenced me to consider the product.					
2	From the medium of advertising that the real estate is using, print media (Newspapers, Magazines, and Brochures) influenced me to consider the product.					
3	From the medium of advertising that the real estate is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the product.					
4	The broadcast media program content in which real estate using for advertising is attractive.					
5	The print media program content in which the real estate is using for advertising is attractive.					
6	The outdoor media environment in which real estate is using for advertising is attractive.					

2.2. Here under the questions with regard to the Consumers' Buying Behavior therefore, you are kindly requested to put "√" "X" mark on the box which represents your degree of agreement. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree,

	Consumer Buying Preference	5	4	3	2	1
1	I prefer the real estate because I was influenced by the source person					
2	I prefer the real estate because I was influenced by the message in the advertisement					
3	I prefer the real estate because I was influenced by the medium that the real estate chose for advertising					
4	The real estate advertisement influenced me to choose the brand					
5	The real estate media advertisements will be used to attract potential customers					
6	The real estate media advertisements recognized your need which leads to buying of products.					
7	You can gather relevant information through advertisements of the real estate					
8	The advertisement helps you to choose this real estate as the best option from the various alternatives available in the market.					

Thank You!

APPENDIX II

የቅድስት ማርያም ዩኒቨርሲቲ
የደህረ ምረቃ ትምህርት ቤት
ኤምኤም መርሃ ግብር

ለሪል እስቴት ደንበኞች የሚሞላ መጠይቅ

ውድ መላሽ;

ይህ መጠይቅ የመረጃ ክምችት ለመሰብሰብ የታቀደ ነው። በሪል እስቴት ኢንዱስትሪ ውስጥ የሚዲያ ማስታወቂያ በሽማግሌት የመግዛት ባህሪ ላይ ያለውን ተጽዕኖ ሚያጠና የመመረቂያ ጽሁፍ ነው። የዩኒቨርሲቲው (የቅድስት-ማርያም) የማስተርስ ዲግሪ ለመስጠት ቅድመ ማሟያ ይጠቀምበታል። ከዚህ መጠይቅ የተገኘው መረጃ በሚስጥር የሚቀመጥ ሲሆን ለሌላ ዓላማም አያገለግልም ። ስለሆነም ምላሽ ሰጭዎች ግልፅ መረጃዎን እንዲሰጡ በትህትና እጠይቃለሁ ። ማሳሰቢያ: ስምዎን መጻፍ አስፈላጊ አይደለም

ከዚህ በታች የተሰጡትን ሁሉንም ጥያቄዎች ለመመለስ ይሞክሩ

ለዝግ የተጠናቀቁ ጥያቄዎች በተጠቀሰው ሳጥን ውስጥ ለመረጡት (✓) ምልክት ይጠቀሙ ማንኛውም ጥያቄ ካለዎት እባክዎን እኔን ለማነጋገር አያመንቱ እና እኔ በሚመችዎት መሠረት እገኛለሁ (ሞባይል:251917007340)

ለትብብርዎ እናመሰግናለን!

ክፍል 1: ዲሞግራፊክ መረጃ

1. ፆታ

ወንድ

ሴት

2. የትምህርት-ደረጃ

10ኛ ክፍል ተጠናቅቋል

12ኛ ክፍል የተጠናቀቀ

የምስክር ወረቀት

የኮሌጅ ዲፕሎማ

የመጀመሪያ ዲግሪ

ሁለተኛ ዲግሪ እና ከዚያ በላይ

ክፍል 2- ከጥናቱ ጋር በቀጥታ የሚዛመዱ መጠይቆች

ከዚህ በታች በየሽማግሌቱ የመግዛት ባህሪን እና በመገናኛ ብዙሃን ማስታወቂያ ላይ ተጽዕኖ ከሚያሳርፉ ነገሮች ጋር በተያያዘ በጥያቄዎቹ ስር እርስዎ የስምምነትዎን ደረጃ በሚወክል ሳጥን ላይ “\” “X” ምልክት እንዲያደርጉ በትህትና ተጠይቀዋል ። 1 = በጣም አልሰማማም ፣ 2 = አልሰማማም ፣ 3 = ገለልተኛ ፣ 4 = እሰማማለሁ ፣ 5 = በጣም እሰማማለሁ፣

ምንጭ መንስኤ	5	4	3	2	1
1. የሪል እስቴቱ ማስታወቂያ ምንጭ ሰው እምነት የሚጣልበት ነው።					
2. የሪል እስቴቱ ማስታወቂያ ምንጭ ሰው ማራኪ ነው።					
3. የሪል እስቴቱ ማስታወቂያ ከምንጩ ሰው የበለጠ ይታያል					
4. የሪል እስቴቱ ማስታወቂያ ምንጭ ሰው ተጋላጭነቱ አነስተኛነው።					
5. የሪል እስቴቱ ማረጋገጫ ከምርቱ ጋር አብሮ የሚሰማማ (የሚመጥን) አለው ብዬ አምናለሁ።					
የመልዕክት ምክንያት					
	5	4	3	2	1
1. በእኔ እምነት የሪል እስቴቱ ማስታወቂያ መልእክት ግልፅ ነው።					
2. የሪል እስቴቱ ማስታወቂያ መልእክት የምርት ባህሪያትን እና / ወይም የመያዝ ወይም የመጠቀም ጥቅሞችን በተመለከተ መረጃዎችን ለማስተላለፍ በመሞከር ምክንያታዊነት ያለው ነው።					
3. የሪል እስቴቱ ማስታወቂያ መልእክት የምርቱን ስሜታዊ ምክንያቶች በማጎላት በስሜታዊነት የሚሰበሰብ ውጤት ነው።					
4. የሪል እስቴቱ ማስታወቂያ የእይታ መልእክት (ቲቪ፣ በይነመረብ፣ የህትመት ሚዲያ፣ የውጭ ሚዲያ) ማራኪ ነው።					
5. የሪል እስቴቱ ማስታወቂያ የቃል መልእክት ማራኪ ነው።					
6. የሪል እስቴቱ ማስታወቂያ መልእክት ተአማኒ ነው ማለት እችላለሁ።					
7. በእኔ እምነት የሪል እስቴቱ የማስታወቂያ መልእክት ግልጽ ነው።					
የሰርጥ ምክንያት					
	5	4	3	2	1
1. ሪል እስቴቱ ከሚጠቀምበት የማስታወቂያ ዘዴ፣ ብርድካስተንግ ሚዲያዎች (ቲቪ፣ ራዲዮ እና ኢንተርኔት) ምርቱን እንዳስብ ተጽዕኖ አሳደረብኝ።					
2. ሪል እስቴቱ ከሚጠቀምበት የማስታወቂያ ዘዴ የህትመት ሚዲያዎች (ጋዜጣዎች፣ መጽሔቶች እና ብሮሹሮች) ምርቱን እንዳስብ ተጽዕኖ አሳደረብኝ።					
3. ሪል እስቴቱ ከሚጠቀምበት የማስታወቂያ ውጭ የውጪ ሚዲያዎች (ቢልቦርዶች፣ የሱቅባኒሮች፣ የሱቅ ውስጣዊ ዲዛይን) ምርቱን እንዳስብ ተጽዕኖ አሳደረብኝ።					
4. ድርጅቱ ሪል እስቴቱን ለማስታወቂያ የሚጠቀምበት የብርድ ካስት ሚዲያ ፕሮግራም ይዘት።					
5. ሪል እስቴቱ ለማስታወቂያ የሚጠቀምበት የህትመት ሚዲያ ፕሮግራም ይዘት ማራኪ ነው					
6. ሪል እስቴቱ ለማስታወቂያ የሚጠቀምበት ከቤት ውጭ የሚዲያ ያክሳብ ማራኪ ነው።					
የሽማግሌት ግዢ ምርጫ					
	5	4	3	2	1
1. ሪል እስቴቱን የምመርጠው በምንጩ ሰው ተጽዕኖ ስለነበረኝ ነው					
2. እኔ ሪል እስቴት እመርጣለሁ ምክንያቱም በማስታወቂያው ውስጥ በመልእክቱ ተጽዕኖ ስላደረገብኝ					
3. ሪል እስቴቱን እመርጣለሁ ምክንያቱም አያት ሪል እስቴት ለማስታወቂያ የመረጠው መካከለኛ ተጽዕኖ ስላደረገብኝ					
4. ሪል እስቴቱ ማስታወቂያ የምርት ምልክቱን እንደመርጥ ተጽዕኖ አሳደረብኝ					
5. የሪል እስቴቱ ሚዲያ ማስታወቂያዎች ደንበኞችን ሊሆኑ የሚችሉ ለመሳሰሉ ያገለግላሉ					
6. የሪል እስቴቱ ሚዲያ ማስታወቂያዎች ወደ ምርቶች ግዢ የሚወስደውን ፍላጎትዎን አውቀዋል					
7. በሪል እስቴቱ ማስታወቂያዎች በኩል ተገቢውን መረጃ መሰብሰብ ይችላሉ					
8. ማስታወቂያው ሪል እስቴቱን በገበያው ውስጥ ከሚገኙ የተለያዩ አማራጮች ውስጥ እንደምርጥ አማራጭ ለመምረጥ ይረዳዎታል።					

አመሰግናለሁ!