



WOLKITE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MARKETING MANAGEMENT

Assessment on the Impact of **Television Advertising on
Consumer Buying Decision** (In the Case of EVE Women
Sanitary Pad in Wolkite University College of Business
and Economics)

Advisor: **Alem Z.(MA)**

By **Dawit Kassahun**

February, 2023

Board of examiners Approval Sheet

This is to certify that this senior research project prepared by Dawit Kassahun entitled: “Assessment on the Impact of **Television Advertising on Consumer Buying Decision** (In the Case of EVE Women Sanitary Pad in Wolkite University College of Business and Economics) and submitted in partial fulfillment of the requirements for the degree of Bachelor of Art in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Approved by Board of Examiner

Examiner: ----- Signature: ----- Date: -----

Examiner: ----- Signature: ----- Date: -----

Advisor: ----- Signature: ----- Date: -----

Table of Contents

Acknowledgement	1
CHAPTER ONE	2
INTRODUCTION	3
1.1 Background	3
1.2 Statement of the problem	4
1.3 Research question	5
1.4 Objective of the study	5
1.4.1 General Objectives	5
1.4.2 Specific Objectives	5
1.5 Significance of the study	5
1.6 Scope of The Study	6
1.7 Organization of The Study	6
CHAPTER TWO	7
Literature Review	7
2.1 Advertisement	7
2.1.1 History of Advertising	7
2.1.2 Importance of Advertisement	8
2.1.3 Objectives of Advertising	9
To Inform	9
To Persuade	9
To Remind	9
2.1.4 Types of Advertisements	10
2.1.5 Television Advertisement	10
2.2 Factors of Advertising	11
2.2.1 Message Factor	11
Message Content	11
Message Structure	11
Message Format	12
2.2.2 Media Factor	12
Personal and Non-Personal	12

2.2.3	Celebrity Endorsement Factor.....	13
2.3	Consumer Buying Behavior.....	15
2.4	Consumers Decision Making Process (Five Step Model).....	16
2.4.1	Problem Recognition.....	16
2.4.2	Information Search.....	17
2.4.3	Alternative Evaluation.....	18
	The Evoked Set.....	18
2.4.4	Purchase Decision.....	18
2.4.5	Post purchase Evaluation.....	19
2.5	Empirical review.....	20
2.5.1	Empirical evidence on message factor.....	20
2.5.2	Empirical evidence on media factor.....	20
2.5.3	Empirical evidence on advertisement and purchase decision.....	21
2.6	Conceptual Framework.....	22
	CHAPTER THREE.....	23
	Methodology.....	23
3.1	Description of the Study Area.....	23
3.2	Research Approach.....	23
3.3	Research Design.....	23
3.4	Population and Sampling.....	24
3.4.1	Target Population.....	24
3.4.2	Sampling Technique.....	24
3.4.3	Sample Size.....	24
3.5	Data Type and Source.....	24
3.6	Data Collection Methods.....	25
3.7	Data Analysis Methods.....	25
	CHAPTER FOUR.....	26
	Results and Discussion.....	26
4.1	Background information of Respondents.....	26
4.2	Descriptive Statistics.....	27
4.2.1	Message Factor.....	27
4.2.2	Media Factor Among.....	30

CHAPTER FIVE	31
Conclusion and recommendation.....	31
5.1 Conclusion	31
5.2 Recommendations.....	31
References.....	33
APPENDIX: QUESTIONNAIRE	35

Acknowledgement

I would like to express my sincere gratitude to everyone who has contributed to the successful completion of my research. Firstly, I would like to thank my advisor for their guidance and support throughout the research process. I would also like to thank the participants who took the time to provide valuable insights and information for this study. Additionally, I would like to acknowledge the authors of the various research papers and articles that I consulted during the course of my research. Their work provided a solid foundation for my study and helped me to gain a deeper understanding of the topic. Finally, I would like to thank God, my family and friends for their unwavering support and encouragement throughout this journey. Their love and support have been invaluable to me.

Abstract

Assessment on the Impact of **Television Advertising on Consumer Buying Decision** (In the Case of EVE Women Sanitary Pad in Wolkite University College of Business and Economics)

was the topic of this investigation. The study is being conducted primarily to evaluate Impact of Television Advertising on Consumer Buying Decision. The study included both primary and secondary data. The researcher employed questionnaires to gather data from the female students. This means that the students who are also the customers regarding the study have all received questionnaires. Based on the information gathered from the organization, a summary, conclusion, and recommendation were given at the end of this research study.

CHAPTER ONE

INTRODUCTION

1.1 Background

According to Haider & Shakib (2017) [Schiffman & Kanuk 2007], consumer behavior is interlinked processes and behavior that is displayed when an individual or group of individuals choose, buy, and use a product, service, idea, or even experience in order to satisfy needs and desires. Understanding buyer behavior is critical in marketing. The marketing communication program of a firm consists of different techniques as advertising, public relations, publicity, direct marketing, networking, personal selling, and digital & online marketing (Mesfin & Sileamlak, 2016). Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Belch & Belch, 2013). Although it is a powerful means of creating strong, favorable, and unique brand associations and eliciting positive judgments and feelings. Advertising enables companies to announce launch of product, service or idea, using well known and accepted mass media. Advertising companies select medium based on its accessibility and reachability to large and targeted audience. Type of product, service or idea is also other vital thing to consider while selecting medium. Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through television allows marketers to show and tell a wide audience about business, product, or service. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums (Fatima & Lodhi, 2015). A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn in the underwear by women and girls who are menstruating, bleeding after giving birth recovering from gynecologic surgery, experiencing a miscarriage or abortion or in any other situation where it is necessary to absorb a flow of blood from the vagina (en.m.wikipedia.org). A menstrual pad is a type of feminine hygiene product that is a worn externally, unlike tampons and menstrual cups which are worn inside the vagina. The frequency a woman will need to change her pad will vary depending on whether her menstrual flow is heavy or light. Menstrual pads are made from a range of materials, differing depending on style, country of origin and brand (en.m.wikipedia.org). Demand for sanitary napkins is increasing related with urbanization, modernization and changes in life styles. As the population of the country becomes more and more urbanized and living

standards improve, there is a growing demand for sanitary napkins (research and markets.com). This study will assess the impact of advertisement on consumer purchase decision and especially asses the effect of television advertisement on consumer purchase decision of EVE sanitary napkin in Ethiopia and it will recommend, possible solution to the problems that will be identified.

1.2 Statement of the problem

Many girls are not aware of menstruation before their menarche. For the lack of access to reliable source of information regarding menstruation, girls face many health problems and adult women may hold misconceptions about the physiology of menstruation and its management. At present, pad related TV advertisement openly shows and gives information about hygiene related practices of girls during menstruation. And this study has attempted to explore it. Adolescent females in universities create their own world at their puberty having distinct attitude toward menstrual cycle. Cultural perspective, knowledge gap, embarrassment to speak out at home and outside may affect this attitude. I have referred related theoretical reviews, but not enough materials have been found under my scope, which shows the effect of television advertisement on consumer purchase decision of sanitary napkin in Ethiopia. Thus, I was aiming to address this gap. The sanitary napkin industry and market is an essential market because, sanitary napkin is used by women and girls who are menstruating, bleeding after giving birth recovering from gynecologic surgery, experiencing a miscarriage or abortion or in any other situation where it is necessary to absorb a flow of blood from the vagina. Due to this observation, I have studied the effect of television advertisement on consumer purchase decision of sanitary napkin. Moreover, it is also believed that an effective advertising method would result in an increasing purchasing or selling of a product. Hence, looking into companies advertising efficiency helps to improve the advertising system and which in turn encourage company to increase production and harvest maximum profit. For this purpose, the study primarily aimed at conducting effect of television advertising on consumer purchasing decision of EVE Sanitary Napkin in Ethiopia and has analyzed how advertisement play a role in shaping the knowledge, attitude and practices of women's menstruation hygiene products therefore, my aim was to bridge the existing knowledge gaps.

1.3 Research question

1. How have television ads influenced your decision to purchase certain sanitary pads instead of others?
2. To what extent do TV commercials help you make informed decisions about which pads to buy?
3. What kinds of promotional messages from TV commercials do you remember most vividly when purchasing a sanitary pad product?

1.4 Objective of the study

1.4.1 General Objectives

The general objective of this research is to examine the impact of advertising on consumer behavior especially for the case of EVE women sanitary pad.

1.4.2 Specific Objectives

To identify the most effective and powerful advertising channels for influencing the consumer's behavior.

- ❖ To show that whether the advertisement channel contains sufficient information about women sanitary product in order to be an effective advertisement.
- ❖ To know what roles the advertisement channels, play in shaping the knowledge, attitude and practices of women's menstruation hygiene products.

1.5 Significance of the study

The research work is most relevant to the television medium, advertising agent and the society as a whole, as it will show more light on the television advertising on the purchase of EVE sanitary napkin. This study will establish facts, problem and make recommendation.

This is relevant to the management of EVE sanitary napkin. It will help them to know if the advertisement being produce for them to have any influence on the consumers in their product or brand.

This study is will also gear towards the necessity of advertisers to understand a multiplicity of

factors. What motivates the consumers to actually buy a product, how the consumers to actually buy the product, how the consumer approaches the buying problem, most information he needs before making a specific buying decision, why a consumer prefer a particular brand of a product to the others and why a consumer prefer a particular brand of a product to the others and why at a later date completely reverses his decision.

1.6 Scope of The Study

The Study Essentially focused on impact of television advertising on consumer buying decision within southern Ethiopia, Gurage zone in Wolkite University College of Business and Economics in 2015 E.C. In addition, the study has bordered to EVE Sanitary Napkin, and the researcher used explanatory research design to label the problem confronted the Organization.

1.7 Organization of The Study

This study consists of five chapters. The first chapter will deal with the introduction part of the study. Here, statement of the problem, objective of the study, significance, and scope of the study were included. Chapter two will focus on literature review of important concepts & theories that were relevant to the study. The third chapter will deal with the methodology used for the research. Chapter four will focus on data interpretation and analysis and Chapter five will include summary, conclusion, and recommendation.

CHAPTER TWO

Literature Review

2.1 Advertisement

According to Belch and Belch (2003), advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that, the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), who's advertising space or time is donated by the media. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communicating with large audiences. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes (Belch and Belch, 2003).

2.1.1 History of Advertising

Advertising can be traced back to the very beginnings of recorded history. Archaeologists working in the countries around the Mediterranean Sea have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. During the Golden Age in Greece, town criers announced the sale of cattle, crafted items, and - even cosmetics. An early "singing commercial" went as follows: "For eyes that are shining, for cheeks like the dawn / for beauty that lasts after girlhood is gone / for prices in reason, the woman who knows / will buy her cosmetics" (Kotler and Armstrong, 2008).

2.1.2 Importance of Advertisement

Muhammad Ehsan Malik (2014) stated that, in today's era advertisement is of great importance. It is the essence of any product or brand. Advertisement can lead it to the epitome of success or to the diminishing layers of its existence. Advertising, when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot. Only those products or brands become popular who put a brave show of their product. Advertisement can be done through different media. Some of majorly used are print medium (newspapers, magazines, and brochures), outdoor medium (billboards, events) and broadcast medium (television, radio, the internet). Internationally, advertisement is considered the prime factor for the success of any business. It ranges from simple words of mouth to the full-blown marketing campaigns. Enormous efforts and money are invested in composition of a persuasive, compelling advertisement (Muhammad Ehsan Malik, 2014). Importance of advertisement to the Customers

Convenience: Targeted informative advertisements make the customer's decision-making process easier as they get to know what suits their requirements and budget.

Awareness: Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.

Better Quality: Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising (Ehsan, 2014). Importance of advertisement to the Business:

Awareness: Advertising increases the brand and product awareness among the people belonging to the target market.

Brand Image: Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.

Product Differentiation: Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.

Increases Goodwill: Advertising reiterates brand vision and increases the goodwill of the brand among its customers.

Value for Money: Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix (Ehsan, 2014).

2.1.3 Objectives of Advertising

According to Matin Khan, (2006) there are 3 main objectives of advertising. These are:

To Inform

Advertisements are used to increase brand awareness and brand exposure in the target market. Informing potential customers about the brand and its products is the first step towards attaining business goals.

To Persuade

Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form a brand image, develop a favorable attitude towards the brand etc.

To Remind

Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of 12 mind awareness and to avoid competitors stealing the customers. This also helps in the word-of-mouth marketing. Other objectives of advertising are subsets of these three objectives. These subsets are:

- Brand Building
- Increasing Sales
- Creating Demand
- Engagement
- Expanding Customer Base
- Changing Customers' attitudes, etc.

2.1.4 Types of Advertisements

Advertising activities can be categorized into above the line, below the line, and through the line advertising according to their level of penetration. Above the line advertising include activities that are largely non-targeted and have a wide reach. Examples of above the line advertising are TV, radio, & newspaper advertisements. Below the line advertising include conversion focused activities which are directed towards a specific target group. Examples of below the line advertising are billboards, sponsorships, in-store advertising, etc. Through the line advertising include activities which involve the use of both ATL & BTL strategies simultaneously. These are directed towards brand building and conversions and make use of targeted (personalized) advertisement strategies. Examples of through the line advertising are cookie-based advertising, digital marketing strategies, etc. Advertising activities can also be categorized into 5 types based on the advertisement medium used. These types of advertisements are:

Print Advertising:

- Newspaper, magazines, & brochure advertisements, etc.
- Broadcast Advertising: Television and radio advertisements.
- Outdoor Advertising: Hoardings, banners, flags, wraps, etc.
- Digital Advertising: Advertisements displayed over the internet and digital devices.
- Product/Brand Integration: Product placements in entertainment media like TV show,
- YouTube video, etc. (Matin Khan, 2014)

2.1.5 Television Advertisement

Television advertisement is a best way to promote products and services in front of millions of consumers” Television advertisement influences the buying behavior of the consumers with effective and efficient manner (Bushra Anjum, 2015). TV advertising helps the consumers in improving the choice of product during shopping after discussing with their family. They also viewed TV advertisements as time savers during shopping. The informative factors such as price, quality and suggested use of items advertised improve the educational value of an advertisement and make the consumers aware of prevailing prices (Kotwal et al., 2008). Various studies revealed that television advertisement has the biggest effects on audiences and persuade them to start purchasing processes and has strong influence on consumers” perception the major aim of television advertising is to impact on consumer buying behavior; however, this impact is changed

frequently with people's emotions and perception. Emotions and perception regarding a product consist of those factors which affected consumer mind in terms of its cultural values and beliefs. Television is considered major source in presenting the cultural values of any society. Culture is part of us, and it covers every part of our lives from what we eat to what we wear and the way we feel the others around us (Bushra Anjum, 2015).

2.2 Factors of Advertising

2.2.1 Message Factor

The way marketing communications are presented is very important in determining their effectiveness. Promotional managers must consider not only the content of their persuasive messages but also how this information will be structured for presentation and what type of message appeal will be used (Belch and Belch, 2003). According to Kotler and Armstrong When putting the message together, the marketing communicator must decide what to say (message content) and how to say it (message structure and format).

Message Content

Kotler and Armstrong (2008) suggested that, the marketer has to figure out an appeal or theme that will produce the desired responses. There are three types of appeals: Rational, Emotional and Moral. Rational appeal relates to the audience's self-interest. They show the product will produce desired benefits. Examples are messages showing a product's quality, economy, value, or performance. Emotional appeals attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use positive emotional appeals such as love, pride, joy and humor. Communicator also use negative emotional appeals such as fear, guilt and shame that get people to do things they should or to stop things they shouldn't. Moral appeals are directed to the audience's sense of what is right and proper. They are often used argue people to support social causes such as cleaner environment, better race relations, equal rights for women, and aid to the disadvantaged.

Message Structure

According to Kotler and Armstrong (2008), marketers must also decide how to handle three message structure issues. The first is whether to draw a conclusion or leave it to the audience. Research suggests that in many cases, rather than drawing a conclusion, the advertiser is better off

asking questions and letting buyers come to their own conclusions. The second message structure issue is whether to present the strongest arguments first or last. Presenting them first gets strong attentions but may lead to an anticlimactic ending. The third message structure issue is whether to present a one-sided argument (mentioning only the product's strengths) or a two-sided argument (touting the products strengths while also admitting its shortcomings). Usually, a one-sided argument is more effective in sales presentation, except when audiences are highly educated or likely to hear opposing claims, or when the communicator has a negative association to overcome. In this spirit, Heinz ran the message „“Heinz ketchup is slow good”“ and Listerine ran the message “Listerine tastes bad twice a day”. In such cases, two sided messages can enhance the advertiser's credibility and make buyers more resistant to competitor attacks (Kotler and Armstrong, 2008).

Message Format

The marketing communicator also needs a strong format for the message. In a print ad, the communicator has to decide on the headline, copy illustration, and color. To attract attention, advertisers can use novelty and contrast; eye catching pictures and headlines: distinctive formats, message size and position, color shape and movement. If the message is to be carried over the radio, the communicator has to choose words, sounds, and voices. If the message is to be carried on television or in person, then all these elements plus body language must be planned. Presenters plan every detail their facial expressions, gestures, dress, posture, and hairstyles. If the message is carried on the product or its package, the communicator has to watch texture, scent, color, size and shape (Kotler and Armstrong, 2008).

2.2.2 Media Factor

According to Belch and Belch (2003), effective communication also depends on the channel or medium used to deliver the message to the target audience. While there are a variety of methods available for communicating a promotional message, they can be classified into two broad categories:

Personal and Non-Personal.

Effects of Alternative Mass Media: Most promotional efforts such as advertising are channeled through a non-personal form of communication such as the print media, TV, or radio. The mass media that advertisers use to transmit their messages differ in many ways including:

Differences in information processing: Information from the print media is self-paced while information from the broadcast media of radio and television is externally paced. There are important implications for advertising via each type of medium. Effects of Context and Environment: reactions to and interpretation of an advertising message can be a function of not only message content but also the context or environment in which the ad appears. A qualitative media effect refers to the positive or negative influence the medium may contribute to the message. An ad seen in a high prestige publication may be perceived differently than one in a low prestige magazine or paper. Media environment can also be created by the nature of the television in which a commercial appears. Consumers may be in a more receptive mood when watching a comedy rather than a documentary.

Clutter: another aspect of the media environment that is important to advertisers is the problem of clutter. Clutter refers to all the non-program material that appears in the broadcast environment including commercials, promotional messages for shows, public service announcements and the like. Clutter has become a major concern to advertisers as there are too many messages competing for viewers and listeners attention. The clutter problem has been compounded in television by the trend toward shorter commercials.

2.2.3 Celebrity Endorsement Factor

According to Belch and Belch (2003), the term source used to express, the person involved in communicating a marketing message, either directly or indirectly. A direct source is a spokesperson who delivers a message and/or demonstrates a product or service. An indirect source, say, a model, doesn't actually deliver a message but draws attention to and/or enhances the appearance of the ad. Some ads use neither a direct nor an indirect source; the source is the organization with the message to communicate. Since most research focuses on individuals as a message source, our examination of source factors follows this approach. Marketers try to select individuals whose traits will maximize message influence. The source may be knowledgeable, popular, and/or physically attractive; typify the target audience; or have the power to reward or punish the receiver in some manner. Herbert Kelman developed three basic categories of source **attributes: credibility, attractiveness, and power.**

Source Credibility: Credibility is the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information. There are two important dimensions to credibility, expertise and trustworthiness.

Source Attractiveness: A source characteristic frequently used by advertisers is attractiveness, which encompasses similarity, familiarity, and likability. Similarity is a supposed resemblance between the source and the receiver of the message, while familiarity refers to knowledge of the source through exposure. Likability is affection for the source as a result of physical appearance, behavior, or other personal traits. Using Celebrities Belch and Belch (2003) discussed that Advertisers recognize the value of using spokespeople who are admired: TV and movie stars, athletes, musicians, and other popular public figures. A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a celebrity. They are usually known to the public for their accomplishments in areas other than the product endorsed by them. From a theoretical perspective, celebrities are effective endorsers as because of the presence of their symbolic desirable reference group alliance suggests that the effectiveness of the celebrity endorsement is present because of its ability to tap into the consumers' symbolic union with its aspirational reference group (Naresh & Lavanya 2014). Companies spend huge sums to have celebrities appear in their ads and endorse their products, because they think celebrities have stopping power. That is, they draw attention to advertising 18 messages in a much-cluttered media environment. Marketers think a popular celebrity will favorably influence consumers' feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance (Naresh & Lavanya 2014). Celebrity Endorsement is one kind of advertisement used by companies which is very important and successful in all age group especially young people. Using the celebrity may enhance the trust of the people to buy product but it is not evident that this kind of advertisement also provides brand loyalty (Fatima & Lodhi, 20015). Belch and Belch (2003), suggested that considering a number of factors while a company decides to use a celebrity spokesperson including:

Overshadowing the Product: a celebrity may draw attention to an ad, consumers may focus on the celebrity rather than the product or service and the advertising message.

Overexposure: Consumers generally recognize that celebrities endorse a product or service because they are paid to do so. When a celebrity endorses a number of products, he/she may become over exposed and lose credibility.

Target Audience: attention must be given to the target audience and whether the celebrity is appropriate for the consumers in this market.

Risk to the Advertiser: marketers must consider whether there is any risk involved in having their company or products associated with a celebrity. Several well-known entertainers and athletes who were used as advertising spokespersons were involved in activities that were potentially embarrassing the companies whose products they were endorsing.

2.3 Consumer Buying Behavior

Consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than seeing a product prominently displayed at a discount price in a store. Marketers' success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers (Belch and Belch, 2003). Consumer Behavior is a Process Michael (2017) stated that, in its early stages of development, researchers referred to the field as buyer behavior; this reflected the emphasis at that time (1960s and 1970s) on the interaction between consumers and producers at the time of purchase. Most marketers now recognize that consumer behavior is in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service.

The exchange a transaction in which two or more organizations or people give and receive something of value, is an integral part of marketing. Although exchange theory remains an important part of consumer behavior, the expanded view emphasizes the entire consumption process, which includes the issues that influence the consumer before, during, and after a purchase. A consumer is a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages of the consumption process. In many cases, however, different people play a role in this sequence of events. The purchaser and user of a product might not be the same person (Solomon Michael, 2017).

2.4 Consumers Decision Making Process (Five Step Model)

Belch and Belch (2003) stated that, Consumer's purchase decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. This model shows that decision making involves a number of internal psychological processes. Motivation, perception, attitude formation, integration, and learning are important to promotional planners, since they influence the general decision-making process of the consumer.

2.4.1 Problem Recognition

Belch and Belch (2003) stated that, first stage in the consumer decision-making process is problem recognition, which occurs when the consumer perceives a need and becomes motivated to solve the problem. The problem recognition stage initiates the subsequent decision processes. Problem recognition is caused by a difference between the consumer's ideal state and actual state. A discrepancy exists between what the consumer wants the situation to be like and what the situation is really like. (Note that problem does not always imply a negative state. A goal exists for the consumer, and this goal may be the attainment of a more positive situation.) Sources of Problem Recognition The causes of problem recognition may be very simple or very complex and may result from changes in the consumer's current and/or desired state. These causes may be influenced by both internal and external factors. Out of Stock Problem recognition occurs when consumers use their existing supply of a product and must replenish their stock. The purchase decision is usually simple and routine and is often resolved by choosing a familiar brand or one to which the consumer feels loyal. Dissatisfaction Problem recognition is created by the consumer's dissatisfaction with the current state of affairs and/or the product or service being used.

New Needs/Wants Changes in consumers' lives often result in new needs and wants. Changes in one's financial situation, employment status, or lifestyle may create new needs and trigger problem recognition. Related Products/Purchases Problem recognition can also be stimulated by the purchase of a product. Marketer-Induced Problem Recognition Another source of problem recognition is marketers' actions that encourage consumers not to be content with their current state or situation. New Products Problem recognition can also occur when innovative products are introduced and brought to the attention of consumers. Marketers are constantly introducing new products and services and telling consumers about the types of problems they solve.

2.4.2 Information Search

According to Belch and Michael (2009), the second stage in the consumer decision-making process is information search. Once consumers perceive a problem or need that can be satisfied by the purchase of a product or service, they begin to search for information needed to make a purchase decision. The initial search effort often consists of an attempt to scan information stored in memory to recall past experiences and/or knowledge regarding various purchase alternatives. This information retrieval is referred to as internal search. For many routines, repetitive purchases, previously acquired information that is stored in memory (such as past performance or outcomes from using a brand) is sufficient for comparing alternatives and making a choice. If the internal search does not yield enough information, the consumer will seek additional information by engaging in external search. External sources of information include:

- **Personal sources**, such as friends, relatives, or co-workers.
- **Marketer-controlled (commercial) sources**, such as information from advertising, salespeople, or point-of-purchase displays and the Internet.
- **Public sources**, including articles in magazines or newspapers and reports on TV.
- **Personal experience**, such as actually handling, examining, or testing the product. Determining how much and which sources of external information to use involves several factors, including the importance of the purchase decision, the effort needed to acquire information, the amount of past experience relevant, the degree of perceived risk associated with the purchase, and the time available.

2.4.3 Alternative Evaluation

After acquiring information during the information search stage of the decision process, the consumer moves to alternative evaluation. In this stage, the consumer compares the various brands or products and services he or she has identified as being capable of solving the consumption problem and satisfying the needs or motives that initiated the decision process. The various brands identified as purchase options to be considered during the alternative evaluation process are referred to as the consumer's evoked set (Belch and Belch, 2003).

The Evoked Set

Belch and Michael (2008) stated that, the evoked set is generally only a subset of all the brands of which the consumer is aware. The consumer reduces the number of brands to be reviewed during the alternative evaluation stage to a manageable level. The exact size of the evoked set varies from one consumer to another and depends on such factors as the importance of the purchase and the amount of time and energy the consumer wants to spend comparing alternatives. The goal of most advertising and promotional strategies is to increase the likelihood that a brand will be included in the consumer's evoked set and considered during alternative evaluation. Marketers use advertising to create top-of mind awareness among consumers so that their brands are part of the evoked set of their target audiences. Popular brands with large advertising budgets use reminder advertising to maintain high awareness levels and increase the likelihood they will be considered by consumers in the market for the product. Empirical Evaluative Criteria and Consequences Once consumers have identified an evoked set and have a list of alternatives; they must evaluate the various brands. This involves comparing the choice alternatives on specific criteria important to the consumer. Evaluative criteria are the dimensions or attributes of a product or service that are used to compare different alternatives. Evaluative criteria can be objective or subjective.

2.4.4 Purchase Decision

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative brands in the evoked set and make a purchase decision. As an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain brand. Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration. Their formation involves many of the personal sub-processes, including motivation, perception, attitude formation,

and integration. A purchase decision is not the same as an actual purchase. Once a consumer chooses which brand to buy, he or she must still implement the decision and make the actual purchase. Additional decisions may be needed, such as when to buy, where to buy, and how much money to spend. Often, there is a time delay between the formation of a purchase intention or decision and the actual purchase, particularly for highly involved and complex purchases such as automobiles, personal computers, and consumer durables. Marketers strive to develop and maintain brand loyalty among consumers. They use reminder advertising to keep their brand names in front of consumers, maintain prominent shelf positions and displays in stores, and run periodic promotions to deter consumers from switching brands. Maintaining consumers' brand loyalty is not easy. Competitors use many techniques to encourage consumers to try their brands, among them new product introductions and free samples (Belch and Michael, 2009).

2.4.5 Post purchase Evaluation

Matin Khan (2006) stated that, the consumer decision process does not end with the purchase. After using the product or service, the consumer compares the level of performance with expectations and is either satisfied or dissatisfied. Satisfaction occurs when the consumer's expectations are either met or exceeded; dissatisfaction results when performance is below expectations. The post purchase evaluation process is important because the feedback acquired from actual use of a product will influence the likelihood of future purchases. Positive performance means the brand is retained in the evoked set and increases the likelihood it will be purchased again. Unfavorable outcomes may lead the consumer to form negative attitudes toward the brand, lessening the likelihood it will be purchased again or even eliminating it from the consumer's evoked set. Another possible outcome of purchase is cognitive dissonance, a feeling of psychological tension or post purchase doubt that a consumer experiences after making a difficult purchase choice. Dissonance is more likely to occur in important decisions where the consumer must choose among close alternatives (especially if the unchosen alternative has unique or desirable features that the selected alternative does not have). Consumers experiencing cognitive dissonance may use a number of strategies to attempt to reduce it. They may seek out reassurance and opinions from others to confirm the wisdom of their purchase decision, lower their attitudes or opinions of the unchosen alternative, deny or distort any information that does not support the choice they made, or look for information that does support their choice.

An important source of supportive information is advertising; consumers tend to be more attentive to advertising for the brand they have chosen.

2.5 Empirical review

Several researches conducted on effect of advertisement on consumer purchase decision. The titles with their objectives and major findings are discussed below to have an insight about these studies.

2.5.1 Empirical evidence on message factor

Frehun Adbib (2019) studied on “The Effect of Advertising on Consumer Purchase Decision: Case of Baby Diaper, using a sample of 380 respondents from four sub-cities of Addis Ababa, with descriptive and explanatory research approach, the finding revealed that there are positive and significant relationships between advertising message, source credibility, advertising media and consumer purchase decision of baby diaper. Saba Ermyas (2019) on research paper entitled „The Effects of Television Advertisements on Consumers Buying Decision in the Packaged Foods Industry“ took place in Addis Ababa and the study

used questionnaire survey. The study surveyed 384 and used 331 complete respondents and the results of correlation analysis indicated that all the three independent variables: message factor, source factor and advertising media used have positive and significant relationship with the dependent variable; purchasing decision. The result indicated that among advertising media, television advertising has high degree of influence than other media, because of its sight, sound, and motion effect. Moreover, the study found that advertising has positive and significant effect on purchasing decision and one-unit increase in message factor, source factor and media factor leads to an increase in purchasing decision. Tee Xue Hui (2017) on the study „The effect of Source credibility on consumers“ purchase intention in Malaysia online community“. The study takes place in Malaysia. Questionnaires were distributed to 120 sample group and the result revealed that source credibility has a significant impact on consumer purchase intention.

2.5.2 Empirical evidence on media factor

Nidhi Rani and Vikas Sharma (2013) on their study of impact of TV commercials on purchasing behavior of masses state that Females were found desiring more of the TV advertised products in comparison to the males. Adults have more desire to engage themselves in buying TV advertised products. On the whole teenagers are influenced to buy the TV advertised products, as compared with those who are above 50 years. The study reveals that buyers having better income accept that

buying branded products and services which are advertised on television helps them to enhance their living standard. Finally, the study illustrates that TV advertisements affect the buying behavior of teenagers. The empirical literature denotes on Kumar and Sharma (2009) on The Impact of TV Advertising on Buying Behaviors: A Comparative Study of Urban and Rural Teenagers imply that; TV advertising has enhanced rural teenagers' involvement in product selection and purchase. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements. Urban teenagers prefer advertisements of the products they are already using; they don't agree to buy the advertised products if they do not require them. The study reveals that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Asnake Meshesha (2018) studied that "the effect of advertising on consumer buying behavior: the case of Nifas Silk Paints Factory" the study revealed that 56.7% of respondents were influenced by television advertisement. The correlation matrix indicates that the selected AD characteristics: "impressive, simple to understand, attention grabbing, memorable, creative and honest" were positively and strongly correlated with consumers buying behavior. The study also found that honest advertisement had a highest strong relationship with consumers buying behavior.

2.5.3 Empirical evidence on advertisement and purchase decision

Fatima and Lodhi (2015) studied Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City and find that advertisements are useful in coating the awareness among the consumers. The study finds that there is relationship between the advertisement and the consumer awareness. Also, assured that there is relationship between consumer awareness and perception which can shape the buying behaviors of the consumers while purchasing the cosmetics. Tanja Lautianen (2015), on the thesis, „Factors affecting Consumer Decision: in the selection of coffee brand“, based on a sample of 86 respondents, acquired from questionnaires, the study figured out that 36.5% of consumers depend on advertisement to make purchase decision. A research by Ehsan, Mudasar, Kashif, Unzila and Ayisha (2014) revealed that advertisement has strong positive impact on the consumer buying behavior and consumer perception has positive but weak influence on consumer buying behavior. And the researchers suggested that quality advertisement and positive perception can really play a vital role in improving consumer buying behavior. Most of the previous works agree on significance of

advertisement on consumers' purchase decision. Message of advertisement, have important role in consumers' purchase intention. Moreover, studies found that television advertisements affect buying behavior. Celebrity endorsement is found to be an effective tool for capturing and attracting market and consumers. On the other hand, the impact of celebrity endorsement effect of advertisement was not seen significant in the detergent advertisements because consumers relies more on the quality of the detergents rather than the affective perspective of the celebrity endorsement. Previous researchers proposed that, effect of message factor, media factor and celebrity endorsement on purchase decision, could be analyzed in different industries rather than type of products or services studied by them.

2.6 Conceptual Framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. The study shows the relationship between independent variables (whether the advertisement channel contains sufficient information about women sanitary product, Message factor, the most effective and powerful advertising channels for influencing the consumer's behavior, Media factor, and its role in shaping the knowledge, attitude and practices of women's menstruation hygiene products) and dependent variable (consumer buying decision).

CHAPTER THREE

Methodology

This chapter presents the methodology that has been used, data-gathering techniques and sources of data used in the research. It also covered the research design and data analysis procedures that has been employed in the research.

3.1 Description of the Study Area

The study was conducted on the effect of television advertisement on consumer purchase decision of EVE Sanitary Napkin in Wolkite University College of Business and Economics. I used a small portion of the population for my research due to a shortage of time. It is not always feasible to study the entire population due to constraints such as time and cost. I used all the 88 female students in College of Business and Economics.

3.2. Research Approach

Research approach is a plan and procedure that consists of the steps of broad assumptions to detailed method of data collection, analysis and interpretation. Based on data collection, research approach divided into three categories: **Qualitative, Quantitative and Mixed approach.** (Creswell, 2014) **Qualitative research** is primarily exploratory research, which is used to gain an understanding of underlying reasons, opinions, and motivations. **Quantitative research** is the systematic and scientific investigation of quantitative properties and phenomena and their relationships. Mixed Approach design applies both quantitative and qualitative methods in a study (Susan E. Defranzo, 2016). This study used a quantitative research design in order to meet the specified objectives and test the hypotheses on the relationship between the three independent variables and the dependent variable. Besides, since the study is deductive in nature, a quantitative study was an appropriate research approach to test the model in the Ethiopian context.

3.3 Research Design

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. (Creswell, 2009) Research can be classified as Exploratory, Descriptive and Explanatory depending on the specific purpose that the research tries to address. Explanatory Research the desire to know “why”, to explain, is the purpose of explanatory research. The researcher has gone beyond merely describing the characteristics, to analyze and explain why and how something is happening.

3.4 Population and Sampling

3.4.1 Target Population

According to (Zikumund, 2003) the definition of population is identifiable total set of elements of interest being investigated by a researcher. The target population is defined as the entire group a researcher is interested in. The populations of this study were customers of EVE ladies Sanitary Napkins whose age is 21-24: who live in Wolkite University specifically College of Business and Economics.

3.4.2 Sampling Technique

Purposive sampling or judgmental sampling is the deliberate choice of a participant due to the qualities the participant possesses. The researcher has used purposive sampling is to identify consumers of eve sanitary napkins from consumers use other kind of sanitary napkins. And purposive sampling enables the researcher to identify ladies who use sanitary pad from non-users as a general.

3.4.3 Sample Size

Sample is the part of the population that helps us to draw inferences about the population. Collecting research of the complete information about the population is not possible and it is inferences about the population based on that sample. The Topman formula presented below was used for this research: $n = \frac{Z^2 \cdot P \cdot Q}{(E)^2} = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384$ n= the sample size/ required sample size Z= Degree of confidence (i.e 1.96) 24 E= The level of precision P= Probability of positive response (0.5) Q= Probability of negative response (0.5) E= tolerable error (0.05)²

3.5 Data Type and Source

The researcher has used quantitative research, in order to achieve the objective of the study. Quantitative research focuses on determining the relationship between variations of independent and dependent variables. The reason for choosing quantitative research approach is to meet the purpose of examining how an independent variable affects a dependent variable. Regarding source of data, the study will use both primary and secondary source of data. Based on the nature, scope,

objectives and availability of time and resource, the researcher will use questionnaires and secondary data source like books, documents, existing research papers, journals and publication, and websites.

3.6 Data Collection Methods

Both primary and secondary data sources was used in the study. It has started by secondary data analysis through the detailed review of related literature and survey questionnaire was used as the main data gathering instrument for this study. The questionnaire was prepared and distributed to the samples.

3.7 Data Analysis Methods

An array of descriptive and inferential analyses has been conducted to address the research questions presented in the first chapter.

Descriptive statistical results were discussed using tables, frequency distribution and percentages. This has been attained through summary of statistics, which included the means and standard deviations values which has been computed for each variable in the research.

CHAPTER FOUR

Results and Discussion

This chapter analyzes the data and discusses the results gained. The objective of this research paper was to examine the Impact of television advertisement on consumer Buying decision of EVE Sanitary Napkin in Wolkite University College of Business and Economics. This section presents discussions using pilot Testing and descriptive analysis in percentage and frequency. A total of 88 questionnaires were distributed to the respondents and all of questionnaires have a valid response.

4.1 Background information of Respondents

The demographic characteristics of the respondents include age of the respondents. This aspect of the data analysis deals with the analysis personal data on the respondents of the questionnaires. The table below shows the details of characteristics of respondents with their frequency and percentage.

Characteristics	Group	Frequency	Percentage
Age	21-24	88	100%
Department	Marketing Management	23	26%
	Management	30	34%
	Accounting & Finance	24	27%
	Economics	11	12%
	Total	88	100%
Usage time for sanitary pad	6-8 years	88	100%
	Total	88	100%
Rely of advertisement for purchase	Yes	38	43%
	No	30	34%
	Sometimes	20	22%
	Total	88	100
TV watching time	Daily	25	28%
	2-3 times per day	10	11%

	2-3 times per week	53	60%
	Total	88	100%

[Source: questionnaire 2023]

Age

As shown in the above table all the 88 respondents were in range of 21-24.

TV Watching Time

Majority of respondents which is 60% watched television 2-3 times per week, 11% watched 2-3 times in a week and 28% watched daily.

Sanitary pad Usage Time

Among the total respondents none of them used sanitary pad for less than a year, 100% of respondent used for more than 6 years.

Dependency on Advertisement

Half of the respondents (43%) rely on advertisement to make purchase, 34% don't depend on ads and the rest 22% answered by saying sometimes

4.2 Descriptive Statistics

To realize effect of television advertisement on buying decision of EVE sanitary napkin, descriptive statistics have been used.

4.2.1 Message Factor

Most of the respondents purchased EVE sanitary Napkin because of the advertisement contain full information about the product. This output shows that information on advertisement has an impact on the buying decision of customers.

Characteristics	Group	Frequency	Percentage
Ads Message with full information	Agree	52	59%
	Strongly agree	16	18%
	Neutral	5	6%
	Disagree	8	9%
	Strongly Disagree	7	8%

[Source: questionnaire 2023]

More than half of the respondent (52%) purchased EVE sanitary Napkin due to the advertisement description on the benefit of the product so the impact of advertising on describing the benefit of the product is crucial.

Characteristics	Group	Frequency	Percentage
Message informing benefits	Agree	46	52%
	Strongly Agree	12	13%
	Neutral	10	11%
	Disagree	13	14%
	Strongly Disagree	7	8%

[Source: questionnaire 2023]

Most of the respondents (60%) purchased EVE Sanitary Napkin because the advertisement message informs about the quality of the product.

Characteristics	Group	Frequency	Percentage
Message informing quality	Agree	53	60%
	Strongly Agree	15	17%
	Neutral	3	3%
	Disagree	7	7%

	Strongly Disagree	10	11%
--	-------------------	----	-----

[Source: questionnaire 2023]

Most of the respondent buy EVE Sanitary Napkin due to the advertisement inform about the comfort of the product so, it's important to include message about the comfort of the product in advertisement.

Characteristics	Group	Frequency	Percentage
Message informing comfort	Agree	56	63%
	Strongly Agree	12	13%
	Neutral	4	4%
	Disagree	12	13%
	Strongly Disagree	3	3%

[Source: questionnaire 2023]

About 68% of the respondents buy EVE sanitary Napkin due to the story of advertisement; so, it's better to include a better story in the content of the advertisement.

Characteristics	Group	Frequency	Percentage
Story of advertisement	Agree	60	77%
	Strongly Agree	8	9%
	Neutral	4	4%
	Disagree	9	10%
	Strongly Disagree	7	8%

[Source: questionnaire 2023]

Emotional and Rational appeal plays a significant role on the buying behavior of respondent more than half of the respondents buy EVE sanitary Napkin due to the emotional and rational appeal of the advertisement.

Characteristics	Group	Frequency	Percentage
Emotional Appeal	Agree	64	72%
	Strongly Agree	7	8%
	Neutral	8	9%
	Disagree	4	4%
	Strongly Disagree	5	5%
Rational Appeal	Agree	50	56%
	Strongly Agree	13	14%
	Neutral	5	5%
	Disagree	12	13%
	Strongly Disagree	8	9%

[Source: questionnaire 2023]

4.2.2 Media Factor Among

Media factor TV advertisement plays a vital role on buying decision of respondent. More than half (79%) of the respondent choose TV advertisement for their buying decision, so from this research implies from the selected media sources TV advertisement takes the highest portion on addressing the needed information.

Characteristics	Group	Frequency	Percentage
TV Advertisement	Agree	70	79%
	Strongly Agree	10	11%
	Neutral	1	1%
	Disagree	5	5%
	Strongly Disagree	2	2%

[Source: questionnaire 2023]

CHAPTER FIVE

Conclusion and recommendation

5.1 Conclusion

The objective of the study was to assess the impact of television advertisement on consumer buying decision.

On the bases of the analysis given in the previous chapter, the following conclusion is drawn.

Advertising,

when done in a proper way, is a surefire way to attract a large volume of the target audience in one shot.

The result of the study shown that, most consumers agreed with message of advertising. Among message variable, advertising provide information on product benefit, quality, comfort and story of

the advertisement, have strong and positive influence on consumers" buying decision.

Consumers

are attracted and influenced mostly by television advertisement.

5.2 Recommendations

Considering the conclusions made on the contribution of television advertisement on consumers purchase decision, the following recommendations are identified aimed at the advertising company. Advertising strongly and positively affects consumers purchase decision of EVE Sanitary Napkin.

- EVE Sanitary Napkin manufacturing company should continue advertising its products focusing on message content.
- EVE sanitary napkins consumers are more attracted and influenced by an advertisement informing about benefits, quality, comfort and story of the advertisement, the company should consider this factor and work on in order to increase sales volume and maximize profit.

- Among media vehicles, television is found to be the strong media vehicle so the company should continue advertising through television. Moreover, EVE Sanitary Napkin consumers attracted by sales, website and outdoor advertisement so the company should advertise its products using mentioned advertising medium.
- While advertising EVE Sanitary Napkin the company should work on trustworthiness, clarity and originality of advertisement, additionally advertisers should focus on showing how to use the product (demonstration).

References

- Adeolu, B., Ayanwale, T. A., and Matthew, A. (2005) The influence of Advertising on Consumerbrand Preference, *Journal of Social Sciences*, 10(1), pp. 9-16.
- Agarwal, Jagdish and Kamakura, Wagner A. (1995), The Economic worth of Celebrity Endorsers:An Event Study Analysis”, *Journal of Marketing*, 59, No. 3 pp.56-62
- Alsmadi, Sami. (2006), The Power of Celebrity Endorsement in Brand Choice Behavior: An Empirical Study of Consumer Attitudes in Jordon, *Journal of Accounting-Business & Management*, Vol.13, pp.69-84.
- Asnake Meshesha (2018) The effect of advertising on consumer buying behavior: The case of Nifas Silk paints factory. Unpublished Master's thesis, Addis Ababa University School of Commerce.
- Beccera,M. and A.K.Gupta (1999) Trust within the Organization: Integrating the Trust Literature with Agency Theory and Transaction Cost Economics. *Public Administration Quarterly*, 177-203
- Belch, G. & Belch, M. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. (6th edition). Belch, G. & Belch, M., (2012). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw- Hill/Irwin.
- Belch, G. E. & Michael, A. B. (2009). *Advertising and Promotion: An Integrated marketing communications perspective* (8th edition).
- Bolen, K. A. (1989). *Structural Equations with Latent Variables*, pp. 129-225. Bortz, J. (1999). *Statistics for social sciences*. Berlin: Springer
- Brierley. S (2002) *The Advertising Handbook*, Routledge, London: UK
- Brown J. D. (1996). *Testing in language programs*. Upper Saddle River, NJ: prentice Hall Regents.
- Bushura A. (2015). Impact of Television Advertisement on Consumer Buying Behavior. Moderating Role of Religiosity in the context of Pakistan, Volume 1, no 3.
- Butterfield. L (1997) *Excellence in Advertising, The IPA guide to best practice*, British Library Cataloguing, Oxford:UK
- Chala Fekadu (2018) Effect of advertisement on consumer purchase intention: The case of Ada food complex s.co. Unpublished Master's thesis, Addis Ababa University School of Commerce.

Cohen, J. (1988). Statistical power analysis for the behavioral sciences. Hillsdale, NJ: Erlbaum

Creswell, J. W. (2014). Research design: qualitative, quantitative, and mixed methods approaches. Los Angeles: Sage.

Cronbach, L. J. (1970). Essentials of psychological testing (3rd edition), New York: Harper and Row

Erdogan, B. Z. (1999). Celebrity Endorsement. *Journal of Marketing Management*, Volume 15, Issue 4, pp. 291-314.

Frehun Adbib. (2019). The Effect of Advertising on Consumer purchase Decision: The case of Baby Diaper: Unpublished Master's thesis, Addis Ababa University School of Commerce.

Friedman, H.H & Friedman, L. (1979). Endorser Effectiveness by product type. *Journal of Advertising Research*. Volume 19, no 5, pp. 63-71.

Hackley. C., (2005) Advertising and Promotion: communicating brands, SAGE, London

Hakimi, Y. B., Abedniya, A., &Zaeim, A. M. (2011). Investigate the Impact of Celebrity Endorsement on Brand Image. *European Journal of Scientific Research*. 58(1): 116-132

Kavitha G. (2006). The effectiveness of the Advertising Techniques Used in the Personal Care Segment of women consumer. *Indian Journal of Marketing*, Volume 36, pp. 12-16

APPENDIX: QUESTIONNAIRE

Wolkite University; College of business and Economics

Dear Respondent,

My name is Dawit Kassahun. I am a student in under-graduate program of Wolkite University; College of business and Economics. I am conducting a research on the topic: The Impact of Television Advertisement on Consumer Buying Decision (in case of EVE Sanitary Napkin), to fulfill the partial requirements for the Degree of Arts in Marketing Management.

The purpose of this questionnaire is to collect information on the above-mentioned title. The questionnaire has two parts. The first part attempts general information about you and the second part attempts to collect information about your decision-making process in buying EVE sanitary Napkin. The study is purely for academic purpose and thus does not affect you in any case. All of your response to the given question would be used for the research and will be kept confidential. Your frank and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question carefully.

Thank you in advance for your cooperation and timely response!

You can contact me through +251 901 19 46 95 or dawitkassahun28@gmail.com if you have any questions.

Part I: General Information

Please answer the following questions

1. Age

15-25 26-35 36

2. How often do you watch television?

Daily

Three four times per week

Once in a week

once in a month

3. How long have you been using women's sanitary pad?

- Less than a year
- One up to 5 years
- 6 up to 10 years
- 10 years and above

4. Do you rely on advertising to make purchase?

- Yes No Sometimes

Part II: Specific Information

This part attempts to specific questions regarding the factors influencing your buying decision of EVE sanitary napkin.

Please tick the number that you feel most appropriate, using the scale from 1 to 3

(Where 1 = Agree, 2 = Strongly Agree 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree)

No	Variables	Agree (1)	Neutral (2)	Disagree (3)
A	Message Factor (MF)			
MF1	I recently purchased EVE sanitary napkin because the advertisement Contains full information about the product			
MF2	I recently purchased EVE sanitary napkin because the advertisement describe the benefit of the product			
MF3	I recently purchased EVE sanitary napkin because the advertisement gave me information about the quality of the product			
MF4	I recently purchased EVE sanitary napkin because the advertisement gave me information about the comfort of the product			

MF5	I recently purchased EVE sanitary napkin because I like story in the advertisement			
MF6	Emotional appeal in advertisement influence my purchase decision			
MF7	Rational appealing advertisement affect my purchase decision			

No	Variables	Strongly Disagree (1)	Disagree (2)	Neutral (3)
A	Media Factor (MF)			
MF1	Television Advertisement significantly contributes to my purchase decision of sanitary pad			
MF2	Radio Advertisement significantly contributes to my purchase decision of sanitary pad			
MF3	News Paper Advertisement significantly contributes to my purchase decision of sanitary pad			
MF4	Magazine Advertisement significantly contributes to my purchase decision of sanitary pad			

MF5	<p>Out-door (billboard) Advertisement significantly contributes to my purchase decision of sanitary pad</p>			
MF6	<p>Sales Advertisement significantly contributes to my purchase decision of sanitary pad</p>			
MF7	<p>Social website Advertisement significantly contributes to my purchase decision of sanitary pad</p>			