

# The Effect of Advertising on Consumers' Buying Preference (In Case of Smart Mobile in Wolkite Town)



**WOLKITE UNIVERSITY**

**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MARKETING MANAGEMENT**

**A RESEARCH PAPER SUBMITTED TO DEPARTMENT OF MARKETING MANAGEMENT FOR PARTIAL  
FULFILLMENT OF BACHELOR OF ART (BA) DEGREE IN MARKETING MANAGEMENT**

***PREPARED BY: Atitegeb Adisu***

***ADVISOR: Zinabu Girma (MA)***

**MAY, 2023**

**WOLKITE, ETHIOPIA**

## Endorsement

This research paper has been submitted to Wolkite University, College of Business and Economics, Department of Marketing Management for the examination with my approval as advisor.

---

Name of Advisor

---

Signature

---

Date

## Acknowledgements

I would like to thank enormous God for making everything possible, and for his abundant blessings throughout my life.

I would like to express my gratitude for the guidance, mentoring, and intellectual support provided by my advisor, Mr. Zinabu Girma (MA). As many of the other students have experienced, I have benefited from the accommodating learning environment, which is highly engaging and motivating. I have been inspired by my lecturers to a higher extent that I feel like I would like to follow in their footsteps sometime in the future.

My heartfelt thank you goes to the customers of SMART Mobile, who willingly provided responses to the survey questionnaire used in this research.

I would also like to say thank you to my family and my friends, who have been supporting and encouraging me both during my studies and during the time when I worked on this research. I consider myself fortunate to have a family and friends like you. I would also want to use the opportunity to express my kind regards and blessings to everyone who has supported me during the completion of this thesis.

## Table of Contents

CONTENT	Page
<a href="#">Endorsement</a>	II
<a href="#">Acknowledgements</a>	III
<a href="#">Table of Contents</a>	IV
<a href="#">List of Tables</a>	VII
<a href="#">List of Figures</a>	VII
<a href="#">Abstract</a>	VIII
<a href="#">Acronyms</a>	IX
<a href="#">CHAPTER ONE</a>	1
<a href="#">Introduction</a>	1
<a href="#">1.1 Background of the Study</a>	1
<a href="#">1.2 Statement of the Problem</a>	2
<a href="#">1.3 Research Questions</a>	3
<a href="#">1.3.1 Main research question</a>	3
<a href="#">1.3.2 Sub research question</a>	3
<a href="#">1.4 Objectives of the Study</a>	3
<a href="#">1.4.1 General Objective</a>	3
<a href="#">1.4.2 Specific Objectives</a>	3
<a href="#">1.5 Significance of the Study</a>	4
<a href="#">1.6 Scope of the Study</a>	4
<a href="#">1.7. Limitation of the Study</a>	- 5 -
<a href="#">1.8 Organization of the Research Report</a>	- 5 -
<a href="#">CHAPTER TWO</a>	- 6 -
<a href="#">Literature Review</a>	- 6 -
<a href="#">2.1 Theoretical Review</a>	- 6 -
<a href="#">2.1.1 Marketing Communication</a>	- 6 -
<a href="#">2.1.2 Market Promotion</a>	- 7 -
<a href="#">2.1.3 Advertising</a>	- 7 -
<a href="#">2.1.4 Advertising Effectiveness</a>	- 9 -
<a href="#">2.1.5 Consumer Buying Preference</a>	12
<a href="#">2.2 Empirical Review</a>	13
<a href="#">CHAPTER THREE</a>	17
<a href="#">Research Methodology</a>	17
<a href="#">3.1 Description of study Area</a>	17
<a href="#">3.2 Research approach</a>	17

3.3 Research Design	18
3.4 Population and Sampling	18
<b>3.4.1 Population of the Study</b>	<b>18</b>
<b>3.4.2 Sampling Technique</b>	<b>18</b>
<b>3.4.3 Sample Size</b>	<b>19</b>
3.5 Data Sources and Types	19
3.6 Data Collection Instruments	20
3.7 Procedures of Data Collection	20
3.8 Method of Data Analysis	20
3.9 Ethical Considerations	20
Chapter 4	22
Data Interpretation and Analysis	22
4.1 Questioners response rate	22
4.2 Descriptive Statistics	22
4.2.1 Demographic Analysis of Respondents	23
<b>4.2.2 Descriptive Statistics of Variables</b>	<b>25</b>
<b>4.2.2.1 Descriptive Statistics of the Source Factor</b>	<b>26</b>
4.2.2.2 Descriptive Statistics of Message Factor	26
<b>4.2.2.3 Descriptive Statistics of Channel Factor</b>	<b>27</b>
<b>4.2.2.4 Descriptive Statistics of Consumers' Buying Preference</b>	<b>29</b>
Chapter 5	30
Summary, Conclusion and Recommendation	30
5.1 Summary of Major Findings and Conclusions	30
5.2 Recommendations	31
5.3 Limitations and Future Directions	32
REFERENCE	33
APPENDIX:	35

## List of Tables

Table1: Demographic Characteristics of Respondents.....	23
Table2: Descriptive statistics of Variables.....	24
Table3: Source Factor Descriptive Statistics.....	25
Table4: Message Factor Descriptive Statistics.....	26
Table5: Channel Factor Descriptive Statistics.....	27
Table6: Consumer Buying Preference Descriptive Statistics.....	28

## List of Figures

Figure1: The marketing communication process.....	9
Figure2: Conceptual Framework of the Study.....	16

## Abstract

The primary objective of this study was to analyze the effects of advertising on consumers' buying preference of SMART Mobile in wolkite, 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 SMART Mobile using a convenience sampling technique. Out of the distributed 384 questionnaires, 362 were valid. To measure the effect of advertising on consumers' buying preference, the source factor, the message factor and the channel factor of advertising were considered. From the findings of this 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.

## Acronyms

<b>CBP</b>	Consumer Buying Preference
<b>CF</b>	Channel Factor
<b>MF</b>	Message Factor
<b>SF</b>	Source Factor
<b>TV</b>	Television

# CHAPTER ONE

## Introduction

This chapter consists of background of the study, statement of the problem, research questions, and objectives of the study, significance, scope of the study and organization of the study.

### 1.1 Background of the Study

Advertising is a means of informing and communicating essential information, which has become an inevitable tool for success in today's marketing world.

The impact of mass communication is felt all over the globe through advertising, newspaper, internet, music, films, videos, magazine, movies and billboards. Among these media, advertising is the one that has lasting impact on viewers' mind, since its exposure is much broader (Katke, 2007). Advertising is the main source of communication tool between the producer and the consumer. Advertising is a subset of promotion mix and is one of the 4ps in the marketing mix which comprise product, price, place and promotion Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising, sales promotion and public relations are mass communications tools used by marketers. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising.

Advertising can influence the attitude of individual behavior, life style in the long run as well as the culture of the country (Latif & Abideen, 2011). The primary aim of advertiser is to reach consumers and influence their awareness, attitude and buying behavior. Their major preoccupation is to keep individuals interest in their product through spending on advertising. They also need to understand what influence customers behavior. Advertising has the potential to contribute to brand choice of consumers (Latif & Abideen, 2011). It impacts on consumer behavior. Advertising impact on brands change frequently in people's memory. Brand memories consist of those associations that are related to brand name in consumer's mind. These brand cognition influence

consideration, evaluation and final purchase (Romaniuk & Sharp, 2013).

Advertising also creates advertisement which carry emotional bond with consumers. Positive emotional appeals also provide a strong brand cue and stimulate category based processing (Abideen & Latif, 2011) with successful categorization, the effect and beliefs associated with this category in memory are translated to the objective itself. Consumers try to categorize the brand association with the existing memory, when thousand of products are faced by them and might reposition memories to a brand image and perception towards new products. In this way, they can categorize latest information in particular brand and store accordingly in their memory.

Some organizations do not attach importance in advertising their products and this has adverse effect on their output in terms of sales of product. Others use different advertising media like television, internet (face book; email) newspaper, billboard, magazine etc to convey their product message to their target audience. Companies spend major part of their budget on advertising strategies to promote their products/services. These advertisement strategies influence consumer buying behavior (Abideen & Latiff, 2011).

## 1.2 Statement of the Problem

Today advertising and promotion becomes an integral part of our society and economic system. In this complex society advertisement has involved in to a essential communication system for both customer and business. Advertising is the best known and most widely used form of promotional mix because its pervasiveness cost effectiveness for communication with large number of audience and the capability to deliver carefully prepared message to the target audience. Moreover, advertising plays essential role in free market system by making customer aware of products and service to provide them information for decision making (Belch, 2003: 5).

The main objective of advertising among other is to communicate to the potential buyer and influence them to make purchase decision. For the successful achievement of its objectives, companies must make sure that the advertising is reaches to the customers effectively (Chunawalla, 2003: 117).

Preliminary observation by the student researcher shows that the advertising practice in SMART Mobile is:

- The firm advertising doesn't have a creativity skill to attract its customers.
- Lack of knowledge on appropriate media selection.

The student researcher will try to assess the major gap related to the advertising practice of SMART Mobile through the following research question.

Generally the researcher selects this topic because it has encountered the following gaps: Source factor, message factor and channel factors. So that this gap was filled by the research that is going to be done.

## 1.3 Research Questions

### 1.3.1 Main research question

What is the effect of Advertising on consumer buying preference of SMART MOBILE in Wolkite town?

### 1.3.2 Sub research question

- ❖ To what extent do the *source factors* influence *consumers' buying preference* of SMART Mobile in Wolkite town?
- ❖ How do the *message factors* influence *consumers' buying preference* of SMART Mobile in Wolkite town?
- ❖ To what extent do the *channel factors* influence *consumers' buying preference* of SMART Mobile in Wolkite town?

## 1.4 Objectives of the Study

### 1.4.1 General Objective

The general objective of the study is to assess the Effects of advertising on *consumers' Buying preference* of SMART Mobile in Wolkite Town.

### 1.4.2 Specific Objectives

- To determine the effect of source factors on consumer buying preference in Wolkite town.

- To investigate the effect of message factors on consumers buying preference in Wolkite town.
- To examine the effect of channel factors on consumer buying preference in wolkite town.

## 1.5 Significance of the Study

The study of the effect of advertising on consumers' buying preference of SMART Mobile is may be very significant. It probably reveals any possible relations between the Communication factors and the success of locally assembled electronic products in Ethiopia considering the case of SMART Mobile Company. This could be provided feedback regarding the effect of advertising and how to tailor their communication factors towards consumers' buying preferences not only to SMART Mobile Company but also too many other locally rising companies. The research could also pinpoint areas that a local electronic company needs to build on in the future to be successful in the market.

The study would be of great benefit to the following stakeholders

- **Companies/Organizations:** The study would help organizations to find possible measures/strategies to advertise their products and services. It would be of great interest and valuable to marketing managers and help them to sell their products/services and make reasonable profits to the company/organization.
- **Consumers:** It is create brand awareness to motivate them emotionally to buy the product.
- **Other researchers** use as literature reviews the student researcher needs to collect the recent necessary data and investigate the company advertising practice.

## 1.6 Scope of the Study

The Scope of the study was focused on three areas; methodologically, geographically and conceptually. This study focuses on the effect of advertising and specifically on the communication factors namely the *source factors*, the *message factors* and the *channel factors* on the *consumers' buying preference* in the case of SMART Mobile in Wolkite Town. The scope of the study was limit in descriptive type of research. Because the study was focused on the description of consumer buying preference. This study focuses on surveying sales outlet shops that are owned by SMART Mobile in Wolkite Town. There are three sales outlet shops that are located in Menahariya, Soresa, and Alfa the researches targets consumers who have visited the aforementioned sales outlet shops at the time of the data collection. The study was focused on the assessment the effect of advertising on consumer buying reference.

## 1.7. Limitation of the Study

During the preparation of this research the student researcher was constrained by various limitations. Among the limitation it was difficult to find the customers who are willing to return the questionnaires, shortage of reference book, and also time and budget is were other limitation of the research.

## 1.8 Organization of the Research Report

The research report was organized under five chapters as listed below. Chapter one: Introduction: This chapter contains background of the study, Statement of the Problem, research question, objectives of the study, significance of the study, and scope and the Chapter two: Review of related literature: This chapter deals with the literature relevant to the study. It has an introduction, the theoretical and, empirical review Chapter three: Research Methodology: This chapter describes the approaches and design of Research, population of the study, Sampling techniques, the sources of data, the data collection, Instruments, and the methods of data analysis used. Chapter four: Data presentation, analysis and interpretation: This chapter summarizes the Results/findings of the study; interpret and discuss the findings Chapter five: Summary, Conclusion and Recommendation: This chapter comprises four sections, which include summary of major findings, conclusions, recommendations and direction for future study.

## CHAPTER TWO

### Literature Review

This chapter consists of two sections. The first part is theoretical review which focuses on related concepts and theories of the study. Review of related journals and articles about the research topic were presented in the second section.

### 2.1 Theoretical Review

#### 2.1.1 Marketing Communication

In recent days, marketing communication becomes a fundamental and complex part of a Company's marketing efforts (David, and Amanda, 2005). There are many definitions about the subject marketing communications though the definitions focus on promotional outlook, where the purpose is to communicate and persuade people to buy products and services. Effective communication is critically important to organizations, that is why they use a variety of promotional tools such as advertising, sales promotion, public relations, direct marketing, personal selling and added-value approaches like sponsorship in order to get customers attention (Christ and Barbara, 2014).

In the present era, marketers are focusing on customers as their first preference. The primary responsibility of the organization is to gain knowledge about customers, which will lead them to be successful in fulfilling the demands and seek better opportunities in the market (Gupta, 2013, cited by: Fatima and Lodhi, 2015). In general marketing communications provides the means by which brands and organizations are presented to their audiences. The goal is to stimulate a dialogue that will ideally lead to a succession of purchases and complete engagement.



### 2.1.2 Market Promotion

Marketing mix is the set of tactical marketing tool of product, price, place and promotion That the firm blends to produce the response it wants in the target market (KotlerandKeller, 2012).The four Ps are the major elements of the marketing mix of the organization and form the basis of any marketing strategy that will lead to the achievement of the organization's objectives (Niazi et al., 2012).

Promotion is one of the elements of the marketing mix, and is responsible for the communication of the marketing offer to the target market.Asstated by Novak(2011),the role of promotion is to communicate with individuals, groups o reorganizations' and to facilitate the exchange of informing and reassuring one or more target groups to accept a product organization. Promotion mix is the specific combination of instruments to promote the company in order to convincingly communicate customer value and build customer relationships. The elements of promotional mix include advertising, personal selling, salespromotion, public relations and direct marketing (Todorova, 2015).

### 2.1.3 Advertising

Advertising is a form of promotion and creative communication process in conformity with the interests and needs of consumers ,producers and society as a whole(Novak,2011). According to Khanam andVerma (2017) ,advertising is simply a creative form of communication. Another definition for advertising has been provided by Baheti (2012), as an attempt of creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers.

Advertising was introduced by the Egyptians using Papyrus for sales messages and wall posters, billboards, sign boards and outdoor advertising as the most ancient form of advertising. However, these were used for a limited area for promotion (Baligat, 2004, cited by: Dulin, 2016). Modern advertising was developed with the rise of mass production in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries (Sindhya,2013) .In this time, advertisement is seen in many parts of the world and has become important way to

promote products and services and used for communication purpose (Niazi et al., 2012).

### 2.1.3.1 Advertising Objectives

Advertising is to inform about new products, suggests a new use of the product, inform on changing prices of products and explain show the functioning of the product (Novak, 2011). The primary objective of advertisers is to reach prospective customers by influencing their awareness, attitudes and buying behavior to elicit or keep their interest to the product (Dulin, 2016). According to Kotler and Keller(2012),advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. It serves as guidelines for the planning and implementation of the entire advertising program .Fatima and Lodhi (2015) stated that, people are highly affected by the advertisements and organizations are trying to target the masses of the people by focusing on techniques of the advertisement which fit best with their products. The specific objectives of an advertising campaign may adopt many forms as summarized below (Bendixen (1993); Kotler and Keller (2012)).

- **Informative advertising** aims to create brand awareness and knowledge of new products, brand or new features of existing products.

**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.

**Reminder advertising** aims to stimulate repeat purchase of products and services.

**Reinforcement advertising** aims to convince current purchasers that they made the right Choice.

### 2.1.3.2 The Role of Advertising

Effective communication is crucial to the organization and advertising is an important tool which is used to gain communications success. Advertising executes several important communication functions in order to attain the organization's promotional aims (Shimp, 2007). Role of advertisement is to carry message to the far distances. It is

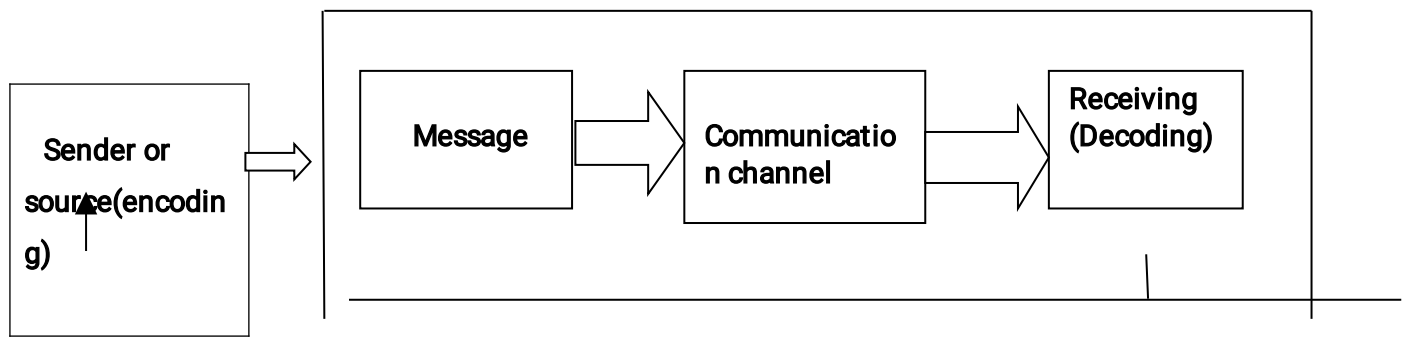
important to target the scatter mass audience as it proved to be very essential tool in enhancing the sales of the brand (Abiodun, 2011).The major aim of advertising is to create positive attitude towards the advertisement and the brand until a consumer purchase that product and through this positive attitude create emotional response in the mind of a consumer (Goldsmith andLafferty, 2002).Furthermore, advertising keeps reminding the consumer of the brand, thus increasing its salience and the possibility that it will be chosen when a purchase need arises(Shimp,2007).This may also stimulate repeat purchases.

### 2.1.4 Advertising Effectiveness

As mentioned in the previous section, advertising main aim is to communicate to a target Audience. Understanding the basic process of communications is fundamental to the development of effective advertising. According to Foxall and Gold smith (1994), 90percent of the stimuli that individuals perceive comes as a result of sight. Much of the remaining 10 percent results from hearing. It should come as no surprise; therefore, advertising relies heavily on these stimuli.

The marketing communication process entails the development of a specific message aimed data specific target audience and sent through has specific channel, such as a magazine advertisement or a television commercial(OuwerslootandDuncan,2008).The three major components of the communication process are the source, message and channel factor(Belch and Belch (2007).

FIGURE 1: The marketing communication



**Source:** Belchand Belch (2007)

Figure1 shows that the communication process consists of various elements, namely the Sender or the source which is the originator of the message, the message itself that is the

actual information and impressions that the sender wishes to communicate, and the communication channel or medium is used to relay the message without which there can be no communication. Finally, the receivers are the people who receive the message. The sender encodes the message and the receiver decodes it. Feedback is then provided from the receiver back to the sender in response message.

### 2.1.4.1 The Source Factor

The source or sender of the message is the organization that initiates the sharing of information about a brand (Ouwensloot&Duncan, 2008). The aim is that the receiver will ultimately interpret the information in the message as intended by the sender. The source is the person involved in communicating a marketing message, either directly or indirectly. It is crucial that the sender of the message be deemed believable. Belch and Belch(2007) identified three attributes of source effectiveness, namely *credibility, power and attractiveness*.

#### 2.1.4.1.1 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 (Shimp, 2007). Expertise and trustworthiness are two important dimensions to credibility. Expertise refers to the perceived knowledge, experience or skills possessed by a source as they relate to the communication topic whereas trustworthiness refers to the perceived honesty, integrity, and believability of a source (Shimp and Andrews, 2013).

#### 2.1.4.1.2 Attractiveness

Source attractiveness leads to persuasion through a process of identification, where by the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes preferences, or behavior (Shimp and Andrews, 2013). The source of the message should be attractive enough to concentrate the viewer's attention towards the advertisement but not to an extent that it overshadows the brand itself (Belch and Belch, 2007). Source attractiveness encompasses similarity, familiarity, and likability.

#### 2.1.4.1.3 Power

The ability of the source to provide rewards or punishments for the receiver is known as source power. As a result of this power, the source may be able to induce another person to

respond to the request (Belch and Belch, According to Mulugeta and Abdulsukur (2014), the power The source must be perceived as being able to administer positive or negative sanctions to the receiver (perceived control) and the receiver must think the source cares about whether or not the receiver conforms (perceived concern).The receiver's estimate of the source's ability to observe conformity is also important (perceived scrutiny)

#### 2.1.4.2 The Message Factor

The aim of the encoding process is to develop a message that relays the information that The sender wants to provide to the target audience. According to McLean ( 2005) ,message is the stimulus or meaning produced by the source for the receiver or audience. It is broadly categorized in to message structure and message appeals as summarized below (Shimpand Andrews, 2013); (Mulugeta and Abdulsukur, 2014) and (Belchand Belch, 2007).

##### 2.1.4.2.1 Message Structure

Message structure is an important aspect of message strategy that knows the best way to Communicate and overcome any opposing viewpoints audience members may hold.

**Order of presentation-**Research on learning and memory generally indicates that items presented first and last are remembered better than those presented in the middle. Presenting the strongest arguments at the beginning assume primacy effect while, doing that at the end assumes a recency effect.

**Conclusion drawing-** Messages with explicit conclusions are more easily understood and effective in influencing attitudes. The effectiveness of conclusion drawing may depend on the target audience, the type of issue or topic, and the nature of the situation.

**Message sidedness-** Message can be either one sided (stating only the positive attributes) or two sided (presenting both good and bad points).Depending up on the market share and image associated, a particular message type can be chosen.

- **Refutation-**A special type of two-sided message is known as a refutation appeal which is used where by the communicator to present both sides of an issue and then offers arguments to refute the opposing view point.

- Verbal versus non-verbal messages- The use of a visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented.

#### 2.1.4.2.2 Message Appeal

The appeal in the message serves to arouse the psychological buying motive of the consumer.

**Rational appeals**—in this case the message mainly emphasizes on the product benefits and the problems which it can solve.

**Comparative advertising**-is the practice of either directly or indirectly naming competitors in advertising and comparing one or more specific attributes.

**Emotional appeal**-meet the consumer's psychological, emotional and social requirements. The major emotional appeals are fear appeal in which the advertising message use fear appeals to evoke emotional response and arouse individuals to take steps to remove the threat. On the contrary, humor appeal is best remembered messages that attract and hold consumers' attention.

#### 2.1.4.3 The Channel Factor

The method used to transport the message from the sender to the receiver is called the message channel, and is also referred to as the medium (McLean, 2005). Channel factors are categorized in to two broad levels of message channels namely personal and non-personal types. Personal channels include any channel that entails face-to-face communication, such as a selling situation, where the sales person is face-to-face with the prospective customer. Communication channels that convey a message in the absence of interpersonal contact between the sender and receiver are non-personal channels (BelchandBelch, 2007)

Major non-personal communication channels are broad cast advertising (radio, television, and Internet advertising), Print Media Advertising (Newspaper, Magazine, Brochures, and Fliers) and outdoor advertising (billboards, kiosks, and trade shows organized by the company)(Shimp and Andrews,2013).Information received from personal influence channels is generally more persuasive than information received via the mass media(MulugetaandAbdulsukur,2014

### 2.1.5 Consumer Buying Preference

The process of decision making is one of the most complex mechanisms of the human thinking, as various factors and courses of action intervene in it (Furajietal.,2013). Consumer buying behavior in general reflects there as on why consumers buy products with an interest, the factors influencing their choice, how they take purchase decisions, etc According to Furajietal., (2013), decision making means a group of logically connected mental operations or calculations leading to the solution of a decision problem through the choice of one out of all possible variants of behavior. People select and prefer brands on the basis of advertising and the major causes of them Preference is the strong positive campaign of advertising (Ayanwaleetal. 2005). Consumers' preferences are influenced by whether they are going to make direct comparisons between the different brands or going to evaluate brands individually (Sethi and Chandel, 2015).

Underlines that the consumer's choice is mainly the result of a complex play of cultural, social, personal and psychological factors (Furajietal, (2013). Sethi and Chandel (2015) also stated that, consumers set of preferences depends upon culture, education, and individual tastes. According to (Spark, 2016), buyers respond to the need arise and they differentiate the needs as immediate needs and future needs, then they start gathering information for the needs which are to be fulfilled. During this stage, buyers may be influenced by the reference groups, advertisements, social media and their own beliefs and perceptions. In the next stage, consumers develop various alternatives and evaluate properly and come to the purchase decision at the end.

## 2.2 Empirical Review

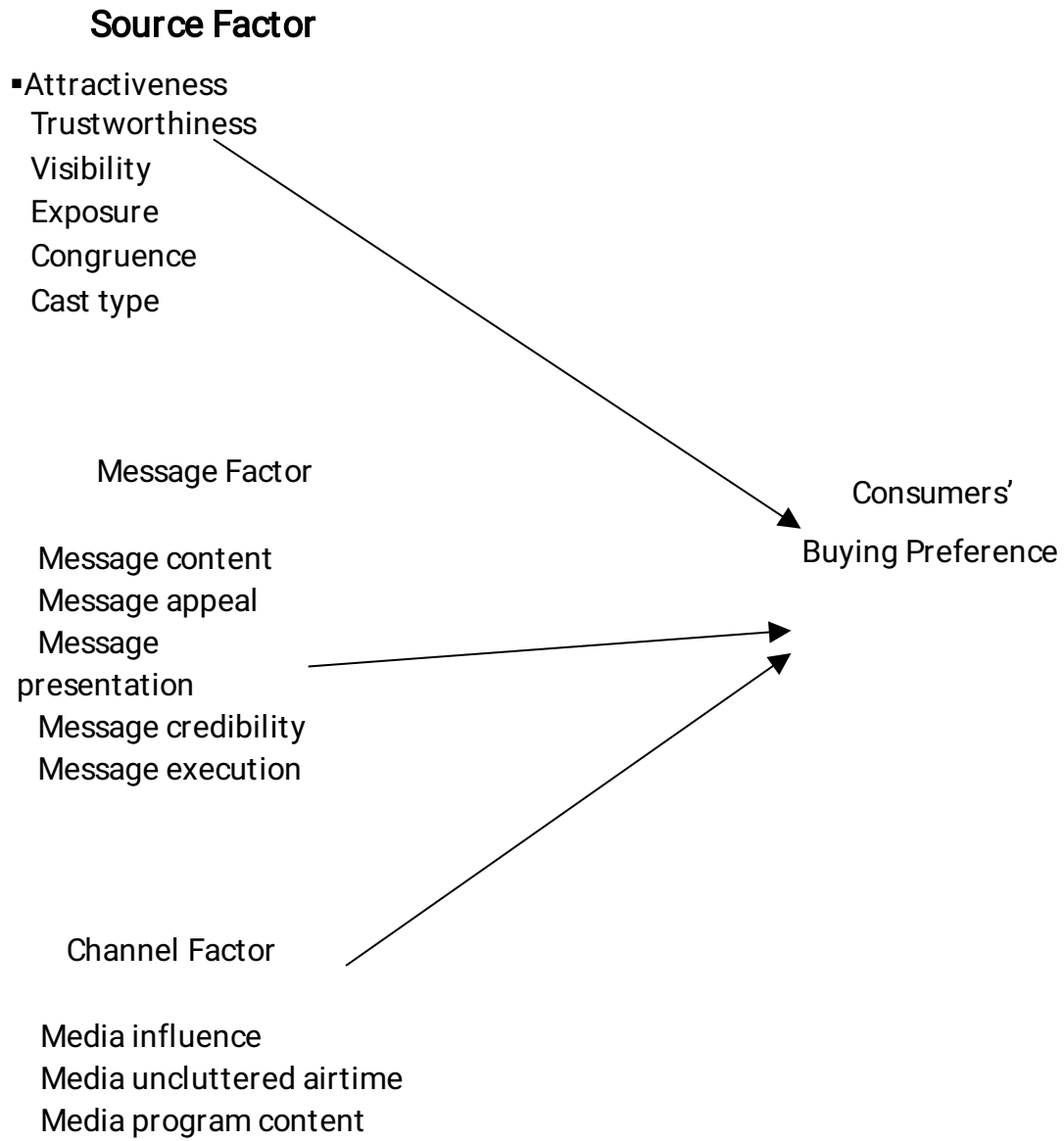
This section summarizes the different scholars' research findings in relation to the study Topic It is indicated that researchers have seen the effect of advertisement from different point of view however agreement have been shown on the significant effect of advertisement on consumers decision.

TABLE 1: Review of Related Journals

S.No	Researchers	Topic	Major findings
1	Genet Habtu (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 cognitive level is less. The research findings also reveal that there is apposite and strong relationship between the two variables. However, the relationship between message quality is

2	Kalia, G. and Mishra , A. (2016)	Effects of online Advertising on Consumers in Punjab	<p>The study brings facts on how advertisers use social sites to make their products popular. It indicates hat 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.</p> <p>The study suggests that, online advertisement placed above the mast head and on the right side of the home page gains the maximum attention also</p>
3	Melkamu Daba (2014)	The Effect of Media Advertising on Consumers 'Buying Behavior in the Banking Service (The case of Oromia International Bank)	<p>In Ethiopia context, the study results reveal 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.</p> <p>The results suggested that, the company needs to design its advertising methods using the various media outlets extensively to reach large number of</p>
4	Ahmed et al., (2017)	Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behavior?	<p>The aim of the study is to determine the influence of advertising on brand preference and consumer buying behavior in the general public at Gujran walacity.Result reveals that advertisements have strong, positive and significant relationship with consumers brand preference and consumer buying behavior.</p> <p>The results suggest that properly managing advertisement campaigns is important to have positive trend of consumer's buying</p>

FIGURE2: Conceptual Frame work of the study



*Source: Adopted from (BelchandBelch(2007))with as light modification*

## CHAPTER THREE

### Research Methodology

This chapter was cover the description of study area , research approach, research design, population and sampling technique, data sources and types, data collection instruments and procedures in addition to method of data analysis. Ethical Considerations.

#### 3.1 Description of study Area

Wolkite town administration is the capital of guraghe zone as well as wolkite woreda. It located in the southern nations, nationalities and peoples region; the distance of town from central government or from Addis Ababa is 152km. According to the traditional climate zone classification, as a result of the effect of altitude, the climatic condition of wolkite is classified under kola. July is the coldest month. The dominant types of economics activities that are practiced by the people include commerce, urban agriculture and civil servant.

#### 3.2 Research approach

Research methods are generalized and established ways of approaching research Are classified as qualitative, quantitative and mixed methods. Qualitative research is an approach for exploring and understanding the meaning individuals or groups as sign to asocial or human problem while quantitative research methods used for testing objective theories by examining the relationship among variables. On the other hand, mixed methods research involves collecting both quantitative and qualitative data and use distinct designs that may involve philosophical assumptions and theoretical frameworks.

In order to achieve their search objective, quantitative research method was used as it allows researcher to investigate the relationship between source factor, message factor and media factors with that of consumer buying preference.

### 3.3 Research Design

Research design is the plan used to carry out the study within the guidelines of the Research method, consistent with the research question (Bhattacharjee, 2012). According to Rahi (2017), research design approach classified as exploratory, descriptive and explanatory or causal research. Exploratory research is undertaken to explore an issue or topic and to look for new insights or to reach a greater understanding of an issue. On the other hand, descriptive research is to describe some situation and are usually structured as well as specifically designed to measure the characteristics described in the research question. According to Vogt (1999), as cited by Carrie (2007) when the focus is on cause-effect relationships, the study is causal or explanatory research that explains which causes produce which effects. This type of research helps to get fresh insight into a situation in order to build, elaborate, extend or test a theory.

Therefore, in this research descriptive research was used. Descriptive data was collected through detailed questionnaire. And the relationship between the effects of advertising on consumers' buying preference.

### 3.4 Population and Sampling

#### 3.4.1 Population of the Study

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). The target population of this research is all consumers of SMART Mobile located in Wolkite Town.

#### 3.4.2 Sampling Technique

To determine the sampling technique of this study, non-probability sampling techniques were used due to the lack of access to have a list of the population being studied. In this sampling technique the chances or probability of each unit to be selected is not known or confirmed. Also, the technique does not allow the estimation of sampling errors, and

may be subjected to a sampling bias (Rahi, 2017). From the types of non-probability sampling techniques, a convenience sampling was used in the research. This technique is also known as accidental or opportunity sampling where sample is drawn from the part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). In this study, sample of respondents were gathered when consumers come across the SMART Mobile sales outlet shops, which made it easy and convenient for the researcher to collect consumers' perspective.

### 3.4.3 Sample Size

When the size of population is unknown and infinite, the representative sample size was determined by using estimation method. The sample size for this particular study was computed based on the formula suggested by (Corbetta, 2003). Sample size is directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept.

Thus, the sample size is calculated for the list favorable case  $p=q=0.5$  the sample size in this research will be determined as follows:

$$n = z^2 pq / e^2$$

n = stands for the sample size which will be drawn  
 e = level of precision or sampling error

P = population proportion  
 z = level of confidence

$$n = ((1.96)^2 \times 0.5 (0.5)) / (.05)$$

$$n = (3.8416 \times 0.25) / .0025$$

$$n =$$

$$0.9604 / 0.0025$$

$$= 384.16$$

$$n = 384$$

### 3.5 Data Sources and Types

Both secondary and primary data were used for this research. The primary data was collected through questionnaire and secondary data was collected from companies published articles and magazines, reference books, research journals etc. that are relevant to the study.

### 3.6 Data Collection Instruments

Structured close ended questionnaire was developed to collect data from respondents. The questions were designed to meet the objective of the research about the effect of advertising on consumers' buying preference of SMART Mobile. The first section of the questionnaire was contain the general information about the respondent and the remaining sections focus on each independent variable which are *source factor*, *message factor* and *channel factor* and dependent variable which is on *consumers' buying preference*. A total of twenty- six ( 2 6 ) questions was developed and arranged by using a five- point like response scale .Before conducting the actual survey, a pilot survey was conducted in order to check whether the questionnaire is clear and straight forward.

### 3.7 Procedures of Data Collection

Marketing managers and promotion heads of SMART Mobile were contacted to get Permission for administering the questionnaire. One sales person was assigned for this purpose and training was given to distribute and collect the questionnaires in an ethical manner.

### 3.8 Method of Data Analysis

The variables of the study were Advertising and consumer buying preference Advertising is the independent variable and consumer buying preference is the dependent variable. In order to analyze the results was created scores for these two variables. All questions use a 5- point scale ranging from 1 = strongly disagree to 5 = strongly agree. By adding the points from each

question, a total score for advertising was created for each questionnaire. A similar score system was also developed for consumer buying preference. The five-point Likert scales, which were used to measure advertising, were used for consumer buying preference.

### 3.9 Ethical Considerations

At the beginning, a clear and accurate information about the research was given to the participants of the study and their voluntary participation was respected. The participants' identity was protected and all information obtained from the respondents was confidential and no one will have access to the identity of the respondents. Moreover, no information was modified or changed. Information was presented as collected and all the secondary data sources were appreciated in the reference section.

## Chapter 4

### Data Interpretation and Analysis

This chapter deals with the demographic analysis of the respondents, the reliability of the Data, the descriptive statistics of the variables, the interpretation of results. Finally, discussion of results is presented in order to address the research objective. The data collected from respondents were analyzed and interpreted. During data collection total of 384 questionnaires were distributed of thus distributed questionnaire of total 362 were returned which equated to a response rate of 89.8% as the result of total 384 were used to analysis.

#### 4.1 Questioners response rate

The number of samples for which a questionnaire was distributed for a customer's was 384(95.8) as mentioned in chapter3. However, 22 questionnaires were found to be incomplete and inappropriately filled. Therefore, the analysis was conducted on 362 (89.8%) of the questionnaires.

#### 4.2 Descriptive Statistics

After the data has been coded and double-checked, then existed was calculating Descriptive statistics. The purpose of descriptive statistics is to organize, summarize, describe and present data through numerical calculation tables. According to (Nicholas, 2006), descriptive statistics only makes statements about the sample. The three main types of descriptive statistics are frequencies, measures of central tendency (also called averages), and measures of variability.

The questionnaire used in this research consisted of two sections. The first section is Related to the demographic characteristics of customers and was used to capture the general information. The second section consisted of 26 indicator questions headed by five constructs that were aimed to address the effect of advertising. The *source factor*, the *message factor* and

The *channel factors* were the independent variables and the *consumers' buying preference* was the dependent variable.

#### 4.2.1 Demographic Analysis of Respondents

In this sub-section, descriptive statistics is presented to characterize the sample in away That makes the analysis more meaningful for readers. Demographic analysis's about the background information of respondents such as gender, age, education level and occupation.

As shown in TABLE 1, female respondents constituted the largest share of the gender Composition representing 57.5% of the total respondents while 42.5% were male. In terms of age range, the largest number of respondents was in the age range between 19 and 30 years, which accounted for 60.5% of the respondents. The second largest numbers of respondents were in the age range between 31 and 40 years of age. There maining 11.1% of respondents were either under 18 years of age or above 40 years of age. Majority of the respondents that is, 79.6% had a first degree or above. Concerning the occupation of respondents, the largest numbers of respondents were an employee, which was 82.9% of the total number, while 10.5% were self-employed, and the remaining 6.6% were students.

Regarding the question asking which SMART Mobile advertisement did you see, 71.5% of them responded that they saw a SMART Mobile advertisement through both abroad cast media (television, radio, internet, etc.) and an outdoor media (billboards, shop banners, wall hanging signs, etc.). Those who replied that they saw a SMART Mobile advertisement through abroad cast media, an outdoor media and a print media (newspapers, magazines, brochures, etc.) constituted 20.4% of the total respondents. 5% of the respondents replied that they were informed about SMART Mobile through both print media and outdoor media. There remaining 3% of the respondents gave their word that they came across a SMART Mobile advertisement only through an outdoor media.

TABLE1: Demographic characteristic of respondents.

Demographics	Category	Number	Percentage
Gender of Respondents	Male	154	42.5
	Female	208	57.5
	Total	362	100
Age of Respondents	<18	11	3.0
	18-30	219	60.5
	31-40	103	28.4
	41-50	23	6.4
	>50	6	1.7
	Total	362	100
Education Level of Respondents	High school	19	5.2
	Diploma	55	15.2
	1 <sup>st</sup> Degree	257	71.0
	2 <sup>nd</sup> Degree & above	31	8.6
	Total	362	100
Occupation of Respondents	Student	38	10.5
	Employee	300	82.9
	Self-employed	24	6.6
	Total	362	100
Media Exposure for SMART MOBILE Advertising	Broadcast media	-	-
	Print media	-	-
	Outdoor media	11	3.0
	Broadcast media and Print media	-	-
	Broadcast media and Outdoor media	259	71.5
	Print media and Outdoor media	18	5.0
	Broadcast media, Print media and Outdoor media	74	20.4
	Total	362	100

## 4.2.2 Descriptive Statistics of Variables

In this sub-section, descriptive statistics in the form of mean and standard deviation are presented to illustrate the level of agreement of the responses. Mean is the most common single number used to describe the average behavior of a data set. The variability of the observed response was shown by the standard deviation. In addition to finding the average value of a set of data, identifying how much the data is spread from the average value is computed by deviations from the mean (Nicholas, 2006). The higher the value of the mean, the more agreement there is between the responses and the statement.

In order to analyze the effects of advertising on consumers' buying preference of SMART Mobile in wolkite town, a total of 26 questions were formulated and were grouped in to three dimensions based on the independent variables: the source factor, the message factor and the channel factor and the dependent variable: the consumers' buying preference. For this purpose, customers were asked to rate the level of agreement on a five-points Liker's summative scaling method, which is a one-dimensional scaling method developed by Gardner Murphy and Rensis Likert in 1938 (Bhattacharjee, 2012). The items were rated by judges on a 1 to 5 rating scale, where 1 stood for a strong disagreement, 2 stand for a disagreement, 3 for neutral (neither agreement nor disagreement), 4 for agreement and 5 stands for a strong agreement for each question under the four attributes.

As indicated in TABLE, the overall mean scores of both dependent and independent variables ranged from 3.54 to 4.13. The message factor had the highest mean score of 4.13, whereas the channel factor had the least mean score value of 3.54.

TABLE 2: Descriptive statistics of variables

	N	Mean	Standard deviation
--	---	------	--------------------

Source factor	362	4.02	0.535
Message factor	362	4.13	0.492
Channel factor	362	3.54	0.488
Consumers buying preference	362	3.72	0.733
Valid N (list wise)	362		

#### 4.2.2.1 Descriptive Statistics of the Source Factor

The mean and the standard deviation scores have been computed for all the six sub constructs of the source factor dimension. These sub-constructs are stated as: 1) the SMART Mobile advertisement source person is trustworthy, 2) the advertisement source person is attractive, 3) the advertisement is more visible than the source person, 4) the advertisement source person is less exposed, 5) the endorsement in the advertisement has congruence or fits with the brand, and 6) The advertisement was casted by foreigners that increased the acceptance of the brand. The result is presented in below.

As shown in TABLE, the mean scores of the source factor attribute for all the six items ranged from 3.60 to 4.35. The sub-construct of the endorsement of SMART Mobile advertisement being congruent or fit with the brand received the highest mean score of 4.35; whereas the higher visibility of the SMART Mobile advertisement than the source person received the least mean score value of 3.60. The overall mean score of the source factor attributes was calculated to be 4.02, which is above average.

TABLE 3: Source factor descriptive statistics

Sub-constructs of the source factor dimension of the SMART mobile advertisement	N	Mean	Standard deviation
Advertisement source person is trustworthy	362	3.99	0.832
Advertisement source person is attractive	362	4.27	0.544
Advertisement is more visible than source person	362	4.60	0.885
Advertisement source person is less expose	362	4.06	0.751
Endorsement has congruence with the brand	362	4.35	0.740
Advertisement was casted by foreigners which increased the acceptance of the brand	362	3.86	1.091

Valid N (list wise)	362		
---------------------	-----	--	--

#### 4.2.2.2 Descriptive Statistics of Message Factor

The mean and the standard deviation scores have been computed for all the seven sub constructs of the message factor dimension. These sub-constructs are stated as: 1) the message in the SMART Mobile advertisement is clear, 2) the message in the SMART Mobile advertisement is rationally appealing, 3) the message in the SMART Mobile advertisement is emotionally appealing, 4) the visual message of the SMART Mobile advertisement is attractive, 5) the verbal message of the SMART Mobile advertisement is attractive, 6) the message of the SMART Mobile advertisement is credible, and 7) the message in the SMART Mobile advertisement is executed nicely. The result is presented in TABLE.

TABLE, 4: Message factor descriptive statistics

Sub-contracts of the message factor dimension of the SMART mobile advertisement	N	Mean	Standard deviation
The message in the advertisement is clear	362	4.37	0.659
The message in the advertisement is rationally appealing	362	4.39	0.536
The message in the advertisement is emotionally appealing	362	3.88	0.949
The visual message in the advertisement is attractive	362	4.40	0.700
The verbal in the advertisement is attractive	362	3.41	0.065
The message in the advertisement is credible	362	4.26	0.508
The message in the advertisement executed nicely	362	4.22	0.963
Valid N (list wise)	362		

As shown in TABLE 4, the mean scores of the message factor attribute for all the seven sub-constructs ranged from 3.41 to 4.40, which indicates that the attractiveness of the visual

message of the SMART Mobile advertisement received the highest mean score of 4.40, whereas the attractiveness of the verbal message of the SMART Mobile advertisement received the least mean score value of 3.41. The overall mean score value of the message factor attribute was calculated to be 4.13, which is above average.

#### 4.2.2.3 Descriptive Statistics of Channel Factor

The mean and the standard deviation scores have been computed for all the nine sub constructs of channel factor dimension. These sub-constructs are stated as: 1) from the medium of advertising that SMART Mobile is using, a broadcast media influenced me to consider the product, 2) a print media influenced me to consider the product, 3) an outdoor media influenced me to consider the product, 4) few advertising messages are transmitted in the broadcast medium where SMART Mobile chose for advertising, 5) few advertising messages are transmitted in the print medium where SMART Mobile chose for advertising, 6) few advertising messages are transmitted in the outdoor medium where SMART Mobile chose for advertising, 7) the broadcast media program content in which SMART Mobile is using for advertising is attractive, 8) the print media program content in which SMART Mobile is using for advertising is attractive, and 9) the outdoor media environment in which SMART Mobile is using for advertising is attractive. The result is presented in TABLE 5

TABLE 5 Channel factor descriptive statistics

Sub-constructs of the channel factor dimension of the TECNO Mobile Advertisement	N	Mean	Standard Deviation
Influenced by a broadcast media to consider SMART Mobile	362	4.05	0.666
Influenced by a print media to consider SMART Mobile	362	3.13	0.513
Influenced by an outdoor media to consider SMART Mobile	362	3.60	0.949
Few advertisements are transmitted in the broadcast medium that SMART Mobile chose for advertising	362	3.27	1.139
Few advertisements are transmitted in the print medium that SMART Mobile chose for advertising	362	3.17	0.518

Few advertisements are transmitted in the outdoor medium that SMART Mobile chose for advertising	362	3.54	1.114
The program content in the broadcast media that SMART Mobile chose for advertising is attractive	362	4.11	0.986
The program content in the print media that SMART Mobile chose for advertising is attractive	362	3.23	0.651
The program content in the outdoor media that SMART Mobile chose for advertising is attractive	362	3.73	1.017
Valid N (list wise)	362		

As indicated in TABLE, the mean scores of channel factor attribute for all the nine items ranged from 3.13 to 4.11, which indicates that the attractiveness of the broadcast media program content in which, SMART Mobile is using for advertising received the highest mean score of 4.11, whereas the influence of print media that SMART Mobile is using for advertising received the least mean score value of 3.13. The overall mean score of the channel factor attribute was calculated to be 3.53, which is above average.

#### 4.2.2.4 Descriptive Statistics of Consumers' Buying Preference

The mean and the standard deviation scores have been computed for all the four sub constructs of consumers' buying preference dimension. These sub-constructs are stated as: 1) I prefer SMART Mobile because I was influenced by the source person, 2) I prefer SMART Mobile because I was influenced by the message in the advertisement, 3) I prefer SMART Mobile because I was influenced by the medium that SMART Mobile chose for advertising, and 4) the SMART Mobile advertisement influenced me to choose the brand. The result is presented in TABLE below.

TABLE 6: Consumers' buying preference descriptive statistics

Sub-constructs of the consumers' buying preference dimension of the SMART Mobile Advertisement	N	Mean	Standard Deviation
I prefer SMART Mobile because I was influenced by the source person	362	3.66	1.000

I prefer SMART Mobile because I was influenced by the message in the advertisement	362	4.20	0.869
I prefer SMART Mobile because I was influenced by the medium that SMART Mobile chose for advertising	362	3.29	1.059
The SMART Mobile advertisement influenced me to choose the brand	362	3.73	0.979
Valid N (list wise)	362		

As shown in TABLE 8, the mean scores of consumers' buying preference attributes for all the four items ranged from 3.29 to 4.20, which indicates that the consumers' buying preference of SMART Mobile being due to the influence from the message in the advertisement received the highest mean score 4.20, whereas the consumers' buying preference of SMART Mobile being due to the medium that SMART Mobile chose for advertising received the least mean score value of 3.29. The overall mean score of consumers' buying preference attribute was calculated to be 3.72, which is above average.

## Chapter 5

### Summary, Conclusion and Recommendation

This chapter summarizes what has been discussed in the earlier chapters and gives a conclusion based on the results from the research. Based on the research findings, recommendations and directions for future researches are presented.

#### 5.1 Summary of Major Findings and Conclusions

The main objective of this research is to analyze the effects of advertising on the buying preference of SMART Mobile consumers in wolkite town. Although many studies have been done on advertising in general and on the relation of advertising with other marketing elements, comparatively fewer studies have explored the communication factors of advertising mainly the source factor, the message factor and the media factor, and analyzed

their effect on the buying preference of consumers in the locally-manufactured, technology sector. This research aimed to determine and investigate the effect of source factors, message factors and channel factors on the consumers' buying preference of SMART Mobile in wolkite town.

All the respondents in the conducted survey were consumers that come to buy SMART Mobile in all sales outlet shops that SMART Mobile located in Wolkite town during the time of data collection. The research was based on the major components of the marketing communication process that are the source, the message and the channel factor. According to Belch and Belch (2007), the communication process emphasized on the sender or the source element, which is the originator of the message, the message itself, which is the actual information that the sender wishes to communicate, and the communication channel, which is the medium that is used to convey the message. Finally, the receivers are the people who receive the message. This has been used to investigate the effect of advertising on the consumers' buying preference in the technology sector, and specifically taking the SMART Mobile in wolkite town into consideration.

Literature has underlined the vitality of effective communication for business organizations and the important role of advertising as a tool used to gain success in communication (Shimp, 2007).

In this research, the source factor is measured in terms of attractiveness, trustworthiness, visibility, exposure, congruence and cast type. Message factor is evaluated in terms of content, appeal, presentation, credibility and execution. Finally, the channel factor is measured in terms of influence, uncluttered air time and program content. Based on the 362 sample respondents, the descriptive statistics result revealed that the effect of the channel factor is greater than both the message factor and the source factor. The effect of the message factor is greater than the source factor in explaining the variability of consumers' buying preference.

The relative importance of the independent variables in contributing to the variation on the consumers' buying preference was found to be significant for all the variables at p-values < 0.05. Therefore, this particular research confirms the three hypotheses on the source factor, the message factor and the channel factor having a positive and a significance effect on the

consumers' buying preference, and the null hypothesis is not supported.

Finally, it is concluded in this research that 57.7 % of the consumers' buying preference could be attributed by the sum of the three independent variables. Further, it is indicated that channel factor is the most important factor to have positive and significant effect on consumer buying preference. Future research could address what factors and variables determine the remaining 42.3% of the consumers' buying preference.

## 5.2 Recommendations

On the basis of the findings, the following recommendations are made. Marketing managers of SMART Mobile company need to consider all the variables since— these variables are the main factors that influence consumers' buying decision and could determine the company's market share. The company needs to work more on identifying the right source person that fits the product and should be aware so that the source person does not overshadow the product. Significant relationship between the channel factors and the consumer buying preference— has been observed in this research. Hence, managers should invest more on advertising the product on the channels that are most preferred by consumers. By identifying the media which contain attractive program contents that could reach target customers the most, the company could influence customers to prefer the brand. As seen in the results of this research, significant relationship between the message— factors and the consumers' buying preference has been identified. Therefore, managers should continue their effort on the attractiveness of the visual message of the advertisement and aim to make the verbal message more attractive. This could be achieved by replacing the current on-air translated verbal message of SMART mobile by more lively vocal message or by creating indigenous or relatable feeling on the verbal message of the advertisement.

## 5.3 Limitations and Future Directions

The following unexploited areas were identified for future research. First, this research is limited to consumers of SMART Mobile and geographically located in the company's sales outlets that are in WOLKITE, Ethiopia. Careful attention should be made while generalizing

from these findings to other cities in Ethiopia or to other countries. Second, the effect of advertising has been researched from the side of customers only. Analyzing the effect of advertising from the point of view of the company could be an area for future research. Third, the research only focused on the SMART Mobile brand and did not consider the effect of advertising on other mobile brands that could be locally manufactured. Any interested 55 researchers could study the effect of advertising on other areas of business other than the one used in this study, which is the technology sector.

While the above limitations, the researcher believes that this study is an important area for a transformational country like Ethiopia, where a number of industrial parks that mainly encourage the local manufacturing of technological products have started operating and target to become competitive in both the local and the global market.

## REFERENCE

- Abideen, Z. and Saleem, S. (2011). Effective Advertising and its Influence on Consumer Buying Behavior, *European Journal of Business and Management*, Vol. 3 (3), pp. 55-65.

- Abiodun, A. O. (2011). The Impact of Advertising on Sales Volume of a Product: A case study of Starcomms Plc, Nigeria. Valkeakoski Degree Program in International Business Global Marketing.
- Ahmed, S, Ahmad, A., Nisar, Q. and Azeem, M. (2017). Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behavior? Journal for Studies in Management and Planning, Vol. 03, Issue 01, pp. 1-7.
- Baheti, D. R. (2012). The Impact of Advertising Appeals on Customer Buying Behavior. International Journal of Research in Commerce & Management Volume No. 3, Issue No. 11 (November).
- Belch, G. E. and Belch, M. A. (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective. 7th edition, New York: McGraw-Hill-Irwin.
- Chris, F. and Barbara, J. (2014). Marketing Communications. United Kingdom: HeriotWatt University
- David, P and Amanda, B. (2005). Integrated Marketing Communication. London: Prentice Hall
- Deshwal, P. (2016). Online advertising and its impact on consumer Behavior. International Journal of Applied Research, Vol. 2, No 2, pp.200-204.
- Dulin, G. (2016). The Impact of Advertising on Consumer Buying Behavior. International Journal of Advanced Research in Management and Social Sciences, Vol. 5(6), pp. 257 – 268.
- Fatima, S. and Lodhi, S. (2015). Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City, International Journal of Management Sciences and Business Research, ISSN: 2226-8235 Vol-4, Issue 10, pp.125-137
- Furaji, F., Łatuszyńska, M., Wawrzyniak, A. and Wąsikowska, B. (2013). Study on the influence of advertising attractiveness on the purchase

decisions of women and men. *Journal of International Studies*, Vol. 6, No 2, pp. 20-32.

- Genet Habtu (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*. Unpublished Master Thesis. Addis Ababa University, Ethiopia.
- Kalia, G. and Mishra, A. (2016). *Effects of online Advertising on Consumers*. *Journal of Humanities and Social Science*, Volume 21, Issue 9, Ver. 1 PP 35-41, [www.iosrjournals.org](http://www.iosrjournals.org)
- Keller, K. L., (2013). *Strategic brand management: Building, measuring, and managing brand equity*. 4th ed. England: Pearson Education.
- Khanam, A. and Verma, A. (2017). *Impact of TV Advertisement on Consumer Buying Preference –A Literature Review*, *International Conference on Recent Innovations in Management and Engineering*, Vol. 17, pp.157-163.
- Kine Elias, (2016). *Country of Origin Image Effect on Consumers' Purchase Decision of Electronic Products in Ethiopia*, Unpublished Master Thesis, Addis Ababa University, Addis Ababa, Ethiopia.
- Kotler, P. (2000). *Marketing Management*, 10th ed. New Jersey: Prentice-Hall Inc.
- Kotler, P. and Keller, K.L. (2012). *Marketing Management*.14th ed. New Jersey: Prentice
- Rahi, S. (2017). *Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development*, *International Journal of Economics & Management Sciences*, Vol 6(2), pp. 1-

## APPENDIX;

### Questionnaire

Dear respondent,

My name is Atitegeb Adisu. I am doing a research with the title "The Effect of Advertising on Consumers Buying Preference: The case of SMART Mobile in wolkite town " for the partial fulfillment of BA degree in Marketing Management at Wolkite University college of business and economics department of marketing management . I kindly request your cooperation in filling this questionnaire. Your willingness in giving legitimate information is well appreciated. The information you provide will only be used for the study and it is highly confidential.

**Thank you for your cooperation!**

#### Part I: Demographic profile

Please answer by putting a thick mark in the space provided.

1. Gender                      Male                       Female

2. Age                      below 18       19-30       31-40       41-50       51 & above

3. Education level                      below high school                      High school                      Diploma  
t Degree                      2nd Deg & above                      

4. Occupation                      dent                      Employee                      Self-employed                       Other

-----

Have you seen the SMART Mobile advertising?    Yes                       NO

If yes, Which SMART Mobile advertising did you see?

Broadcast media (TV, Radio, Internet                      Print media (Newspapers, Magazines, Brochs)

Outdoor media (Billboards, Shop banners, Interior design of the p

II. E f Advertising

Please put a check mark "X" among the five alternatives in the following table that best describe your attitude in the scale.

A. SF	Source Factor (SF)	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
SF1	SMART Mobile advertising source person is trustworthy.					
SF2	SMART Mobile advertising source person is attractive.					
SF3	SMART Mobile advertising is more visible than the source person.					
SF4	SMART Mobile advertising source person is less exposed.					
SF5	I believe the endorsement of SMART Mobile have congruence (fit) with the brand					
SF6	The fact that SMART Mobile advertising is casted by foreigners increased the acceptance of the brand.					

B.MF	Message Factor (MF)	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
MF1	In my opinion, SMART Mobile advertising message is clear.					
MF2	SMART Mobile advertising message is rationally appealing by attempting to communicate information regarding the product features and/or the benefits of owning or using it.					
MF3	SMART Mobile advertising message is emotionally appealing by highlighting emotional factors of the product					
MF4	The visual message (TV, Internet, Print media, Outdoor media) of SMART Mobile advertising is attractive.					
MF5	The verbal message of SMART Mobile advertising is attractive.					
MF6	I can say that the message of SMART mobile advertising is credible.					
	I can conclude that SMART Mobile					

MF7	advertising message is executed nicely					
-----	--	--	--	--	--	--

C. CF	Channel Factor (CF)	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
CE1	From the medium of advertising that SMART Mobile is using, broadcast media (TV, Radio, Internet) influenced me to consider the product.					
CF2	From the medium of advertising that SMART Mobile is using, print media (Newspapers, Magazines, and Brochures) influenced me to consider the product.					
CF3	From the medium of advertising that SMART Mobile is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the product					
CF4	In my opinion, few advertising messages are transmitted (clutter) in the broadcast medium where SMART Mobile chose for advertising.					
CF5	In my opinion, few advertising messages are transmitted (clutter) in the print medium where SMART Mobile chose for advertising.					
CF6	In my opinion, few advertising messages are transmitted (clutter) in the outdoor medium where SMART Mobile chose for advertising.					
CF7	The broadcast media program content in which SMART Mobile using for advertising is attractive.					

CF8	The print media program content in which SMART Mobile is using for advertising is attractive.					
CF9	The outdoor media environment in which SMART Mobile is using for advertising is attractive.					

D. CBP	<b>Consumer Buying Preference (CBP)</b>	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
BP1	I prefer SMART Mobile because I am influenced by the source person.					
BP2	I prefer SMART Mobile because I am influenced by the advertising message					
BP3	I prefer SMART Mobile because I am influenced by the medium in which SMART mobile chose for advertising					
BP4	The advertising of SMART Mobile influenced me to make the brand my best preference.					