

**THE EFFECT OF ADVERTISING ON CUSTOMER BUYING BEHAVIOR (THE CASE OF AWASH BANK, ADDIS ABABA, ETHIOPIA)**

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**ABSTRACT**

*This study investigates the effect of advertising on consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia. For achievement of the study objective the study adopted a survey research design. It involves collection of data from respondents through questionnaire to test hypotheses. Both primary and secondary data were used, with structured questionnaires and interviews conducted target customers and marketing division of the bank, and secondary sources of data gathered from books, journals, websites, empirical evidence, and documents. Descriptive statistics, multiple linear regressions ANNOVA, correlation, and linear regressions were used to analyze the collected data and to test hypotheses. The research findings show that a significant and positive relationship lie between the independent variables emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behavior. All the independent variables have statistically significant t-ratio and have positive relationship with consumer buying behavior. This result is consistent with the literature. We recommend that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behavior toward products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion.*

**Keywords:** Advertising, Consumer buying behavior, Target audience, emotional response, environmental response, consumer.

**INTRODUCTION**

Advertising is the most widely used promotional tool in marketing today (Romaniuk and Sharp, 2004). According to Gilaninia et al. (2013), the most important element in a successful marketing and advertising strategy is understanding consumer behavior. This is why companies today spend a lot of money on advertising, mainly to introduce new products, create awareness and ultimately influence consumer buying behavior. Therefore, advertising on different media platforms by different companies influences consumer behavior (Sama, 2019).

Advertising plays an important role in changing consumer behavior and attitudes toward products featured in advertising in today's world of information and communication. Advertising changes not only the way users use the product, but also the person's attitude toward the product.

Advertising has been used for many brands worldwide since the dawn of time. Over the past few decades, the number of ads per brand has increased dramatically. Customers' purchasing decisions for specific brands are heavily influenced by advertising. It is a well-known fact that ads can communicate special features that their product or service may lack (Rai, 2013).

The study of consumer behavior has become important to marketers because it may help them understand how customers make decisions about the goods and services they need to meet a variety of demands, as well as the factors that influence those decisions. The complexity of economic life has increased, which has led to due to the increasing complexity and size of the human economic behavior mechanism, which calls for a distinct study of its two fundamental components—human behavior as a producer of goods and services and consumer behavior (Dinu, 2012).

Consumer behavior is the study of the actions people or groups take while choosing, purchasing, using, or discarding goods, services, concepts, or experiences in order to fulfill their needs and desires. Consumer behavior, which covers what people buy, why and how they buy it, as well as marketing and the marketing mix, is a new problem, a contentious subject, and difficult to understand (Brosekhan and Velayitham 2013).

### **Statement of the problem**

Advertising must be consistent enough to be accepted and have an impact on customers' purchasing decisions when compared to data that has already been processed and is kept in long-term storage (Schultz & Tannenbaum, 1988).

Consumers are more inclined to associate with brand advertising that convey emotional values and sentiments, according to Geisler (1987). This is true because powerful brand cues and increased category-based processing are both provided by positive emotional appeals. The effect and beliefs associated with this category in memory are transmitted to the object itself if the categorization procedure is successful (Stone, 1982).

Beccera and Gupta (1999) assert that while advertising costs are different from those associated with manufacturing and sales, they are nevertheless included in a company's overall costs. Yet, as advertising costs are included in selling and distribution costs, they are implied to increase the firm's cost of production in modern company. In addition, why and how do businesses continue to use advertising if it drives up production costs? In this study, these topics will be examined and analyzed.

Advertising is expensive; its effects are often uncertain, and it can take some time before it has any effect on consumer purchasing behavior. As a result, many companies that believe advertising is essential occasionally reduce or eliminate their advertising budgets. Such behavior implicitly ignores the fact that advertising is a long-term investment rather than a one-time expense.

Companies invest a lot of money in advertising because they want to keep their product at the forefront of customers' minds. Advertising has been shown to be an effective medium for communication, but businesses are still unsure of the right ingredients to use and how these ads can influence consumers' purchasing decisions.

On the other hand, some businesses occasionally believe that advertising is superfluous when their brands are already achieving excellent success without it. Such actions tacitly disregard the fact that advertising is an investment rather than merely a one-time cost or leisure activity. Several research have been done in this field that are similar, however the majority of them focused on advertisements in general. Raju (2002) and Kumar (2003) both studied the influence of advertising on consumer decision-making, whereas Farashah (2011) and Raju (2002) studied the effect of advertising on manufacturing companies.

The results of various studies have shown that companies that have participated in advertising have better market positions and significant advantages over those that do not. In this regard, Rai (2013) states that if a consumer observes the product advertising of two different companies, one company's product message contains better advertising than the other; It is clear that the best promotional product will certainly have more features and therefore will be more valuable. Therefore, the extent to which the company imprints its imprint on the customer's mind will change people's beliefs and attitudes towards the company's products. Therefore, it is important to analyze the effect of advertising on the influence of customers' attitudes in Awash bank and the main objective of this study is to find the effect of advertising on customer buying behavior Awash bank in Addis Ababa were selected as the case study.

### **Research Questions**

1. To what extent level of existed advertising practice applicable in case of Awash bank, Addis Ababa, Ethiopia
2. How the level of buying behavior apply in case of Awash bank, Addis Ababa, Ethiopia
3. What is the relationship between advertising strategy and consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia
4. What is the effect of advertising strategy on consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia

### **General Objectives of the study**

The major objective of this study is to analyze the effect of advertising on consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia.

### **Specific objective**

This study focuses on the following specific objectives.

1. To explain the level of existed advertising practice in case of Awash bank, Addis Ababa, Ethiopia
2. To check the level of buying behavior in case of Awash bank, Addis Ababa, Ethiopia
3. To explain the relationship between advertising strategy and consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia
4. To explain the effect of advertising strategy on consumer buying behavior in case of Awash bank, Addis Ababa, Ethiopia

### LITERATURE REVIEW

Advertising and promotion play a significant role in our social and economic institutions. In our complex environment, advertising has evolved into an essential means of communication for both consumers and businesses. The ability to carefully deliver through marketing and other promotional approaches, Thanks to prepared messaging to target groups, they now play a big part in the marketing plans of the majority of businesses. From large multinational corporations to small shopkeepers, advertising and marketing are playing an increasingly significant role in how businesses sell their products and services. In market-based economies, consumers have adjusted to relying on advertising and other forms of promotion for information they may use to guide their purchasing decisions. (Belch, 2013).

Companies employ advertising to improve both their financial performance and public perception. They adopt these measures in order to grow their business (Bruneau, 2000). The primary objective of advertising is to create beneficial exchanges for consumers. Customers must recognize the establishment as a place that meets their wants and needs. Even if it could be expensive to instill a preference for a brand or educate people, advertising may be extremely effective in the current competitive media environment (Kotler and Keller, 2012) Advertising is becoming more and more important for companies of all sizes. Businesses that aren't businesses have also come to understand the value of advertising, as evidenced by the expenditure on advertising. An extensive advertising effort emphasizing the advantages of a military career serves as the foundation for army recruitment. The health department uses advertising to increase public awareness of family planning, and labor unions have done the same to promote their ideas.



Figure 1: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984). Defining Advertising Goals for Measured Advertising Results, New York: Association for National Advertisers

**Marketing experts who were analyzing customer purchasing patterns quickly realized that, despite numerous similarities, consumers were not all the same, according to**

**Zaltman (2003).** While many consumers preferred highly differentiated things that they believed fit their unique needs and accurately expressed their personalities and lifestyles over "me too" products that were popular at the time, there were many who used products that were now in style. Due to these discoveries, the market segmentation concept was created, which called for the overall heterogeneous but potential market to be divided into relatively smaller homogeneous groups or segments, for which a specific marketing mix could be created. They also created advertising campaigns and used positioning strategies to alter the perception of their products as a more effective means of meeting the demands of particular consumer demographics (Bearden, 1999).

**Emotional Response** One of the effective tools of integrated marketing communication that emotionally motivate consumers to buy products is advertising (Moore, 2004). The essence of advertising is to create brand awareness, Preference and selection of products or services. Attitudes towards the advert are the most influencing theory in marketing and advertising research. The attitudes that are formed towards advert help in influencing consumer's attitudes toward brand until the purchasing intention (Goldsmith & Lafferty, 2002). Since the goal of advertising is to form positive attitude towards advertising and the brand, then a positive emotional response to an advert may be the best indicator of effective advertising (Goldsmith & Lafferty, 2002). That is the reason why the basic aim of advertising is to encourage people to buy product and create awareness (Bymolt, Claasen, & Brus, 1998).

The consumer ability to recall the brand advert is another component of effective advertisement that creates emotional response (Goldsmith & Lafferty, 2002). The extent to which consumer make products related decisions depend on the relative importance of brand recall, which can lead to the brand awareness. (Goldsmith & Lafferly, 2002) Brand awareness help in ensuring recall advert, which has the competitive advantage over those brands that are not easily recalled, Positive attitudes towards advert have more ability to recall adverts than negative attitude towards brand (Goldsmith & Lafferty, 2002). Cue has been found suitable in different buying situation for recalling the brand advert and greater chance of brand to be retrieved of any buyer, when different attributes are attached to brand, which creates brand association (Romanuik & Sharp, 2004). The most effective tool in advertising is emotional advertising because it enables consumers give emotional response to product (Brassington & Petitt, 2001).

**Environmental Response** Environmental response provides certain types of experience for consumers, which are used for promotion and selling products and services (Adelaar et al, 2003). Business offer consumers specific types of media experiences, which are used for setting the stage that promotes selling of related products or services (Adelaar et al, 2003). Special marketing research has attempted to explain the effects of different environmental condition like atmosphere in retailing stores, and background music at the time of purchasing. (Morris & Borne, 1998). Sense modalities such as sound, sight, and touch can affect user experience. The formation

rate can affect user experience. The formation rate can affect user for gaining information for advertisement (Morris & Borne, 1998). The environmental psychological model depict these. The model is applicable to music, test lyrics, image and music video, which are strongly related to each other and are shown in advertisement. (Morris & Borne, 1998). Morris and Borne (1998) posits that environmental psychology model provides better concept of emotional response rather than traditional marketing research. The environmental psychology model proposes an environmental such as retailing store that produces an emotional state in an individual that can categorize into pleasure, arousal, dominance or buying situation (Adelaar et al, 2003). This model according to Adelaar et al, (2003) defines media which provides information that is represented by the combination of sound, sight and touch sources. It covers various areas of visual and verbal media messages, through which people gets information. The verbal and visual information affects consumers perception of the environmental stimuli (Adelaar et al, 2003).

## **Empirical Review**

Kumar (2011) conducted a study on the impact of advertising on consumer buying behaviour with special reference to Nestle Limited in India. He found that advertising and sales promotion together with the image of the company influence the consumer buying decision. He also found that the quality and price of product also influence consumer purchase of a good Taylor and Weiserbs (1972) conducted a study on the relationship between advertising and expenditure and aggregate consumption in America. They found that there is a simultaneous relationship between advertising and consumption but not in a unidirectional. They concluded that advertising and consumption seem to work on each other.

Sharma and Sharma (2009) conducted a study on the impact of advertising on consumer behaviour in India. They studied 134 companies using fixed effect model of panel data analysis. They found that besides advertising, factors like company's brand, quality of the product and company's reputation affect sales of a company. Ayanwale et al (2005) conducted a study on the impact of advertisement of Bournvita on consumer buying behaviour in Nigeria. They found that advertising has major influence on consumers likeliness for Bounvita food drink. Adelaar et al (2003) conducted a study on online compact discs shopping behaviour of consumers through emotional advertising in Asia. He found that impulse behaviour is preceded by consumer's intention to buy impulsively the products.

Associated chambers of commerce and Industry (2013) in India, conducted a study on the impact of advertising on consumer buying behaviours. They found that high increase in consumption of cosmetics goods as a result of advertising. They also found that men on average spend more on cosmetic products than their female counterparts and attributed this increase to awareness created by the product/ Ghulan, Javana, Burham and Ahmed (2012) conducted a study on the impact of advertrising on consumer buying behaviour in Pakistan. They examined the

relationship between environmental response and consumer buying behaviour. They used 200 people in twin cities of Pakistan as their sample. They found that moderate relationship exists between the independent variables and the dependent variable. The result showed that consumers buy those brands from which they are emotionally attached. Nawazish and Ahmed (2015) conducted a study on the impact of advertising on consumer buying behaviour in Pakistan. They examined how emotional responses are generated, after watching effective advertisement they persuaded consumers purchasing behavior. They used 300 sample subjects for this study. They found that the environmental response and sensory stimulated activities represented in the advertisement has influence and can even change the buying behavior of consumers. They found that emotional and environmental responses have significant impact on consumer buying behaviors.

Following the observation of such pertinent studies, it can be said that numerous researchers have investigated and analysed various facets of advertising and its impact on consumer purchasing behavior. Yet, there are also significant discrepancies between the scientific theory and earlier works. Several scholars have examined their own contextual circumstances to study their work. This study focuses on the consumer behavior of developing cities like Addis Ababa while taking Awash bank into account.

The majority of earlier works concur that advertising is necessary and ought to be a constant activity. In addition to increasing profits, it also increases market share. Several academics point out how advertising has ramifications for managerial operations and attempt to suggest techniques that influence consumers' attitudes favorably.

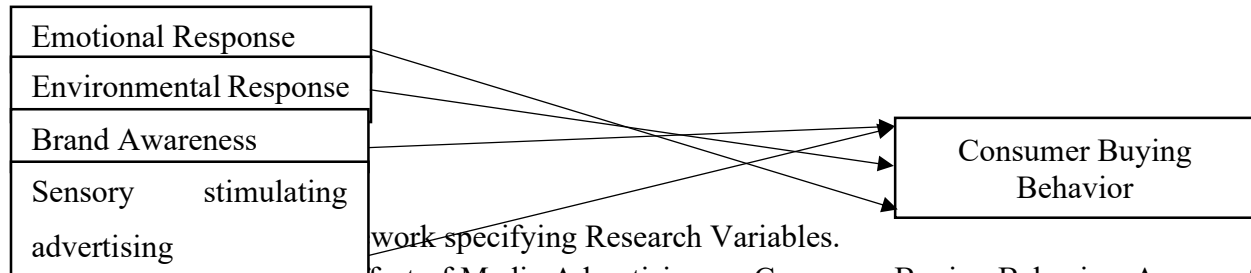
The following research need is now identified based on the literature review that was just mentioned. There are two different categories of consumers depending on the category, namely individual and organizational consumers. However the majority of studies merely take into account individual consumers. They neglected to include the key elements of advertisements that have the greatest impact on customers' purchasing decisions, despite the fact that there are several media platforms available for delivering advertising messages.

Another problem is that there aren't many independent variables used in the study. The current study, in contrast to these studies, will use the earlier findings as a benchmark. The researcher of this study makes an effort to provide facts and theories that eliminate the aforementioned problems because studies will always have some flaws.

In this study, a conceptual framework is created to understand how six independent variables interact with a dependent variable. Evaluation of the conceptual framework's components and variables will help in understanding the phenomena since evaluation of each component and variable will yield an answer to the specific study questions outlined above. This conceptual framework takes both dependent and independent variables into account.

**INDEPENDENT VARIABLES**

**DEPENDENT VARIABLES**



work specifying Research Variables.  
 Source: Eden G, (2018); Effect of Media Advertising on Consumer Buying Behavior: A case of Heineken Breweries, Waliya Beer.

**Research design and Methodology**

The study adopt quantitative research approach, both descriptive and explanatory design used to describe the effect of advertising on consumers buying behavior and analyze the casual relations between the dependent variable (consumers buying behavior) and the independent variables AD characteristics using correlation and regression. The population of interest for this research is all consumers of Awash bank products in Addis Ababa. west district outlets are selected using purposive sampling. Then convenience sampling is used to select sample respondents from selected sales outlets by way of approaching consumers by visiting the selected district branch of Awash bank. The sample selection process is continued until the required sample size has been reached. It involves selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003).

Since the population of the study is infinite, the following formula is used to determine the appropriate sample size.

$$n = \frac{z^2 * p * q}{e^2}$$

Source: (Kothari, 2004)

Where n= sample size

z=the value of standard value of a given confidence level P= sample proportion

q=1-p

e=acceptable error so in this case we set e= 0.05, z=1.96

p= 0.5 q= 0.5 and we get  $n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$

$$n = \frac{0.9604}{0.0025} = \frac{(384.16)}{2} = 384$$

In order to gather firsthand data, questionnaire was prepared and administered based on the review of related literature important to the subject of the study. Based on which this study prepared questionnaires as a tool to collect data. Thus, questionnaires are designed to focus on the effect of advertisement on consumers buying behavior.



The reliability analysis was conducted on Emotional response, Environmental response, Brand awareness and Sensory stimulated advertising.

Table 3.1: pilot test for reliability value

No	Variables	Cronbach Alpha Value	Number Of Items
1	Emotional Response	0.87	4
2	Environmental Response	0.719	4
3	Brand Awareness	0.853	4
4	Sensory stimulating advertising	0.793	4
5	Consumer Buying Behavior	0.877	6
5	Over All values	0.886	22

Source; own survey, 2023

### DATA ANALYSIS AND INTERPRETATION

As shown in table 84% of them are male and 16% of the respondents are female. This implies that majority of the respondents were male.

As shown in table 4.2; 83.8% of respondents are between 18-30 years, 15.6% respondents are between 31-39 years' and 0.6% respondents are above 40 years. From this it is possible to infer that the customer composition of the respondents are young and thus may require to do the company in best manner when we compare to oldest age.

Source; own survey, 2023

	Charters ties	Frequency	Percent
Gender	Male	322	84
	Female	61	16
<b>Total</b>		<b>383</b>	<b>100</b>
Age	18-30	321	83.8
	31-39	60	15.6
	40-49	1	0.3
	Over 50	1	0.3
<b>Total</b>		<b>383</b>	<b>100</b>
Type of customers	Saving account	374	97.6
	Current account	9	2.4
<b>Total</b>		<b>383</b>	<b>100</b>

### Descriptive Statistics

#### Correlation

Correlation analysis were employed to attain the relationships between both dependent and independent variable and consequently to answer research question.

		Emotiona l Response	Environment al Response	Brand Awarenes s	Sensory stimulatin g advertisin g	Consumer Buying Beha vior
Emotional Response	Pearson Correlation	1	.			
	Sig. (2- tailed)					
	N	383				
Environmental Response	Pearson Correlation	.677 **	1			
	Sig. (2- tailed)	.000				
	N	383	383			
Brand Awareness	Pearson Correlation	.644**	.652**	1		
	Sig. (2- tailed)	.000	.000			
	N	383	383	383		
Sensory stimulating advertising	Pearson Correlation	.555**	.650**	.556**	1	
	Sig. (2- tailed)	.000	.000	.000		
	N	383	383	383	383	
Consumer Buying Behavi or	Pearson Correlation	.875 **	.677**	.644**	.555**	1
	Sig. (2- tailed)	.000	.000	.000	.000	
	N	383	383	383	383	383

Source: own survey, 2023

Emotional Response and Consumer Buying Behavior ( $r = 0.875$  which is between 0.70-0.90). The value of  $r = 0.875$  indicates that Response is significantly and positively correlated with the Consumer Buying Behavior in the context of Awash bank. Environmental Response and Consumer Buying Behavior ( $r = 0.677$  which is between 0.50-0.69). The value of  $r = 0.677$  indicates significantly and positively correlated with the Consumer Buying Behavior in the context of Awash bank. Brand Awareness and Consumer Buying Behavior ( $r = 0.644$ , which is between 0.50-0.69). The value of  $r = 0.644$  indicates significantly and positively correlated with Consumer Buying Behavior in the context of Awash bank. Sensory stimulating advertising and Consumer

Buying Behavior ( $r = 0.555$ , which is between 0.50-0.69). The value of  $r = 0.555$  indicates significantly and positively correlated with the Consumer Buying Behavior in the context of Awash bank.

**Multiple Linear Regressions**

The value correlation coefficient  $R = 0.795$  it is revealed that there is a strong positive relationship between model variable and its explanatory variables and the  $R^2$  figure 0.632 means 63.2% of the model variable is depend on the factor variables. This implies that according to different literature the  $R^2$  should be always above 0.5. so, the result of this analysis is 0.633. in general the all the independent variables can be explained by 63.3% where as 36.7% of uncovered variable will be cover by other researchers in the future.

Regression value of coefficient

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.0.795 <sup>a</sup>	.632	.759	.31074	92.274	.000 <sup>b</sup>

Source: Own Survey, 2023

- a. Dependent Variable: consumer buying behavior
- b. Predictors: (Constant) ; Emotional Response, Environmental Response, Brand Awareness and Sensory stimulating advertising
- c. As indicate in the above table that together 63.2 % of the variance in the overall consumer buying behavior were measured by predictor variables of Emotional Response, Environmental Response, Brand Awareness and Sensory stimulating advertising also there is positive relationship between the overall dependent and independent variables.

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	166.268	5	33.254	92.274	.000
	Residual	12.080	268	.045		
	Total	178.348	273			
a. Dependent Variable: consumer buying behavior						
b. Predictors: (Constant), Emotional Response, Environmental Response, Brand Awareness and Sensory stimulating advertising						

As we can be seen from the above table, the factors (independent variables) significantly predict the dependent variable (consumer buying behavior) with  $F = 92.274$  and  $sig = 0.000$ . F-test is used to find out overall probability of the relationship between the dependent variable and all the

independent variables occurring by chance (SPSS, version 26). The F-test result of the study is 92.274 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05. Thus, one can decide that regression model best fitted the data at significance level of 0.000.

**Multi-Collinearity Statistics**

	Multi-Collinearity Statistics	
	Tolerance	VIF
Emotional Response	.219	4.557
Environmental Response	.178	5.605
Brand Awareness	.209	4.785
Sensory stimulating advertising	.392	2.550
consumer buying behavior	.225	4.452

Dependent Variable: consumer buying behavior

Source: own Survey, 2023

The above multi-Collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-Collinearity problem with in the model.

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The common one mostly suggested mentioned in literature for both kurtosis and Skewness to be between -2 and +2 (George & Mallery, 2010). As indicated in the table below, skewness and kurtosis measures for this study are well within that range between -1 and +1 values. Therefore, the data for this study is normally distributed.

**Normality test of Skewness and Kurtosis**

Constructs	Skewness	Kurtosis
Emotional Response	-0.41	-0.82
Environmental Response	-1.05	-0.272

<b>Brand Awareness</b>	0.2	-1.027
<b>Sensory Stimulating Advertising</b>	-0.056	-0.281
<b>Consumer Buying Behavior</b>	-0.99	1.80

Source: SPSS output, 2023

### Regression Analysis

Regression analysis is conducted to test the effect of independent variables (Emotional Response, Environmental Response, Brand Awareness and Sensory stimulating advertising) on a

Regression Analysis							
Model	Un standardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolera nce	VIF
(Constant)	1.799	.107		16.763	.003		
Emotional Response	.404	.038	.263	37.222	.012	.219	4.557
Environmental Response	.487	.041	.446	11.848	.031	.178	5.605
Brand Awareness	.551	.033	.580	16.672	.000	.209	4.785
Sensory Stimulating Advertising	.908	.038	.605	23.846	.000	.392	2.550

a. Dependent Variable: Consumer Buying Behavior ; Source: own Survey, 2023

dependent variable (consumer buying behavior). The hypotheses formulated were tested as shown in table below.

According to the above regression analysis result table 4.7 , the standardize data coefficient implies that how intensely the five independent variables (Emotional Response, Environmental Response, Brand Awareness and Sensory stimulating advertising) components predict the behavior of dependent variable (Consumer Buying Behavior or the relative importance of each independent variable in predicting the dependent variable Consumer Buying Behavior. Accordingly, Emotional Response has large beta coefficient value ( $\beta=0.263$ ,  $p < 0.05$ ). This indicates that Emotional Response is significant predictor of Consumer Buying Behavior. In other

word Emotional Response is essential factor in creating Consumer Buying Behavior in the context of Awash bank.

In the above regression table Sensory Stimulating Advertising has a coefficient Beta value ( $\beta = .605$ ,  $p < 0.05$ ) it is the next important variable in predicting Consumer Buying Behavior in the context of coca company found in Addis Ababa. Based on the above result, Sensory Stimulating Advertising has a significant positive effect on Consumer Buying Behavior.

In the above regression table Brand Awareness have beta value of ( $\beta = .580$ ,  $P < 0.05$ ). Brand Awareness is the important variable in predicting Consumer Buying Behavior in the context of coca manufacturing industry. Based on the above result Brand Awareness has a significant positive effect on Consumer Buying Behavior.

In the above regression table Environmental Response has a coefficient Beta value ( $\beta = .446$ ,  $P < 0.05$ ). Environmental Response is the important variable in predicting Consumer Buying Behavior in the context of Awash bank. Based on the above result, Environmental Response have a significant positive effect on Consumer Buying Behavior.

## CONCLUSIONS

The study's analysis leads to the following key conclusions are drawn:

- A portion of these consumers came across an advertisement for Awash Bank and received product information through television commercials. Most of the respondents attempted to engage with Awash Bank after being exposed to advertising, yet these consumers seldom recommend Awash Bank over other commercial banks.
- Based on the descriptive statistics, it can be inferred that consumers involved in this study perceive Awash Bank's advertising as easy to comprehend, impressive, creative, memorable, and attention-grabbing. However, the results and discussion also indicate that the advertising of Awash Bank lacks honesty.
- The correlation results suggest a positive and significant relationship between consumer buying behavior and various advertising attributes, including simplicity of understanding, impressiveness, creativity, honesty, memorability, and attention-grabbing nature.
- The regression analysis reveals that all independent variables, except for Impressive advertising, exhibit a significance value of 0.000, indicating that each predictor makes a statistically significant unique contribution to the equation. Consequently, it can be inferred that Impressive advertising does not provide a statistically significant unique contribution to predicting the dependent variable. Consequently, all hypotheses, except for Impressive advertising, are accepted, suggesting that they have a positive and significant impact on the dependent variable (consumer buying behavior).
- The outcome suggests that impressive advertising does not contribute significantly and uniquely to predicting the dependent variable.

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