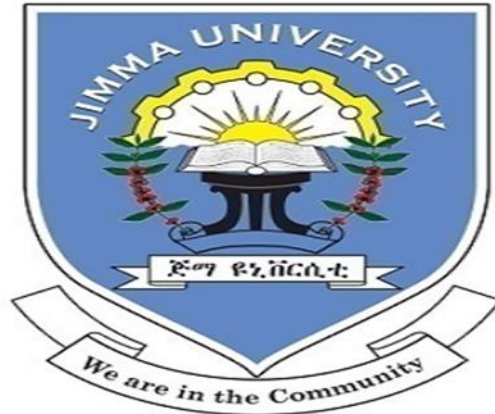


**EFFECTS OF MEDIA ADVERTISING ON CUSTOMERS'  
BRAND CHOICE: THE CASE OF WEGAGEN BANK S.C IN  
JIMMA CITY**



**JIMMA UNIVERSITY  
SCHOOL OF BUSINESS AN ECONOMICS  
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Jimma University School of Business and Economics of Management

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## DECLARATION

I, Kiflu Girma, hereby declare that this thesis titled, 'effects of media advertising on customers brand choice: the case of wegagen bank S.C in jimma city is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Wondosen Siyum (Ass.Pro). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

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Date

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## **Abstract**

*The aim of this paper is to research the impact of Media Ads on consumer brand choices by taking evidence from customers of Wegagen Bank in Jimma town. The research was analyzed the relationship between bank customers ' dependent variable brand preference decisions and the independent variables of ' Media Advertising styles, consumer perception and consumers buying behavior. The data was analyzed and presented using descriptive statistical tools (SPSS).The researcher chooses participants from Bank customers. A ended structured questionnaire was sued to collect data, the total population was 29,085 and the total sample size 320 were selected using convenience sampling techniques.. The study was found that WB uses advertising strategies namely printing, broadcast, outdoor and social media. Through those advertising strategies have been able to attract more consumers. The findings of the study showed that descriptive were consistent as both objective of advertisement and broadcast media assumed higher effect on consumers buying behavior. Accordingly, the study concludes demographic factors, media selection and advertisement objective influencing consumer buying behavior in the WB. Finally, I recommend WB to focus on using broadcast media than others, persuasion advertisement objective to be more on persuasion, content attractive enough for educated, youth and middle age customers.*

**Key words:-***Media Advertisement, Consumer Behavior and Customer Perception of Media Advertisement.*

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## **List of Acronyms**

**ADS            Advertisement**

**WB            Wegagen Bank**

**SPSS           Software package for social science**

# CHAPTER ONE

## 1. INTRODUCTION

---

*This chapter indicates the set up basis of the current research. A general background of the study is provided as an introduction in order to describe the area in which the study is conducted and further on, justify the importance of the specific research in terms of objectives, significance, scope and limitations along with research problem and the structure of the paper.*

### **1.1. BACKGROUND OF THE STUDY**

Preceding advertising were only about a communication and information on a product or a service, but now in addition to that advertising has to build brand image, shape brand loyalty and above all convince people to buy the product (Habib, Ahsan and Hossain, 2015). A research carried out by (Tyagi, CL and Kumar, Arun, 2004) finds a distinction between middle-aged advertising and modern ads, and their research shows that ancient ads was about posters, brochures and less costly, but nowadays commercial communication is about marketing mix, promotion mix, advertisement budget as well, with customers at the center of all desires, as well as With customers as the focus of all desires, this also shows how important and costly a company's advertising is today. Thus Change customer perception about a product and direct their choice is one of the major challenges in this decade-to-be-competition between companies (Tyagi, CL and Kumar, Arun, 2004).

The emergence of ads is one of the main obstacles and poses problems in conventional economic structures, because it requires shifting customer decisions. Various studies and analysis on this subject were performed in order to understand better what advertising really is. Advertising itself is an immense means of communication, now that an image and message are incorporated, it becomes more convincing than it was, it is a powerful marketing tool that can influence the mind and behavior of people, which is why Business corporations, non-profit organizations and financial institutions use it for a number of purposes(Aaker, 2013).

There is not one widely accepted definition of advertising. Instead, it's described in many ways. In general, advertisement is mass media content which is intended to convince readers, viewers or listeners to take action on goods, services and Ideas (Raju, Santosh and Udupa., 2012) today advertising is unavoidable for marketing strategy success (Dix, Steve and Ferguson, 2012) to

describe it as a marketing communication tool used to convey information to target audiences about goods, services or ideas. As an advertising tactic, acts as a significant tool for generating product awareness in the minds of a potential buyer to make future buying decisions (Raju, Santosh and Udupa., 2012).

Mass communication methods available to advertisers are advertisement, sales promotion and public relations. Advertising in all media affects viewers, but television is one of the strongest forms of advertising and because of its mass reach; it can affect not just the mindset, behavior, way of life, visibility and, in the long run, also the country's culture.(Dix, Steve and Ferguson, 2012).

Organizations get multiple means of getting their ads. Advertising Companies are used in small businesses. A large corporation is setting up its own advertising department, designing promotional strategy, authorizing advertising agency, advertisement and lobbying, and handling direct mail ads, dealer show and other types of advertising goal is a particular level of contact and achievement to be achieved with a specific audience for a specific period of time.(Aaker, 2013) If the desired outcome are to be obtained, the product must be good and acceptable to the consumer; ads must be carefully prepared in advance; right appeals / claims must be adopted; the right type of media must be used; the cost must not be excessive; fair frequency must be provided; the right medium of distribution must be selected; and the quality of the service must be accurate, i.e., approved (Alexander L and Aaker, David A, 2013).

Many scholars studied the relationship between advertisement and consumer preference. Similarly, in this study it is a challenge for the researcher to know how advertisement influences consumers in decision-making. There are different concepts about advertising; different perspectives about its relationship with the market and with the perspective of different scholars about consumer choice, therefore this study analyzes the impact of media advertisement on customer preference behavior in the case of Wegagen Bank's services, this particular study will be discuss the factors in relation to financial services that encourage consumers to respond to ads. Meanwhile, the factors that affect your decision are also examined ((Tyagi, CL and Kumar, Arun, 2004)

Many authors have researched about the relationship between advertising and consumer choice similarly it's a question for the researcher in this study to know how media advertising influence consumers brand choice. There are different definitions about advertising, different points of view about its relationship with consumer and with the point of view of different scholars about consumer brand choice, consequently this study analyses the effect of media advertising on consumer brand choice in the case of Wagagen Bank. Regarding of the topic "effect of media

advertising on consumer brand choice in case of Wgagen Bank jimma districts” there is no written research conducted.

As I know no study undertaken to study the effect of media advertisement on customer brand choice in case of wagagen bank jimma district. Therefore this study tries to bridge the theoretical gaps identified in the above mentioned researches, and to describe weather the case in jimma city supports the week theory or the strong theory of effect of media advertising on consumer brand choice further more to explore effect of media advertising on consumer brand choice in case of jimma city wagagen bank customer.

## 1.2 STATEMENT OF THE PROBLEMS

In today’s competitive and volatile environment all marketers including banks communicate with their target markets through advertising (Mittal, S. and Pachauri, K.K. 2013). According to Mittal, S. and Pachauri, K.K. (2013), the way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. Since the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers’ buying behavior of their products or services. Advertising must be consistent enough so that it can be accepted and bring an effect on consumers’ buying behavior when judged against information previously processed and held in long – term storage (Schultz, E.D. and Tannenbaum, I. S. 1988).

In unstable global financial markets the necessity to attract and retain consumers in the banking sector becomes especially topical. One of the perspective tools increasing economic effectiveness of financial institution is advertising. Peculiarities of advertising bank product and service are determined by their uniqueness. The banks` advertising effectiveness is the quality of information reporting to potential and existent consumers during an advertising campaign aiming at forming the bank image and awareness of the bank product and service as well as gaining certain economic result determined before and after the transmission of advertising message (Shakhove&Panasenko, 2012).

But, it is difficult to assess and to know the effect of media advertising on the financial outcome that is gained whether due to advertising or due to other promotional activities.

The bank executive and policy makers are involved in allocating sound budget for advertisement. They are also required to take sound decision with regarding to the types of media to be used (Mittal &Pachauri, 2013).

To the best knowledge there is no study undertaken to study the effect of media advertisement on customer brand choice in case of wagagen bank jimma district. Therefore this study tries to bridge the theoretical gaps identified in the above mentioned researches, and to describe weather the case in jimma city supports the week theory or the strong theory of effect of media advertising on consumer brand choice further more to explore effect of media advertising on consumer brand choice in case of jimma city wagagen bank customer.

## **1.4. RESEARCH QUESTIONS**

1. Which media advertisements that caused wegagen bank's customer's choice for bank service?
2. How does the influence of media advertisement on the perception of customers when selecting Wegagen banks?
3. Which media advertising influence the message target on consumers` buying behavior?

## **1.5. OBJECTIVE OF THE STUDY**

### **1.5.1. GENERAL OBJECTIVE**

The general objective of the study is to analyze effects of advertising media choice on consumers` brand choice in the case of Wegagen Bank in Jimma town.

### **1.5.2. SPECIFIC OBJECTIVE**

The study has the following specific objectives;

- To investigate media advertisements that caused wegagen bank's customer's choice for bank service.
- To examine the influence of media ads on the perception of customers when selecting Wegagen banks.
- To identify the influence of media advertising message target on consumers` buying behavior.

## **1.6 SCOPE OF THE STUDY**

The study tried to investigate the influence of media advertising on consumers' buying behavior is delimited to only one service firm, Wegagen Banks' in Jimma town. Data collection is delimited to five branches of the bank in the town: Jimma AbaJifar, Jimma Awetu, Jimma Gibe, Jiren and Bore branches' customers, considering that the period within which the research must be completed for submission is less than one academic year.

The study topic was selected since the effect of media advertisements and media vehicles are difficult to measure (Belch, G.E. and Belch. M. A. 2003), and not known in Ethiopia at large. Only the effect of media advertising on consumers' buying behavior is covered in the study since all other components of advertising, consumers' attitude and consumers' buying behavior like information search, evaluation of alternatives, purchase decisions and post purchase evaluations could not be researched fearing that scope may become broader or not to be narrower in.

## **1.7. SIGNIFICANCE OF THE STUDY**

The study initiated readers to know about the effect of media advertising on consumers' buying behavior related to business or financial services and the factors that make consumers respond to advertising. Stakeholders like shareholders, management staffs, employees, customers, government institutions. and investors can be benefited from the outcome of this study by having the correct information and awareness about the effect of media advertising on consumers' buying behavior and the factors that influence consumers to respond to media advertising.

The investor relations can be enhanced and fuelled interests; consequently, the businesses value increases. They expect to support their business to boost to stock value, a reduction in capital costs and stability on financial projects. And this also help similar business firms to use proper types of media advertising knowing their effect on consumers' buying behavior if the relationship is positive.

The implications of the study result can help Wegagen Bank to take media advertising more seriously and adopt the right and effective media ads strategies to influence customers' buying behavior, and in order to give it a better exposure in the fast growing competitive markets. It also help the management staffs to cross-check whether they have effective media planning strategies or not, and to measure return on investment on media advertisement.

## **1.7 LIMITATION OF THE STUDY**

One of the major limitations of this study was the sample coverage. The sampling technique used for this study was convenience sampling. The target populations of the study were 5 Branches in jimma city. Sampling units were the customers of Wegagen Bank available for selection during the sampling process. Taking only the 5 Branches out of the whole branches might not be true or exact representative of the population under consideration, it is excluding other consumers who use the bank service other place.

The outcome of the study was depended on responses of the respondents. Moreover, as the sample is small considering the vast number of branches of wagagen bank in the country, the results might not be generalized beyond the specific population from which the sample is drawn.

## **1.8. ORGANIZATION OF THE STUDY**

The study was comprised of five chapters. The first chapter was an introduction that deal with background information, statement of the problem, research objective, significance of the study, scope of the study and limitation of the study. The second chapter was deal with review of related literature. Third chapter was presented research design and methodology. The fourth chapter discusses data presentation, analysis and interpretation. The last chapter presents summary of major findings, conclusions and recommendations.

# CHAPTER TWO

## 2. REVIEW OF RELATED LITERATURE

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*This chapter presents a theoretical review with an aim to provide relevant literature in the subject area. Furthermore, the chosen theory, effects of media advertizing on customer brand choice assessed and used to develop the framework of the study.*

### 2.1. INTRODUCTION

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. (Dias, Liliana and Dias,, 2018)

Advertising, in the 1980s, is inescapable, vital and changing part of our lives. But it in one form or another has been with mankind ever since trading began. Certainly it was well established in ancient Greece and some actual examples were recovered from under the volcanic ash that preserved the ruins of Pompeii (Wilmshurst, 2012).

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time and there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising) (Kotler & Keller, 2012). Advertising is best-known and most widely discuss form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi1et al, 2012).

Advertising is an unavoidable component of our everyday lives. No matter where we are, advertising is with us- educating us, enticing us to buy new products and services, begging us to stop activity such us drug use, and persuade us to support some worthy cause or political candidate. Marketers use advertising for its cost-effectiveness with large audience. It has been



established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits (Kotler and Armstrong, 2003; Belch & Belch 2009)

## **2.2 CONCEPT OF ADVERTISING**

Today, we all have strong concepts of what advertising is, and we also tend to have very strong opinions and prejudices about it. Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Bov'ee and Arens, 1989).

According to Wijaya, B.S. (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, J. 1985)

## **2.3 OBJECTIVES OF ADVERTISING**

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period (Peter and Aiyeku, Joseph F. 2009)

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

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

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Rai, N. 2013).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina Belay 2012). Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known.

The second role is to create favorable climate for salespeople. Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used to create favorable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. Advertising is also used extensively by companies who compete in the business and professional markets to reach current and potential customers (Belch G.E. and Belch, M. A. 2009).

In today's market the range of products and services is especially large, they are all impossible to remember or purchase. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is determined by a number of cognitive, emotional and behavioral aspects. In the centre of

advertising is the customer, whose psychology is determined by numerous aspects and advertising itself, which aims at arousing the customers wish to acquire the product advertised, and most importantly, at achieving the act of purchasing the product (Jakštien, S., et.al.2008) All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai, N. 2013).

## **2.4. IMPORTANCE OF ADVERTISING**

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

Advertising is to stimulate market demand. While sometimes advertising alone may succeed in achieving buyer acceptance, preference, or even demand for the product, it is seldom solely relied upon. Advertising is efficiently used with at least one other sales method, such as personal selling or point-of-purchase display, to directly move customers to buying action. (singh, 2012)

For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic. It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of products or services on local or global level (Arens,e. 2009). Advertising can help companit.al.es develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Dinu, G. and Dinu, L. 2012).Advertising can also used to create images and symbolic appeals for products and services, a capability that is very important to companies that are selling products and Advertisements tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives. (Arens, W. F. 1996) .Advertising is also a type of communication. It is actually a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time determined by

sponsor. Effective communication through advertisement leads the consumers toward the purchasing of brand (Belch, and. Belch. (1998)

## **2.5. NEGATIVE EFFECT OF ADVERTISING**

Advertising is the most visible activity of business. What a company may have doing privately for many years suddenly becomes public the moment it starts to advertise. Advertising is widely criticized not only for the role it plays in selling products or services but also for the way it influences our society. As a selling tool, advertising is attacked for its excesses. Some critics charge that, at its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Bov'ee&Arens, 1989).

According to Rahman, M. N. (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them.

We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes biased, limited, and inherently deceptive. Advertising Wastes Resources and only raises the standard of Living for some. One of the traditional criticism of advertising is that it represents an inefficient, wasteful process that channels monetary and human resources in a society to the “reshuffling of existing total demand,” rather than to the expansion of total demand. Advertising thus brings about economic stagnation and a lower standard of living (O'Guinn, et.al. 2000).

Advertising Creates Needs. A common cry among critics is that advertising creates and makes people buy things they do not really need or even want. The argument is that consumers are relatively easy to seduce into wanting the next shiny bauble offered by marketers. Advertising

Promotes Materialism. It is also claimed that individuals' wants and aspirations may be distorted by advertising. The longstanding argument is that in societies characterized by heavy advertising, there is a tendency for conformity and status-seeking behavior, both of which are considered as materialistic and superficial. Advertising Perpetuates Stereotypes. Advertisers often portray their target customer in advertisements, with the hope that individuals will relate to the ad and attend to its message. Critics charge that this practice yields a very negative effect-it perpetuates stereotypes (Arens, F. et.al. 2009).

## **2.6 MEDIA SELECTION**

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "the five Ms": Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types? Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results? (Kotler and Keller, 2012)

According to (Keller and Kotler) 2012 Media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The effect of exposures on audience awareness depends on the exposures' reach, frequency, and impact. The number of different persons or households exposed to a particular media schedule at least once during a specified time period, Frequency (F). The number of times within the specified time period that an average person or household is exposed to the message and Impact (I). The qualitative value of an exposure through a given medium.

## **2.7. CONCEPT OF CONSUMERS' BUYING BEHAVIOR**

Consumer is one who consumes the product or goods and services. The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, G. 2013). Consumer is a person who buys or uses things (goods) or services. Marketers are the persons who provide these services. The most challenging questions for marketers are why buyers do what they do (or do not do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer and also suggest the important influences on consumer decision-making. Factors affecting consumers' buying decisions are extremely complex.

It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the consumer from groups such as family, friends and society in general. Consumers' buying behavior result from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take. Consumers mainly face two types of purchase decisions: 'New Purchase' these purchases are very difficult to be made by consumer due to lack of confidence in decision-making; and 'Repurchase'— consumer feels confident in making these decisions since they have previous experience in purchasing the product (Patwardhan, et.al. 2010).

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, online reviews, or salespeople for buying advice. Marketers should study buyers too.

## **2.8 FACTORS THAT INFLUENCE CONSUMERS' BEHAVIOR**

The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes. To make decisions that affect outcomes like buying new products, consumers must first engage in processes described in the psychological core. They need to be motivated, able, and have the opportunity to be exposed to, perceive, and attend to information. They need to think about this information, develop attitudes about it, and form memories. The cultural environment also affects what motivates consumers, how they process information, and the kinds of decisions they make. Age, sex, social class, ethnicity, families, friends, and other factors affect consumer values and lifestyles and, in turn, influence the decisions that consumers make and how and why they make them (Hoyer and Macinnis,.2010).

## **2.9. ADVERTISEMENTS AND PURCHASING DECISIONS**

Advertisements develop self-concepts in order to induce purchase decisions. A purchase decision is composed of a sequence of decisions, and different age group may play different roles at different stages (Darley et.al.1986; Bakewell et.al.2003; Wasson, 1978). Advertisement is a promotional tool that is available for marketers to create awareness about the brand and mould their customers' behaviour towards that brand for taking a final purchase decision.

The researchers shown that choice of consumers indicated “Advertisement” as main factor when purchasing a product and they agreed the impressions of other consumers that owned the products would affect their purchase decision (Deloitte,2012). Fernandez (2009) stated consumers has own natural inclination to spend for their products to promote their lifestyle because these able to associate with their peers. Consumers choice were gratification and high demands on latest tech gadgets. Beside this, they also have better spending power and capable of influence their family purchase decision making and they also considered as savvy consumer (Harris,2003).

## **2.10 SELECTING THE MESSAGE SOURCE**

The source component is a multifaceted concept. Consumers get information from friends, relatives, and neighbors. The term source to mean the person involved in communicating a marketing message directly or indirectly. A direct source is a spokesperson that delivers message and/or demonstrates a product or service. An indirect source is, say, a model doesn’t actually deliver a message but draw attention to and/or enhances the appearance of the advertisement ( Belch and Belch, 2003 p.168)

What is important is the spokesperson’s credibility. The three most often identified sources of credibility are expertise, trustworthiness, and likability. Expertise is the specialized knowledge the communicator possesses to back the claim. Trustworthiness describes how objective and honest the source is perceived to be. Friends are trusted more than strangers or salespeople, and people who are not paid to endorse a product are viewed as more trustworthy than people who are paid. Likability describes the source’s attractiveness. Qualities such as candor, humor, and naturalness make a source more likable. The most highly credible source would score high on all three dimensions expertise, trustworthiness, and likability. Pharmaceutical companies want doctors to testify about product benefits because doctors have high credibility (Kotler and Keller, 2012).

## **2.11 Empirical Literature review**

### **2.1.11 Media Advertisements**

According to Kelley and Hyde (2002) advertising methods to target audience, follow steps through four typical stages: awareness, interest, desire and action (AIDA). Advertising is giving the general public information about new products and trying to increase overall sales, which increases the efficiency of the Malaysia economy. It is supposed to be a significant way of getting the point across about a product and create motivation for people to buy. It simply catches consumers’ attention, gets them to walk up to a shelf, and make an impulsive purchase.

Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. It is the most convenient route to reach not only adult consumers but also the adolescents. Advertising, in all its forms, plays an important role in informing people's choices of products and services (Vijaya and S Kothai,2014). New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetous at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets. Online advertising spending, including web ads, is constantly on the rise, especially due to its power of synergy with television and print advertisements.

A study conducted in Ghana to determine the impact of advertisement in the use of bank and banking services, the authors found out that other factors like word of mouth , referencing by relatives , and availability of the bank in the surrounding influence their choice of banks and use of banking service than advertising which supports the weak theory of advertising .This study uses only 70 respondents of five banks across the country and the sampling technique used is snow ball which may affect the reliability and validity of the study. A research conducted by NetsanetJenebru on Influence of Advertisement on Consumer Purchase Intention case of Addis Ababa Beer market found out that, among the advertisement factors identified to predict the dependent variable message appeal is found to be the most predictor of the purchase intention followed by the advertisement media, advertisement source factor(endorser) is insignificant predictor of purchase intention and the influence of advertisement among and between differing demographic groups is insignificant. Gosa in his study to determine the impact of advertisement on brand preference of beer products in Adama city, he found out that advertisement has an impact on beer brand preference among the target population further he conclude that television advertisement is more influential than other media.

As (Kahlid, 2017) noted in his study to determine the effect of advertising on consumer purchasing intention, he found out that attitude towards the ads positively affects attitude towards the brand and attitude towards the brand positively and significantly affects purchase intention of consumers.Goiteom w/mariam in his study, bank selection decision: factors influencing the choice of banking services , found out that the most two important bank selection criteria for customers are “convenience” and “service provision” for the entire customers while it is “bank’s image” as the second most important factor for male customers.

Another study conducted by BruktawitAmtataw(2017) on th he effect of advertising on brand prefernce: the case of anchor milk in addisababa and she found that there are positive and significant relationships between media used for advertising, source factor, message factor and

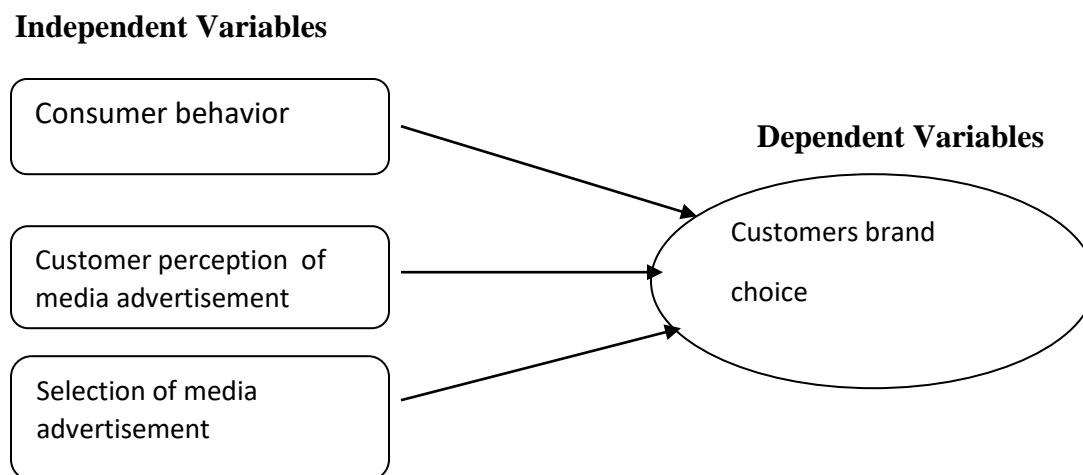


brand preference of Anchor milk. The study however were only explore the impact of advertisement on consumers brand preference on anchor milk, it didn't explore effect of media advertisement on consumer brand choice.

## 2.12 A CONCEPTUAL FRAMEWORK

The following conceptual framework is developed based the above literature review and taken from varies concept developed by different researchers media used for independent variable (Mhalet, 2016) and (Amir, 2015),(Hague & Sarwer ,2012). Therefore, conceptual framework was developing which include media advertising and objective advertisement message that influence consumers` buying behavior. There are two variables in this research study, which are dependent variable and independent variables. For dependent variables, it is customer brand choice of bank service in Jimma. For independent variables, it is the various factors such as media advertisements (Print media, Broadcast media, outdoor media and Social network) and other factors are Gender, age, income between customers choice.

Figure2.11.1: Source; Researchers compilation adopted from Latif et.al, 2011; Kotwal et.al.2008 and Bakewell, C. and Mitchell, V, 2003 study



**Source; Researchers compilation adopted from Latif et.al, 2011; Kotwal et.al.2008 and Bakewell, C. and Mitchell, V, 2003 study**

The effect of advertising on customers brand choice: a case study of Wegagen Bank S.C. is the main issue under consideration. The dimensions reviewed above were based on prior research done by others in the industry. The following issues were reviewed: the concept of advertising, important of advertising, objective of advertising, concept of consumer behavior, factors that influence consumer behavior, states of consumer buying process

# CHAPTER THREE

## 3. RESEARCH METHODOLOGY

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*This chapter discusses the background of the organization study and research methods. It also gives information on the target population, sampling techniques, sampling size. It also provides an outline of method of data collection. The data analysis and measures used to ensure validity of the instrument used and ethical consideration.*

### 3.1. BACKGROUND OF THE ORGANIZATION

Wegagen bank was established in 1997 with a paid-up capital of 30 million birr, the highest initial capital at the time, has now reached 633.2 million birr. Wegagen bank has a network of 285 branches of which 114 are 171 in Addis Ababa and the remaining are located in other cities and towns of the country. To expand its service coverage the bank keeps on opening additional branches in Addis Ababa and regional towns (www.wegagenbank.com accessed August 18,2012).

Wegagen bank is a pioneer to introduce a core banking system as of July 2000, thereby managing to network the head office and all branches. Through its versatile standard core banking system, the bank is now delivering more efficient services to its customers. The system has also enabled the bank to provide technology-based banking services as card payment services (through ATM and POS), internet banking as well as mobile banking service (www.wegagenbank.com accessed August 18,2012)

Wegagen bank Vision

“To be one of the ten most reputable and competent banks in Africa by the year 2025.”

Mission Statement of Wegagen bank

Mission is to:-

- Optimize the stockholder value through sustainable growth and profitability.
- Provide wide range of innovative and customer focused Banking products and services.
- Boost operational excellence by employing state-of-the-art information technology.

- Be the employer of choice by creating conducive working environment wherein employees achieve their career aspirations.

#### Objectives

- Maximizing profitability through increased efficiency
- Enhance growing market share
- Expanding the bank's capital base
- Ensuring excellence in customer services
- Provide differentiated, varied and value added banking services

### **3.2. RESEARCH METHODS**

Quantitative research method examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). In quantitative introductions, researchers sometimes advance a theory to test, and they will incorporate substantial reviews of the literature to identify research questions that need to be answered. A Quantitative research methods was used for this study. This research approach use of statistical analysis to obtain findings. Its key features include systematic and formal measurement of phenomena and the use of statistics (Geoffrey and David, DeMatteo, 2005).The reason behind using quantitative research design is because it focuses on the events that transpire and on outcomes of those events from the perspectives of those involved, In this case, quantitative approach is effective to examine effect of media advertisement on consumer brand choice: on case of wagagen Bank jimma district.

### **3.3. TARGET POPULATION**

The target population for this study is 29,085 customers Wagagen Bank of the five branches in jimma city. They can be referred as customers of city branches of Wagagen Bank. The Bank has five branches in the city and all the five branch customers those who have account number was target population for this study.

### **3.4. SAMPLING TECHNIQUES**

Convenience sampling involves selection of particular units of the population for constituting a sample which represents the target population. The study was used non-probability sampling technique which is non-proportional and convenience technique where a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Anol, 2012).Convenience sampling techniques was used because all customers were not educated and even not write their name properly. So that in order to conduct enough information about the study the convenience sampling was used.

### 3.5. SAMPLE SIZE

As per the information collected from the bank there are five branches in jimma city, The total population were 29,085 encompasses customers of Wagagen Bank SC found in all five branches in Jimma city. However, it is impractical to conduct all since most of the customers are temporary who only use the bank for sending and collecting money.

In the case of non-probability samples, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researcher. Thus, the researcher consider available fund and time, sample size used by similar past studies and own judgment to determine the sample size. Roscoe (2001) also proposes that the appropriate sample sizes for most research to be greater than 30 and less than 500.

Therefore Convenience sampling techniques was used because all customers were not educated and even not writes their name properly. So that in order to have conducted enough information about the study convenience sampling was used. The total population 29,085 and the sample size will be 320 customers. Accordingly, the response rate of questionnaires distributed to employees and customers is 96.25%.

The sample size for this study was determined by using the formula developed by Krejcie and Morgan (1970). Sample size from the customers is calculated as follows:

$$n = \frac{\chi^2 NP (1-P)}{D^2 * (N-1) + \chi^2 P (1-P)}$$

Where; n = required sample size

$\chi^2$  = table value of chi - square for one degree of freedom at the desired confidence level (3.841 for 0.95 confidence interval).

N = the given population in this case 29,085.

p = population proportion (assumed to be 0.5 since this would provide the maximum sample size.

d = the degree of accuracy set at 0.05. The above sample size equation gives result of 320.

### **3.6. METHOD DATA COLLECTION**

A questionnaire is considered to be key tools in collecting data and it is mostly widely used tools in social research (Lancaster, 2005). It contains standardized questionnaires where by all respondents may understand in the same way because avoid any misinterpretation and reliability loss that may be unaccounted during translation process. Therefore this study collects data using questionnaire because study are descriptive research. Based on the research questions and objectives, this study employed primary data.

### **3.7. DATA ANALYSIS METHODS**

All data that were gathered were analyzed through quantitative research approaches. The aggregated data analysis was required to communicate in words or to find issues under research. The data collected using structured survey/quantitative approach was edited, coded, cleaned and entered into the computer. In order to test the hypothesis was done using the Software package for social science (SPSS version 23). Consequently, cross-tabulation technique for comparing data from two or more categorical is used for identifying relationships between variables under study.

Supplementary descriptive Statistics were used to analyze the data that were collected from sample respondents mean, percentages and frequency tables, was also used to analyze the demographic data of the respondents'. Each research question answered accordingly and output of the analysis presented in tables and finally their implications explained.

### **3.8. Validity**

According to (Kothari, 2004), validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested. To guide the validity problem the study addresses construct and discriminator validities, in addition, the researcher was more vigorously ask recognized experts (advisor) their opinion on the validity of the questionnaire items to customer attitude towards advertisement.

### **3.9 ETHICAL CONSIDERATIONS**

To reach the respondents formal letter was provided to the bank. The respondents were given privileges of not writing their name and no respondents were forced to fill the questionnaire unwillingly and without making the actual purpose of carrying out the research clear to him/her. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements were tried to be avoided, in the questionnaires.

# CHAPTER FOUR

## 4. DATA ANALYSIS AND DISCUSSIONS

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*In this chapter, a brief overview of the respondents' information was presented then a statistical analysis of the data collected will proceed. In the analysis, the data were compared with the theories presented in the theoretical research frame, all derived from the literature review. The analysis will follow in the same structure as the research questions.*

### 4.1 Introduction

In this chapter the result of the study was analyzed, presented and interpreted in detail. After collecting data by questioners, this chapter presented quantitative data and analyzed. description of respondent profile, their attitude towards the advertisement and consumers' buying behavior were analyzed using descriptive statistical tools finally, effect of media add on consumer preference are presented.

Response rate, also known as completion rate, refers to the ratio of number of respondents who answered the survey to the total number of respondents in the sample (Leroy, 2012) it is likely that data may not fully collect the questionnaire.

From a total of 320 questionnaires distributed, 308 are returned. The returned questionnaires are carefully checked, and those with excessive missing data were 96.25 percent. The response rate is 96.25 percent. Such a response rate is considered sufficient for statistical reliability and generalize ability (Mokhlis, 2009) and most satisfactory especially when compared with earlier research works on bank selection decisions (Khazeh& Decker, 1992-93 & Cunningham, 2001). This relatively high response rate was attributed to the self-administered approach undertaken in distributing questionnaires.

### 4.1.1 Demographic Characteristics

The below listed Table 4.1 shows the general characteristics of respondents which include Gender, Age, Marital status, academic qualification level, Monthly income and current working status.

Table 4.1 Gender, Age and Marital status

<b>Gender</b>	<b>Frequency</b>	<b>%</b>
Male	210	68.18
Female	98	31.82
Total	308	100
<b>Age group</b>	<b>Frequency</b>	<b>%</b>
Below 25	8	2.60
25-35	101	32.79
36-45	82	26.62
46-55	89	28.90
Above 55	28	9.09
Total	308	100
<b>Marital status</b>	<b>Frequency</b>	<b>%</b>
Single	178	57.79
Married	130	42.21
Total	308	100

#### Source SPSS Result 2020

As indicated in Table 4.1 above, the proportion of female and male respondents in this survey is 31.82% female and 68.18 % male. Respondents within the age bracket of 25 years and below were 2.60 %, while those within the age range of 25 to 35 with a high rate of response of 32.79 %, followed by age range of 36 to 45 at 26.62 %, and 46 to 55 at 28.90 % and above are the last 9.09%. It is obvious that the younger aged ones had a higher and were more willing to participate for advertising. Out of total valid 308 below 25 years are 2.60% respondents. The majority of respondent's age group was between 25 and 35, which is 32.79%. The age between 36 and 45 years old amounted to 26.62%. The age between 46 and 55 years old amounted to 28.90% ranking second followed by respondents between 25 and 35, The last age group was made of



respondents with age range of above 55 9.09. Regarding marital status single 57.79% and married 42.21% respectively.

From the above table I conclude that majority of the respondents were male and majority of respondents were age group of between 25-35 years old and also majority of the respondents were single i.e. not married. As the result, these age groups have been exposed to media advertisement because their desire was aroused towards getting the right information about products and services that satisfy their unmet needs and wants.

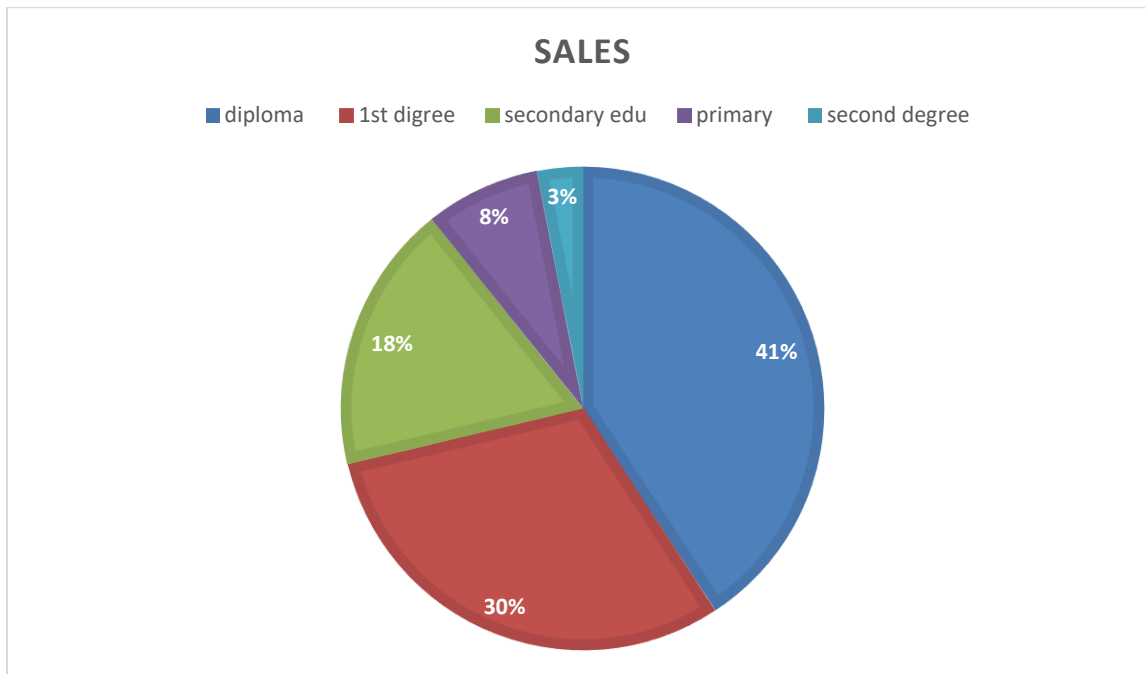
Table 4.2 Monthly income

Monthly income	Frequency	%
Less than -3000	147	47.73
3001-6000 birr	120	38.96
Above -6001	41	13.31
Total	308	100

**Source SPSS Result 2020**

Monthly income of the respondents shows, less than 3000 47.73%, with the range 3001-6000 38.96% while those with the range above 6001 are 13.31.

Figure 4.1 Educational Level of Respondent



The above fig 4.1. shows respondents educational level in categories. When we see the educational level of Wagagen bank customers, most respondents are college diploma holders

(41%). The second highest respondent group was composed of individuals who have acquired a first degree 30%. Individuals with secondary education completed are the third groups which respondents (18 %). (8%) of the respondents completed primary education school, 3% had their second degrees and above. Thus, from this result one might conclude that the effect of advertisement on media was appeared more on a higher educational background. This indicates the majority customer of Wegagen Bank is educated people who are active in the economic development of the country. As the result, there is also higher money exchange in the economy. Regarding educational level of the respondents, from the above graph, one can see that the educational backgrounds of the respondents range from no formal education to a master's degree with a higher proportion being attributed to college diploma holder.

Table 4.3. Position of the respondents

No	Statement	Frequency	Percent
	Employed	106	13%
	Entrepreneur	151	53%
	Self employed	41	30%
	Student	10	4%
	Total	308	100%

The above 4.4. Table shows that out of total respondent the majority of respondent's entrepreneur 151 followed by those respondents who employed account for 106 of the total respondents. And 41 are respondents' self-employed. The remaining 10 respondent are student.

## 4.2. MEDIA ADS AFFECT 'THE SELECTION OF BANKS BY WEGAGEN BANK CUSTOMERS.

**Table 4.4. Descriptive statistics media advertising effect on selection of Bank**

No	Statement	Response agree to strongly disagree in%					Mean	SD
		SA	A	N	SD	D		
<b>Types of media ads effect on selection of banks</b>								
<b>Printing media</b>								
1	Printing advertising shifts attitude of a business	20	39	10	18	13	2.865	.925
2	I use services because of the ads printing	25	40	15	13	7	2.355	.806
3	I do suspect buying a service because of ads printing	11	13	12	46	20	3.345	.941
4	printing advertising are unrealistic and exaggerated	13	12	14	40	21	3.865	.937
5	printing advertising makes people to be banks loyal	34	40	9	11	6	4.246	.739
<b>Broadcasting media</b>								
1	Broadcasting advertisement changes perception towards a service	33	39	8	11	9	3.636	.738
2	I suspect buying a service because of Broadcasting advertisement	8	11	7	39	35	2.653	.932
3	Broadcasting advertising makes people purchase banking services	32	42	8	12	8	3.453	1.011
4	I buy services because of Broadcasting advertisement	31	44	5	14	6	3.243	.816
5	Broadcasting advertising makes people to be banks loyal	34	40	9	11	6	3.146	.767
6	Broadcasting advertising are unrealistic and exaggerated	20	39	10	18	13	3.122	.990
<b>Outdoor media</b>								
1	Outdoor advertisement changes perception towards a service	25	40	15	13	7	2.978	.791
2	I doubt buying a service because of Outdoor advertisement	11	10	8	41	32	2.943	.918
3	I buy services because of Outdoor advertisement	31	39	7	23	15	2.845	.978
4	Outdoor advertising makes people purchase banking services	34	40	9	11	6	2.743	.931
5	Outdoor advertising makes people to be banks loyal	20	39	10	18	13	2.321	1.011

	Social media adds							
1	Advertising in social media allows people buy banking services	33	41	9	11	6	3.983	.884
2	I buy services because of Social media advertisement	12	19	8	39	33	2.942	.809
3	I suspect buying a service because of Social media advertisement	25	33	11	17	15	2.682	.943
4	Content on social media affects the view of a business	24	37	10	16	14	2.657	.842
5	Social media advertising makes people to be banks loyal	23	36	10	18	13	1.174	.877
6	Social media advertising is unrealistic and exaggerated	11	10	8	41	32	1.163	.921

The above figure shows the customers trust level on the different sources of media in which the WB is advertised. As it can be clearly seen in the above figure majority of the customers which accounts 3.850 trust the advertisements that are transmitted broadcasting media, of the sample respondents replied that, there trust level increase when they hear about the bank through Broadcasting advertisement changes perception towards a service. Whereas 3.335 of them trust printed advertisements such as newspaper, magazine, banner, poster, bill board and the like. The remaining four the electronic advertisement transmitted through the internet. From the finding it is clear that advertising the bank through television and other national transmitting media can have the potential to attract customers.

### 4.3. PERCEPTION OF MEDIA ADS BY WAGAGEN BANK CLIENTS AFFECT THEIR CHOICE OF BANK

This section deals with on examining perception of media Ads of WB client's effect tier choice of banks. As it can be seen in the questionnaire and the table below incorporates different items which are believed to build a good finding regarding the enquiry.

**Table 4.5. Descriptive statistics affects media advertizing on customer perception**

No	Statement	Reponses in %					Mean	SD
		SA	A	N	SD	D		
	<b>Effect of media adds on client's perception of bank choice</b>							
	Objective message advertisement helps people buy banking service	23	39	7	17	14	3.865	.763
	Objective message advertisement shifts understanding of a service	13	18	10	23	36	3.232	.809

	Objective message advertising makes customers loyal to banks	25	39	9	13	14	3.164	.860
	I doubt buying a service because of Objective Message Ads	29	41	7	15	13	2.964	.822
	I buy services from Objective Message Ads	13	18	10	23	36	2.342	.805
	Target message advertising is misleading and exaggerated	25	39	9	13	14	2.132	.900

Table 4.5 shows that Customer's perception of media advertisements influencing their bank choice decisions. The variables Objective message advertisement shifts understanding of a service is the highest mean score than other, followed by Objective message advertisement shifts understanding of a service of WB customer's perception on bank choice. target message advertising is misleading and exaggerated is 2.132 which is least mean score.

#### 4.4. MEDIA ADVERTISEMENTS INFLUENCE WAGAGEN BANK CUSTOMER'S BEHAVIOR.

##### 4.4.1. ANALYSIS ON MEDIA ADDS INFLUENCE WB CUSTOMERS' BEHAVIOUR

This section deals with on examining customers' behavior of media advertisements influences. As it can be seen in the questionnaire and the table below incorporates nine items which are believed to build a good finding regarding the enquiry.

**Table 4.6. Descriptive statistics influence of media advertising on customer behavior**

No	Statement	Response in %					Mean	SD
		SA	A	N	DA	SA		
	<b>Consumer buying behavior</b>							
1	Through different banks, also via other banking services are available through numbers. The same banks I tend to buy	24	35	7	19	15	3.312	1.095
2	I usually use the same kinds of service on a regular basis.	13	18	9	38	22	3.142	.984
3	If I see on the billboard a new service, I'm not afraid to check it out.	27	32	10	17	14	2.965	1.034
4	Despite of ads I am very wary about trying new or specific service.	39	20	6	22	13	2.865	.968
5	I doubt buying a service because of Objective Message Ads	20	39	10	18	13	2.865	1.136
6	I read ads often simply out of curiosity.	28	31	10	14	17	2.865	.977
7	I don't like to talk my friend about the bank being used.	17	23	11	29	30	2.865	1.012

8	I like reading about ads even though I don't plan on using it.	23	36	10	18	13	1.865	.847
9	Listening to others about their programs I get really tired	37	20	9	19	16	1.314	1.070

The first item deals with the relationship between consumers buying behavior. from above item the highest mean score is customers buying behavior were through different banks, also via other banking services are available through numbers accounts 3.312, followed by the same banks I tend to buy and I usually use the same kinds of service on a regular basis score 3.142.

## CHAPTER FIVE

### 5. CONCLUSIONS AND RECOMMENDATIONS

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*Here the findings and conclusions were presented with the aim of reaching the research purpose and answer the research questions .Also the implications for management, theory and future research were stated.*

#### 5.1. CONCLUSIONS

Advertising is a big marketing weapon to attract customers and stay in customers mind, and also it has significant impact on Customers' Brand Choice: The Case of WB S.C in Jimma City. Consumers do recall and rely on advertisements of their brands. This recall helps them in decision making while making a service. It is imperative that the products or service of any business received the proper exposure, and the way to achieve exposure is through advertising. Advertising is the means by which goods or services are promoted to the public. The advertiser's goal is to increase sales of these services by drawing people's attention to them and showing them in a favorable light. The mission of advertiser is to reach prospective customers and influence their awareness, attitudes and prefer their brand. They spend a lot of money to keep individuals interested in their products. To succeed, they need to understand the effect of media used for advertising, consumer behavior and customers perception brand choice.

This particular research titled "Effects of Media Advertising on Customers' Brand Choice: The Case of WB S.C in Jimma City" was conducted with the prime intent of investigating effects of advertising media choice on consumers` brand choice in the case of Wegagen Bank in Jimma town. More specifically, to investigate media advertisements that caused wegagen bank's customer's choice for bank service, influence of media ads on the perception of customers when selecting Wegagen banks and to examine the influence of media advertising message target on consumers` buying behavior.

Advertisement is perceived differently among different respondents who have attained different educational levels. More or less, individuals who are on a higher educational scale are more affected by advertisements. Thus, the advertisements of bank products/service have varying effect on respondents with the different educational level. The finding of the study shows that

advertising the banks through television and other national transmitting media can have the potential to attract customers.

From the many advertisement factors that can affect the customers' customers buying behavior, easy to objective message advertisement are found to have highest effect on customers buying behavior followed by customers usually use the same kinds of service on a regular basis. reading about ads even and Listening to others about their programs is found to be not statically significant to influence customers buying behavior.

Media advertisement was the first choice by most of the respondents and media advertisement contributed the largest percentage on motivating and influencing consumers for buying decision. Descriptive statistics of perception of respondents towards over all advertisement shows a moderate mean value. Generally based on the discussions and analysis made the following conclusions were drawn.

## 5.2. RECOMMENDATIONS

This study clearly shows that broadcast media advertisement significantly affects consumers' buying behavior in WB. The implication is that marketers in the sector should consider the use of broadcast media advertising in their promotional endeavors so as to handle consumers' attention of their product/service. To make the objective of advertisement more effective it would better if the banks prioritize as persuasive, reminding and informative. Since more than half of the customers have completed secondary school, the media advertising section and objective should consider this reality. Given most of respondents are young and middle age the advertising media and advertisement objective should be more relevant to this section of the population.

### 5.2.1. RECOMMENDATIONS FOR FURTHER STUDY

I was recommended that others should to conduct a further in-depth investigation to found and identify the unidentified advertisement variables that can influence consumers buying behavior.



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# Appendixes

## COLLAGE OF BUSSINESS AND ECONOMICS

### DEPARTMENT OF BUSSINESS MANAGEMENT

A Questionnaire to be filled by Customers of the Wegagen bank S.C

Dear respondent,

I am KifluGirma, Masters of Business Administration graduating student from Jimma University. The purpose of this questionnaire is to collect data from Customers of the Wegagen bank S.C for partial fulfillment of Masters of Business Administration and the title of the Research is “The Effect of Media Advertising on customer brand choice : The Case of Wegagen Bank S.C”. The aim of questionnaire is to collect information about the effect of media advertising on consumers’ choice in the case of Wegagen bank S.C. The information you give is used only for academic purpose and is kept confidential and your honest and objective feedbacks while filling the questionnaire are greatly appreciated and contribute highly for the success of the study.

Thank you, for your cooperation and timely response in advance

KifluGirma

Mob 0911-54-03-02

#### General Instructions

- ❖ Please answer all questions
- ❖ The questions are open and closed ended, so please put tick ( ) for close ended.

#### Part I: Demographic Information

1. Gender

a. Male       b. Female

2. Age

a. Below 25    25-35     b 36 – 45     c. 46 – 55

d. Above 55

3. Marital Status

a. Single       b. Married

4. Academic qualification

- a. Secondary school
- b. 2nd degree
- c. 1st Degree
- d. Diploma
- e. Primary

5. Monthly Income
- a. Less than -3000 birr
  - b. 3001- 6000 birr
  - c. above 6000 birr

6. position of the respondents

- a. Employed
- b. Entrepreneur
- c. Self Employed
- d. Student

**Part II- Please rate these questions based on your opinion**

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No	Q u e s t i o n s	R a n k i n g				
	<b>Types of media ads effect on selection of banks</b>	S D	D	N	A	S A
	<b>P r i n t i n g m e d i a</b>					
1	Printing advertising shifts attitude of a business					
2	I use services because of the ads printing					
3	I do suspect buying a service because of ads printing					
4	printing advertising are unrealistic and exaggerated					
5	printing advertising makes people to be banks loyal					
	<b>B r o a d c a s t i n g m e d i a</b>					
6	Broadcasting advertisement changes perception towards a service					
7	I suspect buying a service because of Broadcasting advertisement					
8	Broadcasting advertising makes people purchase banking services					
9	I buy services because of Broadcasting advertisement					
10	Broadcasting advertising makes people to be banks loyal					
11	Broadcasting advertising are unrealistic and exaggerated					
	<b>O u t d o o r m e d i a</b>					
12	Outdoor advertisement changes perception towards a service					
13	I doubt buying a service because of Outdoor advertisement					
14	I buy services because of Outdoor advertisement					
15	Outdoor advertising makes people purchase banking services					
16	Outdoor advertising makes people to be banks loyal					
	<b>S o c i a l m e d i a a d d s</b>					
17	Advertising in social media allows people buy banking services					
18	I suspect buying a service because of Social media advertisement					
19	I buy services because of Social media advertisement					
10	Content on social media affects the view of a business					

2 1	Social media advertising makes people to be banks loyal					
2 2	Social media advertising are unrealistic and exaggerated					
	<b>Effect of media adds on clients perception of bank choice</b>					
1	Objective message advertisement shifts understanding of a service					
2	I doubt buying a service because of Objective Message Ads					
3	I buy services from Objective Message Ads					
4	Objective message advertisement helps people buy banking service					
5	Target message advertising is misleading and exaggerated					
6	Objective message advertising makes customers loyal to banks					
	<b>C o n s u m e r   b u y i n g   b e h a v i o r</b>					
1	Through different banks, also via other banking services are available through numbers. The same banks I tend to buy					
2	I doubt buying a service because of Objective Message Ads					
3	If I see on the billboard a new service I'm not afraid to check it out.					
4	Despite of ads I am very wary about trying new or specific service.					
5	I usually use the same kinds of service on a regular basis.					
6	I read ads often simply out of curiosity.					
7	I don't like to talk my friend about the bank being used.					
8	I like reading about ads even though I don't plan on using it.					
9	Listening to others about their programs I get really tired					

**THANK YOU!!**