

**EFFECT OF ADVERTISEMENT ON CUSTOMERS' SATISFACTION:
THE CASE OF OROMIA BROADCASTING NETWORK.**

*A Thesis Submitted to the School of Graduate Studies of Jimma
University Partial Fulfillment of the Requirements for the Award of the Degree of
Master of Business Administration.*

By:

Rahel Taye Tullu

Under the Supervision of

Chalchissa Amentie (PhD)

And

Tsigereda Aboye (MBA)



JIMMA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

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DECLARATION

Rahel Taye Tullu declare that this study entitled ‘Effect of advertisement on customers’ satisfaction the case of OBN is my own original work that has not been presented for a degree in any other university and that all sources of material have fully acknowledged.

Name: Rahel Taye

ID/No: -----

Signature.....

Date.....

CERTIFICATION

This research work has been submitted for the examination with our approval as university supervisors.

Main Advisor: **Chalchissa Amentie (PhD)**

Co-advisor: **Tsigereda Aboye (MBA)**

Date: -----/-----/-----

Date: -----/-----/-----

Signature: -----

Signature: -----

**EFFECT OF ADVERTISEMENT ON CUSTOMERS' SATISFACTION:
THE CASE OF OBN.**

BY

RAHEL TAYE

APPROVED BY THE BOARD OF EXAMINERS

1.

Chair Person/

Signature

Date

2.

Advisor

Signature

Date

3.

Internal Examiner

Signature

Date

4.

External Examiner

Signature

Date

**JIMMA UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

This is to certify that the thesis prepared by Rahel Taye, under the title of “Effect of Advertisement on Customer satisfaction in the case of OBN.”, submitted for the partial fulfillment of the requirement of the Degree of Masters of Art in Business Administration complies with the rules and regulations of the university and meets the expected standards with respect to quality and originality. Hence all materials contained have been dully acknowledged.

Signed by;

External examiner: _____ signature _____ date _____

Internal examiner: _____ signature _____ date _____

Advisors; 1.Chalchisa Amentie(PhD) signature _____ date _____

2. TsigeredaAboye(MBA) signature _____ date _____

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ACRONYMS

AMA	American Marketing Association
ANN	Artificial Neural Network
INFO	Informativeness
CRE	Creditability
AD	Advertisement
MESS	Message
NGO	Non-Government Organization
OBN	Oromia Broadcasting Network
PR	Public Relation
SPSS	Statistical Package for Social Science

Abstract

The purpose of this study was to examine the effect of advertisement on customer satisfaction of Oromia Broadcasting Network. The study use quantitative approach and done different correlation and regression analysis tools. This research is both descriptive and explanatory type research. Both primary and secondary methods of data collection are applied and questioner is used as a source of secondary data. The population of the study was One Hundred Thirty (130). By employing census survey method, all 130 customers/respondents from the marketing departments of each target group were taken as sample of this study. Both descriptive and inferential statistics have been used to find mean score and to test hypothesis and to investigate research problem, objectives and questions. Among the questionnaires distributed to the sample respondents 125 (96%) of them were correctly filled and responded. Questionnaires were used as the main data collection instruments and were pretested using a pilot study for validity and reliability. Data were analyzed using simple percentages, Pearson product moment correlation coefficient and linear regression by the help of Statistical tool SPSS. According to the finding of this study shows that effect of advertisement factors of OBN was found at low level, it was discovered that Inadequate strategic market plan, not making audience/ market research ,lack of adequate monitoring & evaluation and staff skill are the main factors. Moreover, the Findings indicate that there is significant relationship between good advertisement factors and customer satisfaction in OBN, Message of advertisement has a significant contribution with a sig value of 0.000, while objective of ad, informativeness of ad and credibility of ad are insignificant contributor since their sig value of 0.043, 0.451 & 0.240 respectively are greater than 0.01 p value. Thus in order to improve the current status of advertisement factors in a way to have good contribution towards customer satisfaction, close monitoring & supervision of managements towards preparation of strategic market plan and its implementation with a consistent platform creation of customer were forwarded as recommendations.

Key words: *Advertisement, Creditability, Public Relation, Objective, Customers' Satisfaction*

CHAPTER ONE: INTRODUCTION

This chapter of the study introduces the general overview of the study. It includes background of the study, statement of the problem, research question, research objectives & hypotheses, significance of the study, scope of the study, organization of the paper and operational definitions.

1.1 Background of the Study

Advertisement is the process of communicating the most persuasive selling message possible to the right potential and attracting the traditional consumer of services at the right time and place at least with possible cost (Schudson, 2012). Similarly, Michael (2012) stated that advertisement acts as a communicating bridge between producer and consumer since advertisement continues to connect the producers and consumers, the industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society.

Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. (Guolla, 2011) In golden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand. In developing countries the impacts of advertisement are very much high and enhances the satisfaction level of those products and they prefer to buy that one. (Vinod Kumar Bishnoi, 2009).

Without advertising the world would probably narrow or very different. A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). So advertising has an important role in today's businesses.

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product (Kenneth and Donald 2010). Advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. Advertising helps to describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. So advertising has become important for business nowadays (Bardi 2010)

Hence the current research focused on the effect of advertisement on customer satisfaction of OBN.

1.2 Statement of the Problem

It is an established fact that advertising plays a very significant role in creating service awareness in the market place. David and James (2012) argued that advertising is one easy way to educate existing and prospective consumers about services. In fact, the amount of resources committed by firms to advertising has steadily grown over the years because of the increased awareness and sophistication of consumers' satisfaction (Kotler, 2011).

Companies in world, particularly those in the manufacturing sector consider advertising as an inevitable tool for survival in highly competitive market. Empirical evidence has proven that most services in Africa have close substitutes that are either locally produced or imported. This implies that companies would have to rely heavily on advertising to create a brand and distinguish it from other services in the minds of consumers (Aims,2014). Thus, advertising in Africa has become the gateway to survival and the acquisition of market share.

According to Vivekananthan (2010), marketers' main objectives are getting new consumers and retaining the existing ones to increase their market share and sales volume. The cost of getting new customers is five times greater than the cost of retaining the current customer. To do so, marketers are spending huge amount of money, energy, and time for advertising their products, services and ideas.

Similarly the concept of advertisement became widely appreciated by Business organization in Ethiopia; based on the researcher knowhow there is no research finding about the case of advertisement factors (creditability, informativness, objective and massage) on customers'

satisfaction. In this regards, researchers conducted in the country were focused on the success, significance of market research and the impact they have been bringing on profit maximization of Business organization. However, major issues related to advertisement on customer satisfaction were not got proper emphasis. In support of this, Aims (2014), identified that, most Business organizations in Ethiopia; including OBN, have not identified the effect of advertisement on customers satisfaction whether it is effectively achieving the purposes of the company or not. Hence advertisement management in media requires effective & efficient management of the institutions and if not managed it maximizes the customer dissatisfaction which has a direct impact on failure of organizational effectiveness.

The current study is; therefore, motivated to fill the gap and contribute to the complains and opinions on customer handling related to advertisement which is collected from suggestion box (2018), The frequent internal audit reports made on the organization's revenue collection from advertisement and the weakly editorial conference minutes registration book (2018) reveals as there are symptoms of inefficient/poor adverting management dimensions like strategic market plan which holds an comprehensive and clear advertisement program. Thus, conducting research was to fill the gap therefore, become essential in Oromia Broadcasting Network (OBN).

1.3. Basic Research Question

1. What are the relationships of advertising factors with customers' satisfaction of OBN?
2. What are the contributions of advertising factors towards customer's satisfaction of OBN?

1.4 Objective of the Study

1.4.1 General Objective

The overall objective of this study is to examine the impact of advertising on customer satisfaction.

1.4.2 Specific Objective

To identify the effect of Objective for advertisement on customer satisfaction.

To identify the effect of informativeness of advertisement on customer satisfaction

To identify the effect of credibility of advertisement on customer satisfaction

To assess the effect of message of advertisement on customer satisfaction

1.5 Research Hypothesis

Based on review of relevant literatures, advertisement factors like creditability, informativeness, objective and message have an influence on customer satisfaction which is measured by dimensions and factors of advertisement. The study was to examine the effect of the above listed variables on customer satisfaction of OBN. Accordingly, the following hypotheses are developed.

H1. Objective for advertising significantly affects customer satisfaction.

H2. Informativeness of advertising significantly affects customer satisfaction.

H3. Credibility of advertising significantly affects customer satisfaction.

H4. Message of advertising significantly affects customer satisfaction.

1.6 Significance of the study

From the findings of the study the researcher hope that it may help the Organization (OBN) to identify areas where more attention is vital so as to maintain the customer satisfaction which in turn has a direct effect on the increment of organization's revenue. The researcher hopes that the findings of this research may make clear to the advertisement & revenue collection Practitioners in media industries on the effect of customer satisfaction and its importance in improving the organizational performance and also may help the policy makers of OBN in decision making concerning the advertisements in the media so as to ensure the customers are satisfied with the sales of service level, assist in informing reliable information on key issues of rules and regulation of advertisement; that can be an input for policy formulation and strengthening the implementation of advertisement. The result of this study will also help the customers to get quality services from the selected organization or OBN.

Moreover this paper may serve as a proposal to understand the feasible improvements to the administration department in the area of advertisement management at OBN. The researcher also hopes that the findings of this study may form the basis on which future researchers could be built in the area of Advertisement & customer satisfaction factors in medias.

1.7 Scope of the study

Customer satisfaction may be affected & directly concern itself with several key areas, among those areas advertisement is the one (Oladimeji et al.,2012). Advertisement has also many factors to be considered such as Product-Quality, Customer Perception, and Personal Characteristics'. (MeronNegussie,2017). Since the credibility, informativeness, objective and message are the core factors of advertisement; this study was designed to focus on it. Thus, conceptually the scope of this study was delimited to the effects of the above mentioned factors of advertisement on customers' satisfaction of OBN.

With respect to the organization, OBN is selected because of its long time experiences, large number of customers and suitability of the Organization for the researcher to properly manage the study. And also OBN has 18 coordinating branch offices & stations in different Zones of the region, dealing with all this branch station is beyond the capacity of the researcher in terms of time, finance, and the purpose of conducting this study. Thus, the scope of this study is

geographically delimited to the main office of OBN only to examine the effect of advertisement on customer satisfaction and forward possible suggestions.

1.8 Organization of the Study

The paper contains five chapters. The first chapters deals with the back ground information, statement of the problem, objectives of the study, research questions, scope of the study, limitation of the study , significance of the study, organization of the paper & operational Definitions. The second chapter deals with literature review on the advertisement factors. Chapter three is concerned with the methodologies & data analysis techniques used, the fourth chapter is devoted to the data presentation, Analysis & Interpretation while the fifth chapter is about, conclusion and recommendations. There are also annexes and references at the end of this paper.

1.9 Operational Definitions of Terms and Concepts

Advertisement: is the process of communicating the most persuasive selling message possible to the right potential and attracting the traditional consumer of services at the right time and place at least with possible cost sales volume (Abrham, 2008).

Objective:. It is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product (Wright, 2017).

Informativeness: Defined as “the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made (Ducoffe, 2013).

Credibility: is the consumers’ perception of the truthfulness and believability of advertising in general (Stewart &Pavlou,2012)

Message: The act of creative aspect of carrying out an advertising campaign.

Customer satisfaction: The expectation of the customer on how the goods and services are being facilitated by the companies.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

This section of the study provides theoretical literatures, empirical literatures, from global view and presents the conceptual framework.

2.1. The Concept of Advertisement

The term advertising originates from the Latin word “advert” which means to turn around. Advertising thus denotes the means employed to draw attention to any objects or purpose (Busari, 2015). In the marketing context, advertising has been defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Ramaswamy and Namakumari, 2013). Different scholars define and conceptualize advertisement in a different ways and differentiate from another profession. According to Station et al. (2010) advertising consists of all activities involved in presenting to a group with non-personal, sponsor identified message about a product or organization. This message, called an advertisement can be verbal and visual, and is disseminated through one or more media.

According to Bov’ee and Arens (1989, as cited by MeronNegussie, 2017), 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.

According to Britannica Dictionary, "A form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser". Albert Lasker (2005) the father of advertising expressed, "Advertising is salesmanship in print". But he offered that definition long before television and internet, at a time when the nature and scope of advertising were quite limited. The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost. Wright, et al. (2013) which identifies advertising as- Controlled, identified information and persuasion by mean of mass communication media.

According to Varey (2012) many business people often confuse advertising with marketing. However, advertising is only a small part of the activity called Marketing. Marketing encompasses the complete conceptualization of a product or service right from the research, the design, creation and refinement of the product, advertising, sales and delivery and advertising is just one component of the marketing process in which it is the delivery of the message through various mediums, to promote and sell the product (Giles, 2015). Added also each of these phases operates independently, but collectively, to achieve success in selling the product or service and enhancing the company reputation.

Goldman(2013), in his book of Public Relations in the Marketing Mix says, the best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie having slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Likewise, Pelsmacker et al. (2011) states that, advertising is a single component of the marketing process. And is certainly an important component of a marketing strategy and possibly the most expensive.

Advertising and Public relation are similar in that they both want to convey a message to their client's target audience, However they convey that message differently and in different mediums (Stanton et al., 2001). According to Cut lip et al. (2000), Public Relation professionals can communicate their message to a target audience in a variety of channels. The key to reaching a target audience is to place the message in the channel that target audience is likely to use. For example; the channel could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more(Goldman, 2013). This means that PR may be more effective than advertising because it can help their business reach their target audience in a variety of mediums.

2.1.1 Evolution of Advertisement

The beginning of advertising can be traced back 3000 years with a sign of selling wine from ancient Babylonia, or with trade fairs in ancient China during the Western Zhou Dynasty (Landa, 2004). Due to the widespread illiteracy before the age of print, most messages were delivered by criers who stood on street corners or at ancient sport contests. They usually shouted out the

wares of the sponsor to the audiences (Landaal., 2004). Later, the introduction of Gutenberg's printing press in 1448 in Germany caused its popular rise in Europe allowing the widespread distribution of information to the public – the beginning of mass media (Landa, 2004). However, the term advertising was only introduced in 1655 (Wells *et al.*, 1995). It is assumed that modern advertising had its rise in the 18th century or towards the end of the 17th century (Vilanilam & Varghese, 2004). During this era, the use of advertising escalated in such a way that India's first newspaper, the Bengal Gazette which rolled off the press for the first time on 29 January 1780, only carried advertisements on its front page. The front pages of the both newspaper is full of advertisement. Similarly, this practice of publishing advertisements on the front page continued for over a century in England and India (Vilanilam & Varghese, 2004).

In the 19th century, as the economy grew at an alarming rate, the need for advertising developed at the same pace (Mathias, 2010). Mathias also added classified advertisements became very popular in the USA and its success led to the growth of mail-order advertising and by the dawn of 19th century the pattern of advertising changed-and the power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in a number of countries, the number of advertisements from British Business Houses rose considerably and the Times of India and The Statesman started their own facilities for layout and copy of the advertisement (Arens & Bovee, 1994).

In England, some of the advertisement, which were known as a "Pioneering advertisements" were Coffee (1652), Chocolates (1657) and Tea (1658). The contribution of Industrial revolution is great by leading the discovery of the growth of transportation facilities, advent of radio and television and revolution in printing technology discovery of the steam power in England and America had a keen role to play in the development of advertising (Wright, 2017). As Don (1995), Indian advertisement has no doubt to register a rapid growth and has acquired a certain amount of professional character, has played a vital role in the development process by creating a demand for consumer goods and raising a living of standard of millions. As Don (1995), added that on the government sector, advertisement of the railways also dominated which was soon joined by the public sector advertisement and the massive government campaign for family planning was a new attempt to penetrate into the conservative psyche and practice of Indian massive. Hence In 20th century advertisement bloomed to its full form & more emphasis was laid on advertisement copy.

2.1.2 Ethiopian Advertisement

Commercial advertisements appeared for the first time in Ethiopia in the 19th century, during the reign of Emperor Menelik. The earliest forms of advertisements existed in the form of word-of-mouth whereby the merchants had their products announced in public or some carried their products and sold by advertising its name and fame (Fekede, 1994). In the beginning of the 20th century, the variety and volume of imported goods and also the publication of newspapers allowed a favorable environment for advertisements. According to Fekede (1994), advertisements appeared in print media in Ethiopia for the first time in 1906 (E.C) on the first Ethiopian newspaper “Amiro” that began being published the same year. During Emperor Hailesilassie's era the few businesses that existed used the broadcast and the print media in the country to advertise their products & these were largely advertisements for beverages, household appliances and other commercials. As a result, a few advertising agencies emerged. After the 1920s the newspapers included advertisements for automobiles, perfumes and medicines. Even in those times the advertisements were believed to have contributed to the increase in the number of the newly emerging newspaper readers (Fekede, 1994). After the post Italian "invasion" of Ethiopia, in the 1940s, the role of advertisements was increasingly recognized by the state.

Commercial advertisement is the key to commercial revenues and in general to all the things on earth that are sources of wealth (Shimp, 2012). Since working without the assistance of advertisements is just like walking without a stick for a blind person, let us advertise our desires! Let us not forget that while its cost is minimum, its advantages are however maximum! (Addis Zemen newspaper, 1945 (E.C), cited in Fekede, 1994 translated from Amharic by the author. Since the 1950 s the number of mass media outlets for advertising further increased, In 1964 (E.C) the number of advertising agencies in Ethiopia had reached 34. By 1966 (E.C), advertising expenditure had reached over one million birr (Fekede, 1994). These advertising agencies disappeared however during the Derg regime.

The only advertisements that survived during this time were censored government notices (Ethiopian radio advertising and other revenues manual, undated) and announcements of services and information on a few organizations including Ethiopian Airlines, banking development of advertising during this period was the shift from the command economy to a free market economic policy in the country (Ethiopian radio advertising and other revenues manual, undated). Along with this transformation came an increase in investment and private businesses

as well as an increase in market competition. This called for the businesses in Ethiopia to advertise their businesses and company name. This in turn led to the flourishing of a large number of advertising agencies in the country. At the time that this study was conducted, advertising agencies in Ethiopia operating in the different media were around 654 (Trade and Industry Information Bureau, 2006) as well as in 2011 the number of advertising agencies increased to 2308. During this time, the essence of advertising itself was considered "alien". Such a growth of commercial advertising is also closely related to the existence of proliferated mass media outlets in the country, particularly the private press as newspapers and magazines.

The role of advertising in these mass media is increasing in importance in terms of generating revenue. The major means of revenue for the Ethiopian radio agency is from advertisements (Ethiopian radio advertising and other revenues manual, undated). As indicated in the editorial policy of Ethiopian Television station, one of the main objectives behind transmitting advertising on the station is to generate and increase revenue (Ethiopian Television Editorial Policy, 1994).

Compared to the West, advertising in Ethiopia exists in an environment where there are vast inequalities in wealth and there are highly skewed income distributions, low levels of education and consumer spending. At international level the historical developments of advertisements are strong relationship with the developments of mass media (either printer broadcast). Today the advancements of mass media technology in terms of quality and quantity are increasing from time to time. This advancement of mass media technology has a great contribution for the developments of advertisement industry in Ethiopia. These problems are on the way to be solved by different institution, investors and the government by establishing some standards of codes of conduct.

2.1.3 Classification of Advertising

The nature and purpose of the advertising differ from one industry to another or across situations. Marketers advertise to the consumers market with national, local and direct response advertising which may involve stimulating primary or selective demand, they use industrial, professional and trade advertising for business and professional markets (Zanot,1985). According to Zanot (1985), to better understand the nature and purpose of advertising it can be classified by the following criteria:

National Advertising: Advertising done by a company on a nationwide basis or in most regions of the country and targeted to the ultimate consumer market is known as national advertising. The companies that sponsor these ads are generally referred to as national advertisers. Most of the advertisements for well-known brands that we see on TV or in other major media are examples of national advertising.

Retail/Local Advertising: Another prevalent type of advertising directed at the consumer market is classified as retail/local advertising. This type of advertising is done by major retailers or smaller local merchants to encourage consumers to shop at a specific store or use a local service such as local financial companies, bank, hospitals, fitness club, restaurants, show rooms etc. While the national advertisers sell their products at many locations, retail or local advertisers must give the consumer a reason to patronize their establishment. Retail advertising tends to emphasize specific customer benefits such as store house, credit policies, services; atmosphere, merchandise assortment and other distinguish attributes (Snyder& Beth, 2006).

2.2. Theoretical Literature

Advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion and now a day's it is a great source for promoting the business in the whole market, Hence nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc and Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader AwanArif(2015,as cited by Abdul Ghafar Awan,2016).Advertisement use to build up the product's strong image in consumer's mind&the consequences of advertisement continue to accelerate by every year.Awan and Arif (2015) stress that the use of celebrity endorsement in media advertisement attracts the customers.

Rasool, et al. (2012,as cited by Ashakanyousefi,2016) emphasized that flow of advertisement change the consumer's buying decision&brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market and it is a prominent feature of modern business operations. One can encounter advertising messages, while watching TV, reading magazines, listening to the radio,

surfing the internet, or even simply while walking down the street, as advertisement has a stimulating influence on purchasing behavior of the customer.(Ashakanyousefi,2016).

The advertising industry in our country with all its records is still a young and non-scientific industry. However, our understanding of how advertising influences customers' satisfaction is relatively weak within. Despite the critical need for economic development in our country, it is still unknown and neglected. According to MomeniMandam(2013) many companies are dependent upon advertising due to maintaining and absorbing customers, but organizations generally pay less attention to effectiveness of their advertisement. Consequently, although advertising has high expenditure, it may not yield the expected results and it shall be in competition in the best and most effective way by using various sciences including psychology, sociology and also understanding the culture and customs of the audience by considering many advertising dimensions that influence customers' satisfaction.

2.3 Factors of advertisement

2.3.1. Objective

Advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This requires that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated (Wright, 2017). According to Wright(2017),the objectives of advertising were traditionally stated in terms of direct sales & now it is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product. Wright,also added that objectives serve as guidelines for the planning and implementation of the entire advertising programme. This means that specific objectives should be set for each particular advertisement campaign.

In the past, many people thought that advertising could be carried out without any objectives. Studies have shown this to be a wrong notion. Tellis (2010) noted that advertising is to encourage purchase by temporarily improving the value of a brand. The main objective of advertising is to translate favorable attitudes into actual purchase, improve attitude towards a brand and nurture brand loyalty at all times and added Advertising technique should be used to supplement sales and advertising efforts; Clear objectives for an advertising campaign are

essential and to insure that the advertising campaign delivers results, the objectives should be translated into precise, measurable targets.

According to Sampson Quin (2017) there are 3 main objectives of advertising having subset objectives of Brand Building, Increasing sales, engagements, expanding customer base & changing customers' attitudes. These are:

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

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

To Remind: Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing.

The overall goal of adverts is to sell or at least, to make the public aware of their product/service and all the elements they are made up of are designed to contribute to the achievement of this goal. In other words, as Duran (2013) argues: "advertising is a phenomenon through which someone tries to communicate something to a group of people and whose aim is to persuade them to act in a certain way". But, as Waller (2014) pinpoints, our society has become more and more complex and for this reason, advertising agencies "have become more creative to 'cut through the clutter' to gain awareness".

However, some advertisers, perhaps, go too far and use their ads to manipulate people whether they are adults or teenagers, the aim is to sell, no matter what or to whom, without taking into consideration if they are offering the right products/services to the right people as Philips (2014) claims in his book Ethics and Manipulation in advertising. Advertising allows communicating a salient message to a large group of consumers faster than any other form of communication. It allows to truly connecting with consumer, gives an opportunity to develop an ongoing relationship between the consumer and a brand (Michael, 2016). Michael added, advertising will create a sense of urgency for the consumer, honest awareness and accurate that there are products, places, styles or sensibilities that cry out for attention or action. To do that there are

various styles of advertising, a soft sell or a hard sell, a subtle approach or a blatant approach, an informative style, humor or a modern and edgy one (Hancock, 2012). Style will always change: with the product or service you are selling; with the timing of the message and with the medium that is used. But important aspect is how someone can engage your consumers to watch that creative challenge you took with the blend of style (Chintala, 2016).

According to Souza & Lynn (2009), the highest expectation from an advertising program is the increase of sales and profit. But it is not realistic to put the entire responsibility of increasing sales on the shoulders of advertising. Advertising objectives should be realistic, based on a prior analysis of the company's situation, specific and measurable. One of the questions to be solved is about the honesty of the purposes of advertising. Bogart (2013) offered a good metaphor to shed light on this issue: "a knife does not have honesty in itself." When you get it sharpened you do not make it more honest or not. Persuasive techniques are like sharpened knives. They are tools and, of course, the person who deals with these tools should have honest principles.

According to Adeleye (2011), advertising has **three objectives**:

Sales: Some firms, especially those involved in direct response can define and measure their advertising objectives in terms of unit or Naira sales or specific sales. Leads and Shultz (2012) contented that setting sales as the advertising objective is the most acceptable way of measuring advertising impact.

Behavioral effect: When advertising cannot be defined directly in terms of final sales, some types of behavioral activity by consumers may be used as a measure of the impact of the advertising campaign. For example, some advertisers try to get their target audience to take a specific action short of making a purchase such as requesting for more information, or visiting a retail outlet (Donald, 2013).

Communication effect: Firms do set and measure their advertising objectives in terms of awareness, knowledge, preference, or some other mental effect on the consumers. The observation made by Adeleye (2011) shared the same opinion with Kotler (2011) in which he postulated that most advertisers try to measure the communication effects of an advertisement i.e. its potential effects on awareness, knowledge or preference apart from sales effect.

2.3.2. Informativeness

Informativeness in advertising can be defined as "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made" (Ducoffe, 2013). Informativeness means how much information is provided to the consumers. It is necessary that complete and comprehensive information must be provided to the consumers (Saeed et al., 2013). One of the advertising goals is to inform the audience about new products or new features of existing products, also make the audience aware of changes in products' price (Kotler & Keller, 2012). In advertisement information play a significant role, it has the ability to convey beneficial information (Daugherty et al., 2012) and it also provides utilitarian offer and practical information (Okazaki, 2011). Informativeness can be interrupted as the ability of advertising to deliver information to customers in order to satisfy their needs. The Optimum Stimulation Level Theory states that people aspire to accomplish a certain degree of stimulation and collect information with intrinsic motivation (Hoffman, 2014). Informativeness of advertising is strongly related to the attitude toward the advertising when it is transferred via traditional media (Ducoffe, 2013).

According to Gao and Koufaris (2006), informativeness can be defined as the fulfillment consumers want and is a chance for marketers to expand to present alternative products and services by distributing the bulk of the information through advertising. As information is a cornerstone of advertising, marketers have created bounteous advertising messages in order to provide sufficient, useful, and interesting information of products and services (Gordon & DeLima-Timer, 1997).

It was established that in order for advertisement to be considered informative, it must permit a typical viewer to make more intelligent buying decision after seeing the commercial than before seeing it. In other words, it must provide 'cues' that enable viewers to better achieve their own set of purchase objectives (Justus philaja, 2017).

2.3.3 Credibility

Advertising credibility is the consumers' perception of the truthfulness and believability of advertising in general (Stewart & Pavlou, 2012). In Wiedemann and Pousttchi's study (2011) almost 70% of the 44 experts stated that creditability form of interpersonal communication is

an important characteristic of an advertising marketing campaign. (Goldsmith et al., 2010), Perceived Credibility distinct as, " The believability of consumers about the advertisement that offerings of a company will satisfy their needs & wants and also has a direct positive effect on respondent's attitude towards any ad or brand" (Choi & Rifon, 2011).

According to Nik Mohamad NikNajib(2016), credibility in advertising is tied up with a consumer's confidence regarding a certain brand in an advertisement. Furthermore, credibility in advertising assumes a vital part to foresee customer states of mind toward advertising. Purchasers assess the noteworthiness of a notice with two viewpoints which are advertiser believability and advertising validity (Mac-Kenzie and Lutz, 1989). This means that the person who conveys the ads and the substance of the ads are crucial to get shopper trust. In this manner, so as to get positive reaction towards SMS advertising, publicizing messages need to satisfy consumer requirement for credibility. Waldt et al. (2009 as cited by Nik Mohamad NikNajib 2016), noted that Credibility of an advertisement is influenced by different factors, especially by the company's credibility and the bearer of the message and by the advertising medium. For example, Marshall and Yang (2007) found out that a message on the Internet achieves less credibility than a printed message unless the message is communicated by a strong brand.

According to Nik Mohamad NikNajib(2016), whatever message is designed, it must be a cluster of truth as truth is essential in advertising, the truth is not truth until people believe in it, they cannot believe in it if they do not know what we are saying if they do not listen to us; they cannot listen to us unless we are interesting and finally we cannot be interesting if we say facts in a fresh, original and imaginative way. Najib added also, In order to establish credibility for our promises; we need to support it with facts and with satisfactions. So, truth is essential in advertising and must be supported with facts.

2.3.4 Message

Message development is a complex critical task in advertising and Highlighting a product attribute that is unimportant to a particular target market is not only a waste of advertising dollars, but also a loss of opportunity as both the appeal and the way the appeal is conveyed are vital to successful communication Tsang (2004 as cited by Nik mahamad,2016). Thus, creating business-to-business advertising messages involves determining advertising objectives,

evaluating the buying criteria of the target audience, and analyzing the most appropriate language, format, and style for presenting the message.

Perception: For an advertising message to be successful, an individual must first be exposed to it and pay attention to it. Thus, a business advertisement must catch the decision maker's attention. Once the individual has noticed the message, he or she must interpret it as the advertiser intended. Perceptual barriers often prevent the intended message from being received by a receiver. Even though the individual is exposed to an advertisement, there is no guarantee that the message will be processed. In fact, the buyer may read every word of the copy and finds a meaning intended by advertiser (Giles, 2015).

According to Dacin (2012), the business advertiser must therefore contend with two important elements of perception: attention and interpretation. Buyers tend to screen out messages that are inconsistent with their needs, attitudes, and beliefs and they tend to interpret information in the light of those beliefs, unless advertising messages are carefully designed and targeted improperly. Advertisers must put themselves in the position of the receivers in order to evaluate how the message will appear to them. According to Memoni Mandan (2013), messages strategy must decide what the advertising is meant to communicate – by way of benefits, feelings, brand personality, or action content and Once the content of the campaign has been decided, decisions must be made on the best-most effective-ways of communicating that content. The decisions, such as the choice of a spokesperson, the use of humor or fear or other tones, and the selection of particular copy, visuals, and layout, are what we call “message tactics”(Memoni Mandan, 2013).

2.4 Customer satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time Fornell, Johnson, Anderson, Cha & Bryant (1996, as cited by KabuKhadka&SoniyaMaharjan 2017). With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver, 1999.) At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and

product repurchase. Hence, to maximize the customer satisfaction companies should sell ideas and methods after the completion with all the necessary documents. Customer satisfaction is a barometer that predicts the future customer behavior Hill, Roche & Allen (2007, as cited by Kabu Khadka & Soniya Maharjan 2017). However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers.

Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) delivering the product, product documentation, etc. Moreover, from profitability and productivity perspectives only activities that produce value for customers should be carried out. Hence, firms have to get to know their customers much better than has normally been. However, the company should be able to build trust with the customer so it is easy to get the feedback from the customer. This is how customer oriented product or service could be developed (Hill, Brierley & MacDougall, 2003.)

2.5. Relationship between advertisement and customers' satisfaction

Advertising can affect customer satisfaction by framing the consumption experience and by sending the consumer credible signals of product quality and value. According to Mehta et al. (2008, as cited by Corolyn Samuel Taylor,2013), the effects of advertising can be classified as informative, persuasive, or transformative. Informative advertising raises awareness of the product and its attributes, and can therefore increase knowledge of brand quality (Mehta et al., 2008). Persuasive advertising seeks to “change some pre-behavioral mental state” (Deighton 1984, p. 763), and in doing so can increase customer utility and expectations of the brand. The mere act of advertising may further enhance customer expectations by serving as a signal to the consumer of a firm’s investment and commitment to the product (Kirmani and Wright, 1989).

Empirically, previous studies have found that advertising may decrease price elasticity by differentiating the product and thereby increasing perceived value (Mitra and Lynch, 1995; Draganska and Klapper, 2010). This has a positive effect on customer satisfaction. Transformative advertising has a direct effect on customer expectations and subsequent evaluations of customer satisfaction in that it “influences how consumers experience and

evaluate the quality of the product from subsequent consumption” (Mehta et al., 2008, p. 334). Once the consumer has a personal experience with the product and the opportunity to learn for themselves, they then purge any residual doubt of source credibility. Further, the consumer grants special status to what they have learned from experience, regardless of the extent to which it was framed by advertising (Hoch and Deighton, 1989).

In addition, advertising may increase post-purchase satisfaction by making consumers feel confident about their purchase decision, thereby decreasing perceptions of post-purchase risk and dissonance (Bauer, 1960). Combined, all of these insights suggest a positive relationship between advertising and satisfaction. Conversely, advertising may have a negative impact on customer satisfaction in some instances. Advertising may cause customer satisfaction to decline if advertising costs are perceived to be higher than the consumer thinks is appropriate. The results of Kirmani’s study (1997, p. 170) suggest a consumer belief that there is a line between conveying information and being manipulative, and that the former is acceptable and the latter is not. The default attribution is that a marketer’s investment in a product serves as a signal of commitment to a product, which increases perceptions of product quality.

However, this attribution can be threatened, as the desperation undermine occurs when the amount of expenditure seems excessive or more than reasonably warranted to convey product benefits (Kirmani and Wright 1989, p. 345). Further, consumers are found to associate extremely high levels of advertising expenditure with lower product quality, as perceptions that the firm is overcompensating for their products may imply that the product cannot stand on its own merits (Kirmani, 1990). Thus, the consumer’s distrust of the firm may negatively affect perceptions of product quality, which will then negatively affect perceived value as well. Furthermore, Rethans et al. (1986) show that with repeated exposures, consumers will tire of the ad, resulting in a decline in response as well as negative affect (Pechmann and Stewart, 1989).

According to Pechmann and Stewart (1989), the relationship between advertising and sales of services has been the topic of lots research and discussions designed to determine the shape of the response curve. Almost all advertisers subscribe to one of two models of the advertising/sales response function:

2.6. EMPIRICAL LETERATURE REVIEW

Previous studies on the impact of sales advertising dimensions on sales services are inconclusive. Most researchers agreed that advertisement dimensions have no significant effect on sales services (Davis et al., 2010). While some research believed that advertisement dimensions have positive impact on customers' satisfaction through sales of services (Ailawadi, 2011). The findings of Bamiduro(2011) confirmed that there is positive relationship between sales advertisement dimensions and customers' satisfaction through sales growth of the business industry. Oyedapo et al. (2012) conducted a research on the impact of sales advertisement on organization effectiveness in Nigerian manufacturing industry and their findings revealed that the adoption of sales advertisement dimensions significantly influence the effectiveness of beverage drink industry.

According to Ailawadi (2011), sales advertising have a positive long-term effect on sales because advertising persuade consumers to change brands and to buy in larger quantity. Odunlami and Ogunsiji (2011) who researched on the impact of sales advertising as a tool on organizational performance concluded that the effective implementation of sales ADD dimensions lead to increase in sales services. Moreover, Wayne (2012) found a link between sales of ads dimensions and services trial which eventually lead to increase in customer satisfaction and loyalty. Pauwels et al. (2012) also discovered that sales advertisement dimensions have permanent impact on customer satisfaction. However, long-term impacts are under an academic debate and different research shows opposing results. Some of the research shows that after an advertising purchase probability for a repeat purchase is lower than after a non- advertising purchase.

Totten and Block (2014) found that sales advertising dimensions have no long term effect on customer satisfaction. Dekimpe et al. (2011) and Srinivasan et al. (2012) their findings proved that sales advertising dimensions do not change the structure of customer satisfaction and loyalty over the long run. Sales advertising dimensions are considered to be an external stimulus and after when it is gone consumers are less likely to re-purchase (Dodson et al., 2011).

Today, advertising companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine and etc. that television is one of the prevalent media for this purpose. Rice and Atkin (2001) note that, television is generally assumed to have massive

effects on viewers for a variety of reasons. First, a great deal of money is spent on advertising, and big spenders are assumed to know what they are doing. Also, people spend a deplorable percentage of their waking hours in front of television sets, presumably with advertising effects. Effective advertisements are advertisements that help the advertiser to reach its goals. Ramalingam et al. (2006) measured the effectiveness of TV broadcast advertisements (toothpaste) by discovering important factors that influence the advertisement effectiveness by using artificial neural network (ANN). In this study the effects of each of these factors has been studied and it is used for measuring the advertisement effectiveness. They examined 4 factors for evaluating the effectiveness of advertisement. Experimental results show that advertiser must take attention to these 4 factors in their advertisement. They found there is a meaningful relationship between the effectiveness of advertisement and these factors. Also, their study shows that the ANN model achieves 99% accuracy for measuring the advertisement effectiveness.

Since there are many advertisement factors which depend on the nature of organization, there is no common agreement or consistency on how all factors affects the satisfaction of customers. Moreover, circumstances in Other Africa country could be different from those in Ethiopia. Hence, the results are uncertain and require more empirical work. In this way, the current study has been initiated to investigate the effects of those selected advertisement practices on customer satisfaction of OBN.

2.7. Conceptual frame work of the study

The term *conceptual model* is a model of concept or a model that is conceptual. They are, mostly, intended to be models of real world states of affairs. Conceptual modeling is the activity of formally describing some aspects of the physical and social world around us for the purposes of understanding and communication (Bennet, 2013). Similarly Rittippant, (2013) stated that conceptual model's primary objective is to convey the fundamental principles and basic functionality of the system in which it represents. A conceptual model must be developed in such a way as to provide an easily understood system interpretation for the models users.

Conceptual model is types of diagram which shows of a set of relationships between factors that are believed to impact or lead to a target condition; a diagram that defines theoretical entities, objects, or conditions of a system and the relationships between them. It should be implemented

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

The chapter explains the methodology employed for conducting the study on effect of advertisement on customer satisfaction of OBN. It includes research design, research approach, Population and sampling, Data collection procedure, Reliability and data analysis and ethical considerations.

3.1 Research Design

Research design is the blueprint for fulfilling research objectives and answering research questions (John et al., 2007:20-84). In other words, it is a master plan specifying the methods and procedures for collecting and analyzing the needed information. It ensures that the study would be relevant to the problem and that it uses economical procedures. The same authors discuss three types of research design, namely exploratory (emphasizes discovery of ideas and insights), descriptive (concerned with determining the frequency with which an event occurs or relationship between variables) and explanatory (concerned with determining the cause and effect relationships). The type of research employed under this study was both descriptive and explanatory research. The major purpose of descriptive research is description of the state of affairs as it exists at present. Then this study describes and critically interprets various effects of advertisement on customers' satisfaction and employs explanatory in that the relationship between dependent and independent variables are correlated with an aim of estimating the integrated influence of the factors on customers' satisfaction.

Accordingly, to get an in depth knowledge and understanding about existing Advertisement factors in the organization, why and how is the relationship between Advertisement factors such as Objective designed, Credibility, Informativeness and Message (an independent variable) with customers' satisfaction (dependent variable) within an organization and also to examine their contribution towards customers' satisfaction, the researcher has employed an explanatory research design.

3.2. Research Approach

According to Singh (2006), research design is essentially a statement of the object of the inquiry and the strategies for collecting the evidence, analyzing the evidences and reporting the findings. With the view to address its objectives, the study employed quantitative method. According to Creswell (2003) the quantitative survey research design is vital to create quantifiable causes and effect relationship between the variables of the study and is the most appropriate one to use if the purpose of an investigation is to describe the degree of relationship which exists between the variables.

In this quantitative research design the statistical methods that researcher has employed includes: descriptive statistics-to count the frequency of response and the mean and standard deviation of each variables, Reliability analysis-to test the internal consistency of the instrument, correlation analysis-to assess the relationship between variables of the study and multiple regression analysis—to assess the extent of influence of independent variables on dependent variables. After the required data were collected, it is analyzed by using statistical package for the social sciences (SPSS).

3.3 Data collection procedure and Sources of Data

The approaches used to gather data is a very important aspect of research design and the ability to achieve the research aims and answer the research questions depends on the effectiveness of data collection. Primary sources are directly related to the study purpose and consists of all the data collected throughout the study that directly can be related to the study purpose, Secondary data on the other hand, contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. The data for this study was collected by using both primary and secondary data sources. The main data collection tools used to collect data included questionnaires containing closed-ended questions with the quantitative section of the instrument utilizing likertscale format.

The gathered data was mostly from primary sources by using a close ended likert scale questionnaires developed on the basis of objectives of the study and basic research questions for customers/agents and used secondary data of organizational records, data and official documents available.

3.4 Sample and Sample techniques

According to the data obtained from OBN, as a customers using air time advertisements of OBN, there are 41 agents, 38 Government organization and 51 private organizations, Totally 130 customers are currently available. Therefore, the target population of this study was 130. By employing census survey method, all 130 respondents from the marketing departments of each target group is taken as sample of this study.

3.5 Data analysis procedures and tools

After collecting the required data, analysis of data was undertaken to describe nature of data, important relationship between variables, impact of independent variables on dependent variables and draw inferences from the data in the study. This was realized by employing statistical tools such as descriptive analysis, correlation analyses and regression analysis by using the statistical package for social sciences (SPSS) 16.

3.5.1 Descriptive analysis

Descriptive analysis was the first step in the analysis of the converted data from the sources. It deals with enumeration, organization and graphical representation of data. The descriptive statistics employed in this study i.e. Mean, Median, Standard deviation, Maximum and Minimum explores and presents an overview of all variables employed in the study.

3.5.2 Inferential Analysis

According to Sekaran (2000:401), inferential statistics allows to infer from the data through analysis the relationship between two or more variables and how several independent variables might explain the variance in a dependent variable. The following inferential statistical methods were used in this study

3.5.2.1 Correlation analyses

According to Phyllis and his associates (2007:18-55), inferences have a very important in management research. This is so because conclusions are normally established on the bases of results. Such generalizations were therefore, be made for the population from the samples. They speculate that the Pearson Product Moment Correlation Coefficient is a widely used statistical method for obtaining an index of the relationships between two variables when the relationships between the variables is linear and when the two variables correlation are continuous. To

ascertain whether a statistically significant relationship exists between Objective designed, Informativeness of advertisement, credibility of advertisement and message of advertisement with customer satisfaction, the Product Moment Correlation Coefficient was used.

According to Cohen (1988), correlation coefficient can range from -1 to +1. The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient may be interpreted as follows. $r=0.10$ to 0.29 or $r=-0.10$ to -0.29 small, $r=0.30$ to 0.49 or $r=-0.30$ to -0.49 medium.

3.5.2.2 Regression analysis

Linear regression is a method of estimating or predicting a value on some dependent variable given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike correlations, however, the primary purpose of regression is prediction (Geoffrey et al., 2005:224-225). In this study multiple regressions was employed. Multiple regression analysis takes into account the inter-correlations among all variables involved. This method also takes into account the correlations among the predictor scores (John Adams, et al., 2007:198). They added multiple regression analysis, which means more than one predictor is jointly regressed against the criterion variable. This method is used to determine if the independent variables will explain the variance in dependent variable.

3.6 Regression Functions

The equation of regressions on this study is generally built around two sets of variables, namely dependent variable (Customer satisfaction) and independent variables (Objective, Informativeness, Credibility and Message). The basic objective of using regression equation on this study is to make the study more effective at describing, understanding and predicting the stated variables.

Regress Customer satisfaction on Selected Variables

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Where: Y is the response or dependent variable- Customer satisfaction

X1= Objective,

X2= Informativeness,

X3= Credibility

X4= Message

β_0 is the intercept term- constant which would be equal to the mean if all slope coefficients are 0. β_1 , β_2 , β_3 and β_4 are the coefficients associated with each independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables. Accordingly, this statistical technique was used to explain the selected linear combination of the independent variables on regress organization effectiveness (as dependent variable) by using multiple regressions.

3.7 Reliability and Validity

Validity is the degree to which a measure accurately represents what it is supposed to and it is concerned with how well the concept is defined by the measure(s). Hence, the questionnaire was checked and validated by researchers, area experts, Advisor and other research professional's interms of its content validity before it was pilot tested and used as data collection tool for this study. Accordingly, the lengthy & non representing questions has been changed and corrected. The updated draft questionnaire was prepared for pilot study, distributed for 25 selected respondents (20 from staffs of Organization and 5 among management of organization). Thus, after collecting it back the reliability was tested through the pilot study. Then, Cronbach's alpha coefficient was calculated and used to measure the reliability of the questions of the questionnaire. Cronbach's alpha coefficient for all parts of the questionnaire was 0.714. Concerning the acceptance level of Cronbach's alpha results, Cohen et al. (2007) suggested that, Cronbach's alpha coefficient of inter-item correlations can be used on the basis of the following guidelines:

Greater than 0.90 = very highly reliable

0.80–0.90 = highly reliable

- 0.70–0.79 = reliable
- 0.60–0.69 = marginally/minimally reliable
- Less than 0.60 = unacceptably low reliability

The Reliability analysis was also subsequently done for four independent & one dependent variables using Cronbach’s Alpha which measures the internal consistency by establishing if certain item within a scale measures the same construct. Cronbach’s alpha was calculated by application of SPSS for reliability analysis. Table 3.2 shows that Objective had the highest reliability ($\alpha=0.753$) followed by Informativeness ($\alpha=0.705$), Credibility ($\alpha=0.687$), Customer satisfaction ($\alpha=0.686$), and lastly Message ($\alpha=0.618$). Thus, the aggregate Cronbach’s alpha coefficient (0.714) and for those each variables in this study shows the reliability level of the questionnaire was reliable & acceptable as their reliability values exceeded the prescribed threshold of 0.7.

Table 3.1 Reliability coefficients

Scale	Chronbach’s Alpha	Number of items
Objective	0.753	3
Informativeness	0.705	4
Credibility	0.687	3
Message	0.618	3
Customer satisfaction	0.686	3

3.8 Ethical Considerations

Since the researcher was used the data from customers which was collected through questionnaire, permission was obtained from the customers. To maintain the confidentiality of the information provided by the respondents, the respondents were instructed not to write their names on the questionnaire and assured of that the responses would be used only for academic purpose and kept confidential. Brief description of the central objectives or purpose of the study and the potential benefit of the research outcome to respondents was clearly given in the introductory part of the questionnaire so as to motivate them and participate in the study and provide relevant information about the company under study. Finally, respondents were included in the study based on their free will. Texts belonging to other authors that have been used in any part of this study have been fully referenced with reference.

CHAPTER FOUR: RESULT AND DISCUSSION

The main purpose of the study was to examine the advertisement factors and customer satisfaction in OBN. In order to meet the objective and to test the hypotheses stated in the study, the researcher has obtained necessary primary and secondary data & attempted to answer the basic research questions of the study. Data were collected through questionnaires, and assessments of official documents. The collected data were organized in tables and analyzed in descriptive statistics, like mean, percentage, standard deviation, and range using SPSS 16. This chapter contains four sections. In the first section it presents about demographic characteristics of respondents, in the second section, the descriptive statistics analysis of the dependent and independent variables with discussion of its output such as mean, median, standard deviation, percentile & frequencies were undertaken. Under the third section, the correlation analysis and its discussion of correlation coefficient were carried out. In the last section of the chapter, the linear regression model assumptions were tested, and its outputs were discussed and also testing of hypotheses was presented.

4.1. Demographic characteristics of the Respondents.

The first part of the questionnaire presents some demographic data questions. Table 4.1 gives information of respondents about the Customer classification, Gender, education level, and length of period as a customer with OBN. Out of a total of One Hundred Thirty (130) copies of the questionnaire that were administered to the customer respondents as predetermined in the methodology, One Hundred Twenty Five (125) copies were correctly filled and returned resulting in a high response rate of 96%. The analysis of this study was based on the retrieved copies of the questionnaire.

Table 4.1: Demographic data of the respondents

No.	Demographic question		Responses	
			#	%
1	Customer Classification	Agent	39	31.2
		Government	37	29.6
		Non-Government	49	39.2
		Total	125	100
2	Gender	Male	96	77
		Female	29	23
		Total	125	100
3	Education Level	Second Degree& above	22	17.6
		First Degree (BA)	92	73.6
		Diploma	11	8.8
		Total	125	100
4	Period of yr as a customer	1 -2 yr	18	14.4
		3 -4 yrs	62	49.6
		Above 5 yrs	45	36.0
		Total	125	100

Source: Primary data collected from questionnaires, May 2019

The demographic characteristic of the respondents; which include Customer classification, gender, educational background, and Length of experience as a customer with OBN was illustrated in the table 4.1 as follows: Regarding customer classification, 39(31.2%) are Agents, 37(29.6%) are from government Organization and 49(39.2%) were from non-government institutions. From this one can understand that OBN has a more customer from agent group and less one from government org group, since this study was done on all (100%) advertisement customers of OBN. Concerning gender 96(77%) were male customers and 29(23%) were female customers. From this data it is clear to understand the percentage of male respondents was large and there is a significant difference in terms of number of male and female respondents assigned on the advertisement departments of the customer organization. According to the data of this table the majority of 92 (73.6%) of the customer were with First Degree, 22(17.6%) with second Degree& above and only 11(8.8%) is with Diploma level of education. This indicates the services of the institution (customer) were offered by qualified personnel. Besides, table 4.1 Shows Length of experience as a customer with OBN. Accordingly the data illustrated shows that; majority of the customers 62 (49.6%) have stayed for 3-4 yrs, and the rest 45(36 %) have stayed for more than 5years and 18(14.4%) have stayed for 1-2 years as a customer with OBN.

This indicates as most of them can easily know about the practice of advertisement and situation in OBN and it is possible to assume that they would respond the questionnaire properly.

4.2 Advertisement factors and Customer satisfaction

In this analysis the descriptive statistics (such as mean of distribution, median of distribution, minimum/maximum of the range of distribution ,standard deviation of the distribution, frequencies & percentiles) were employed to explain the characteristics of the data connected with the research question used in the research and to investigate and present an overview of both dependent (Customer satisfaction) and independent variables (Objective, Informativeness, Credibility and Message) used in the study. There are 22 statements that the respondents are requested to tick the level of their agreement based on their attitude & observation towards factors of advertisement in OBN. Table 4.2 shows the Descriptive statistics output mean and standard deviation responses for independent variable and dependent variable.

Table 4.2 Descriptive statistics output of all variables

	Variables	N	Mean	Std. Deviation
Independent Variables	Objective	125	3.45	0.93
	Informativeness	125	3.48	0.87
	Credibility	125	3.24	0.92
	Message	125	3.14	1.03
Dep. Variables	Customer Satisfaction	125	3.46	0.91

Source: *Primary data collected from questionnaires, May 2019*

Table 4.2 shows the descriptive statistical results of corresponding 125 total observations of each variable in the study. It also describes the overall nature of variables employed in the study and their interpretation is presented as follows:

According to Zedatol (2008) mean score threshold of 3.80 high, 3.40-3.79 moderate and below 3.39 is low, from the results of descriptive statistics (mean and standard deviation) of the advertisement factors shown, it is clear to understand that half of the advertisement factors are practiced in a medium/moderate condition while half of them are seen in a low condition in the

organization. However when compared with each other, the most commonly practiced advertisement factors are: Informativeness (Mean=3.48, SD=0.87) and Objective designed (Mean=3.45, SD=0.93) in that order respectively. On the other hand, the less prevalent advertising factors responded by respondents with a low mean score threshold are: Credibility (Mean=3.24, SD=0.92) and Message (Mean=3.14, SD=1.03). In addition it can be inferred that the commonest advertising factors seen in OBN is Informativeness of advertisement, while the least practiced advertising factors is Message of advertisement.

Regarding measures of Customer satisfaction, based on the mean values and their standard deviation, respondents admitted that advertising factors in OBN has a mean response of 3.46 & standard deviation 0.91 on the Satisfaction of customers. According to Zedatol (2008) mean score threshold, the result so far analyzed implies that the advertisement factors underway for the last time in OBN has a moderate/medium level of agreement in contributing towards the customer satisfaction since its measures of customer satisfaction has a moderate score of between 3.40 & 3.79.

4.2.1 Objective of advertisement

Regarding objective of advertisement designed in the organization, the mean response and standard deviation for three different questions related to objective is 3.45 and 0.93 which is the second (2nd) ranked score from the other four advertising factors. When seen in terms of its only highest level of agreement of respondents for its question elements, 37(29.6%) “Agree” for “Objective designed for advertising has positive contribution to sales services.”44(35.2%) “Agree” for “Objectives of advertising are to access the extent to which an advertising program reflects on the sales services increase”, 41(32.8%) “Agree” for “The main objective of advertising is to translate favorable attitude into actual purchase which brings customer satisfaction.” From this it can be deduced that the organization is practicing a good objective elements of advertisement.

Table 4.3 Objective of advertisement response, (Total no, of respondent =125)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	#	%	#	%	#	%	#	%	#	%		
Objective designed for advertising do have positive contribution to sales services.	22	17.6	20	16	12	9.6	37	29.6	34	27.2	3.33	1.469
Objectives of advertising are to access the extent to which an advertising program reflects on the sales services increase	15	12	19	15.2	28	22.4	44	35.2	19	15.2	3.26	1.239
The main objective of advertising is to translate favorable attitude into actual purchase Which brings customer satisfaction.	6	4.8	15	12	23	18.4	40	32	41	32.80	3.76	1.174

Source: Primary data collected from questionnaires, May2019

4.2.2 Informativeness of Advertisement

Regarding informativeness of advertisement in the organization, the mean response for its four different question elements is 3.48 and SD is 0.87 which is the first/ highest score that is practiced in a better way than from four advertisement factors. When seen in terms of its only highest level of agreement of respondents for its all question elements, 32(25.6 %) “Neutral” for “Advertising is a good source for timely information”, 43(34.4%) “Strongly Agree” for “Advertisement goal is to inform the audience about new services”, 48(38.4%) “Agree” for “Advertising has the ability to convey beneficial information” and 38(30.4%) “Agree” for “Informativeness provides utilization offer and practical information”. From this it can be deduced that from the advertisement elements/factors mentioned, informativeness is the only factor that expressed in a better condition in the organizations advertisement except a neutral level of agreement on being a good source of timely information which needs an improvement.

Table 4.4 Informativeness response, (Total no, of respondent =125)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	#	%	#	%	#	%	#	%	#	%		
Advertising is a good source for timely information.	9	7.2	29	23.2	32	25.6	26	20.8	29	23.2	3.30	1.257
Advertisement goal is to inform the audience about new services	5	4	16	12.8	30	24	31	24.8	43	34.4	3.73	1.180
Advertising has the ability to convey beneficial information	7	5.6	26	20.8	18	14.4	48	38.4	26	20.8	3.48	1.195
Informativeness provides utilization offer and practical information	15	12	18	14.4	22	17.6	38	30.4	32	25.6	3.43	1.334

Source: Primary data collected from questionnaires, May 2019

4.2.3 Credibility of advertisement

For three questions related to credibility of advertisement, the mean score is 3.24 and SD is 0.92 which is the 3rd highest score that is practiced in the organization. Regarding its only highest level of agreement for its three questions, 57(45.6%) “Agree” for “Advertisement credibility is the customers perception of the truth fullness and believability”, 36(28.8%) “Agree” for “Perceived credibility satisfies the customers’ needs and wants” and 52(40.3%) “Agree” for “Advertising Credibility of the company has a direct positive effect on the respondents ‘attitude towards advertising or brands.” From this it can be deduced that, credibility of advertisement in the organization is in a better condition.

Table 4.5. Credibility response, (Total no, of respondent =125)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	#	%	#	%	#	%	#	%	#	%		
Advertisement creditability is the customers perception of the truth fullness and believability	11	8.8	24	19.2	19	15.2	57	45.6	14	11.2	3.31	1.167
Perceived creditability satisfies the customers' needs and wants.	18	14.4	27	21.6	21	16.8	36	28.8	23	18.4	3.15	1.344
Advertising Creditability of the company has a direct positive effect on the respondents 'attitude towards advertising or brands.	16	12.8	26	20.8	12	9.6	52	41.6	19	15.2	3.26	1.301

Source: Primary data collected from questionnaires, May 2019

4.2.4 Messages of Advertisement

The message of advertisement related three questions have a mean response of 3.14 and SD is 1.03 which is the least advertisement factors in the organization. Concerning its highest level of agreement for its element questions, 30(24%) “Strongly Disagree” for “The advertising messages attract your attention to company’s Products.”,43(34.4%) “Agree” for “Customers are enjoying to listen advertising of company’s products” and 51(40.8%) “Agree” for “Advertising messages for company’s products influence your buying behavior”. From this one can understand that the message of advertisement in organization is not in a better condition when compared with other factors since it has some disagreements. Especially having the effective advertisement message

which attracts one’s attention to company’s product is that having the highest level of disagreement which needs improvement.

Table 4.6. Messengeresponse, (Total no, of respondent =125)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	#	%	#	%	#	%	#	%	#	%		
The advertising messages attract your attention to company’s Products.	30	24	23	18.4	17	13.6	31	24.8	24	19.2	2.97	1.475
Customers are enjoying to listen advertising of company’s products	19	15.2	23	18.4	21	16.8	43	34.4	19	15.2	3.16	1.316
Advertising messages for company’s products influence your buying behavior	8	6.4	26	20.8	27	21.6	51	40.8	13	10.4	3.28	1.104

Source: *Primary data collected from questionnaires, May 2019*

4.2.5 Customer satisfaction

When evaluating the contributions of advertising factors in the organization towards the customer satisfaction, the mean responses for all questions is 3.46 & SD is 0.91. The respondent has filled the following highest rate of response for each three questions as follows: 34(27.2%) “Agree” for “Positive customer satisfaction depends on factors of advertisement of OBN.” 32(25.6%) “Strongly Agree” for “Advertisement dimensions Enhance an individual's understanding of customers’ satisfaction.”, and 49(39.2%) “Neutral” for “The greatest possible loyalty can be made through advertisement dimensions”, this shows as there is some

contribution of advertisement factors such as Objective, informativeness, credibility and message on customer satisfaction except some neutral level of agreement on bringing the greatest possible loyalty through advertising factors of OBN which needs an improvement in the future.

Table 4.7 Customer satisfaction response, (Total no. of respondent =125)

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	#	%	#	%	#	%	#	%	#	%		
Positive customer satisfaction depends on factors of advertisement of OBN.	14	11.2	26	20.8	23	18.4	34	27.2	28	21.7	3.29	1.325
Advertisement dimensions Enhance an individual's understanding of customers' satisfaction.	16	12.8	30	24	19	15.2	28	22.4	32	25.6	3.24	1.399
The greatest possible loyalty can be made through advertisement dimensions.	0	0	0	0	49	39.2	44	35.2	32	25.6	3.86	0.797

Source: *Primary data collected from questionnaires, May 2019*

4.3 Relationship between advertisement factors and customer satisfaction

Correlation analysis is a statistical tool which is used to measure the strength or degree of linear association between two variables. The correlation coefficient, which always lies between -1 and +1, was used to measure the strength and magnitude or degree of linear association between two series. A correlation coefficient of +1 shows a strong and positive linear relationship between two variables. On the contrary, a correlation coefficient of -1 indicates a strong and negative linear association between two series. A correlation coefficient of 0 shows that there is little or no linear relationship between two variables. The correlation table below shows that four of variables such as Objective, informativeness, credibility and message were positively correlated with customer satisfaction. The result of correlation analysis is discussed in detail as follows:

Table 4.8: Pearson’s correlation matrix of relationship amongst advertisement factors and customer satisfaction.

Correlations						
		1	2	3	4	5
Objective designed	Pearson Correlation	1				
Informativeness	Pearson Correlation	.435**	1			
Credibility	Pearson Correlation	.403**	.374**	1		
Message	Pearson Correlation	.257**	.327**	.275**	1	
Customer satisfaction	Pearson Correlation	.289**	.284**	.379**	.384**	1

Source: Primary data collected from questionnaires, May 2019

The coefficient of correlation between Customer satisfaction and objective designed was 0.289. According to Choen (1988) guidelines of strength of relationship ($r=0.10$ to 0.29 or $r= -0.10$ to -0.29 small, $r= 0.30$ to 0.49 or $r= -0.30$ to -0.49 medium, $r= 0.50$ to 1.0 or $r= -0.50$ to -1.0 large), this figure shows that there is a small and positive relationship between them and also it means that when objective designed increases by 1%, Customer satisfaction of OBN increases only by 0.289%. The coefficient of correlation between Customer satisfaction and Informativeness was 0.284. According to Choen (1988) guidelines of strength of relationship, it indicates that there is a small and positive correlation between them. It further shows that if informativeness is increased by 1%, Customer satisfaction of OBN will be increased by 0.284%. The coefficient of correlation between Customer satisfaction and Credibility was 0.379. According to Choen (1988), this figure reveals that there is medium and positive relationship between Customer satisfaction and Credibility over the last years. It further indicates that when credibility of advertisement is increased by 1%, Customer satisfaction will be increased by 0.379%. The last independent variable used in this study was Message of advertisement. The coefficient of correlation between Customer satisfaction and Message of advertisement was

0.384, which shows according to Choen(1988) that the relation between Customer satisfaction and Message of advertisement is also medium & positive over the last years. This figure reveals that an increase of Message of advertisement by 1% will result in increase of Customer satisfaction by 0.384%. In general the Customer satisfaction is more correlated with Message of Advertisement by having the largest coefficient (0.384) and less correlated with Informativeness by having the least coefficient of (0.284).The result is consistent with the findings of study of Bamiduro(2011) which emphasized that there is a positive correlation between Advertising dimensions and customer satisfaction.

4.3.1 Relationship between Advertisement factors

Objective variable was positively correlated to Informativeness, Credibility and Message with correlation coefficient of 0.435, 0.403, and 0.257 respectively. Informativeness was positively correlated with Credibility and Message with correlation coefficient of 0.374 and 0.327 respectively. The Credibility variable was positively correlated to Message variable with correlation coefficient of 0.275. In general, the highest correlation coefficient between independent variables is 0.435 which was between Objective of advertisement designed and Informativeness of advertisement. Whereas the lowest correlation coefficient between variables is 0.257 which was between Objective of advertisement designed and message of advertisement.

4.4 Regression Analysis

To examine the contributions of Advertising factors towards customer satisfaction in OBN& to test the hypothesis the researcher conducted a multiple regression analysis and applied the statistical package for social sciences (SPSS) to code, enter and compute the measurements of the multiple regressions for the study.

Table 4.9 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.439 ^a	.193	.166	.828	1.848
a. Predictors: (Constant), Objective, Informativeness, Credibility and Message b. Dependent Variable: Customer satisfaction					

Source: Primary data collected from questionnaires

The regression model output was presented in table 4.9 – 4.11, it shows the coefficients, standard errors, t-values, and p-values for explanatory variables. And also it shows R-squared, Adjusted R-squared, standard error of regression, F-statistics, probability (F-statistics) for the regression. DW statistics and numbers of observation included in the study. The R and R squared statistic of the model were 43.9 % and 19.3 % respectively. The result of R-squared shows that the explanatory power of Independent variables such as Objective, Informativeness, Credibility and message for the change in dependent variable (Customer satisfaction) was 19.3 % or change on dependent variable (Customer satisfaction) was explained 19.3 % by the independent variables employed. The remaining 80.7 % of variation in Customer satisfaction can be explained by other variables not included in this model. The adjusted R square is slightly lower than the R square which implies that the regression model may be over fitted by including too many independent variables. Dropping one independent variable will reduce the R square to the value of the adjusted R square. The Durbin Wattson (DW) of 1.848 (which is a bit greater than 1) shows the presence of autocorrelation among variables.

Table 4.10 Analysis of Variance /ANOVA/ of the Regression Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.645	4	4.911	7.158	.000 ^a
	Residual	82.332	120	0.686		
	Total	101.977	124			
a. Predictors: (Constant), Objective, Informativeness, Credibility and Message						
b. Dependent Variable: Customer satisfaction						

Source: Primary data collected from questionnaires, May2019

Table 4.10, the analysis of variance performed on the regression model yielded an F-value of 7.158, meaning that the overall equation is significant ($p < 0.01$). The value of F is large enough to conclude that the set coefficients of the independent variables are not jointly equal to zero. This implies that the data well fit good fitness. .

Table 4.11 Coefficient of determination

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.789	.385		4.644	.000
Objective of Advertisement	.191	.093	.195	2.045	.043*
Informativeness of Advertisement	.076	.101	.073	.756	.451
Credibility of advertisement	.041	.091	.039	.403	.240
Message of advertisement	.282	.077	.321	3.676	.000**
a. Dependent Variable: Customer satisfaction					

Source: Primary data collected from questionnaires, May 2019

Table 4.11 shows that all independent variables such as Objective, informativeness, credibility and message had positive coefficients. The positive coefficient indicates that there was direct relationship between those variables and Customer satisfaction. The researcher conducted a multiple regression analysis so as to determine the relationship between one dependent and four independent variables. At 1 % level of significance, message of advertisement is the only highest level of significant contributor towards Customer satisfaction having a 0.321 standard beta value with a sig.value of 0.000 which is less than P- value 0.01. On the other hand objective, informativeness and credibility with a standard beta & sig value of (0.195; 0.043), (0.073; 0.451) and (0.039; 0.240) are not contributing towards Customer satisfaction since their p- value is greater than 0.01. This means that the message of advertisement in the organization makes positive and significant contributions to explaining the dependent variable- Customer satisfaction and other advertisement factors contributions are insignificant.

Regarding the construction of regression equation to depict the model contribution to the prediction of the dependent variable by each independent variable; un standard beta values are used and the equation ($Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$) becomes:

$Y = 1.789 + 0.191X_1 + 0.076X_2 + 0.041X_3 + 0.282X_4$, Where Y is the dependent variable Customer satisfaction, X1 is Objective of advertisement, X2 is Informativeness of advertisement, X3 is credibility of advertisement and X4 is message of advertisement. According to the regression equation established, taking all factors into account (Objective, Informativeness, Credibility and Message) constant at zero, Effective customer satisfaction will be 1.789 and also taking all other independent variables at zero, a unit increase in objective will lead to 0.191 increase in customer satisfaction, a unit increase in Informativeness will lead to a 0.076 increase in customer satisfaction, a unit increase in credibility will lead to a 0.041 increase in customer satisfaction, and a unit increase in Message will lead to 0.282

increase in customer satisfaction. The result is consistent with the findings of study of Bamiduro (2011) which emphasized that there is a positive contribution of Advertising dimensions towards customer satisfaction.

4.5. Testing of hypotheses.

4.5.1. Correlation test

To test this research hypothesis (correlation test), the following correlation analysis is performed by using SPSS 16. And the result is analyzed to show the strength of the relationship between the variables involved and to indicate the direction and the significance level of the relationship between these variables. The relationship between Independent variables (Objective, Informativeness, Credibility and Message) and Dependent variable (Customer satisfaction) was investigated using Pearson product-moment correlation coefficient. From the result it can be observed that Advertisement factors- Objective, Informativeness, Credibility and Message are independently and positively correlated with Customer satisfaction and are significant at 1% level. Here, it is obvious that the maximum correlation (medium) ($r=0.384$, $p<0.01$) exists between Message and Customer satisfaction, small & medium correlation of ($r=0.379$, $p<0.01$), ($r=0.289$, $p<0.01$), and ($r=0.284$, $p<0.01$), exists between credibility, Objective and Informativeness respectively with Customer satisfaction.

This implies that even though there is a fact that the organization didn't work effectively on factors of advertisement such as Objective, Informativeness, Credibility and Message of advertisement in a way to have a significant /strong relationship, there is **a small & medium positive relationship** between them & changes in deployment of the above strategies are likely to have a corresponding change effect on Customer satisfaction. Therefore by depending on the Cohen (1988) guidelines of strength of relationship, we reject the null hypothesis and accept their H1 Hypothesis & conclude that:

There is positive & small relationship between objectives designed for Advertising and customer satisfaction of OBN ($r 0.289$, $p< 0.01$).

There is positive & small relationship between informativness of Advertisement and customer satisfaction of OBN ($r 0.284$, $p< 0.01$).

There is positive & medium relationship between creditability and customer Satisfaction of OBN ($r 0.379$, $p< 0.01$).

There is positive & medium relationship between message designed for Advertisement and customer satisfaction of OBN(r 0.384, $p < 0.01$).

4.5.2. Regression test

H1. Objective designed for advertising positively & significantly affects customer satisfaction

From the table 4.11 it can be observed that Objective designed has 0.195 standard beta coefficients, which shows that if Objective designed is increased by 1%, customer satisfaction will be increased by 0.195 % by controlling other factors constant. Since the beta coefficient of Objective designed has a positive sign, Objective designed has a positive impact on customer satisfaction of OBN. However Objective designed is statistically insignificant at 1% significant level because it has the p-value 0.043 which is greater than 1%. Therefore, the null hypothesis was accepted in the study because of that Objective designed has no positive significant contributions towards organization effectiveness.

This finding supports the reality of weak practice of Objective designed for advertisement in the organization which made them contribute insignificantly towards the customer satisfaction.

H2. Informativeness of advertising positively & significantly affects customer satisfaction

From the table 4.11 it can be observed that *informativeness* has 0.073 standard beta coefficients, which shows that if *informativeness* is increased by 1%, customer satisfaction will be increased by 0.073 % by controlling other factors constant. Since the beta coefficient of informativeness is a positive sign, informativeness has a positive impact on customer satisfaction of OBN. However *informativeness* is statistically insignificant at 1% significant level because it has the p-value of 0.451 which is greater than 1%. Therefore, the null hypothesis was accepted in the study. Because of that informativeness has no positive significant contribution towards customer satisfaction. This finding also shows that the informativeness of advertisement in the organization is not worked in a way to contribute towards the customer satisfaction.

H3. Credibility of advertising positively & significantly affects customer satisfaction

From the table 4.11 it can be observed that credibility has 0.039 standard beta coefficients, which shows that if credibility is increased by 1%, customer satisfaction will be increased by 0.039 % by controlling other factors constant. Since the beta coefficient of credibility has a positive sign, credibility has a positive impact on customer satisfaction of OBN. However credibility is statistically insignificant at 1% significant level because it has p-value of 0.240 which is greater

than 1%. Therefore, the null hypothesis was accepted in the study. Because of that credibility has no positive significant contribution towards customer satisfaction.

H4. Message of advertising positively & significantly affects customer satisfaction

From the table 4.11 it can be observed that Message of advertisement has 0.321 standard beta coefficients, which shows that if Message is increased by 1%, customer satisfaction will be increased by 0.321 % by controlling other factors constant. Since the beta coefficient of Message is the highest magnitude of positive sign of all factors, it has a **strong positive impact** on customer satisfaction of OBN. Message is statistically significant at 1 percent significant level because the p-value of Message was 0.000 which is less than 1%. This indicates that if the organization increases effectiveness of message of advertisement, their customers' satisfaction would be highly enhanced.

Therefore, the null hypothesis was rejected in the study & its H8 Hypothesis accepted, because according to the finding of the study, message of advertisement in OBN has a positive significant impact on customer satisfaction.

Table 4.12. Summary of Hypothesized and actual impact of explanatory variables on Dependent variables

Variables	Hypothesized	Actual impact	Decision
Objective of Advertisement	Positive & Significant	Positive & Insignificant	H1-Rejected
Informativeness of Advertisement	Positive & Significant	Positive & Insignificant	H2- Rejected
Credibility of Advertisement	Positive & Significant	Positive & Insignificant	H3- Rejected
Message of Advertisement	Positive & Significant	Positive & Significant	H4-Accepted

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

This chapter of the study has two sections. The first section presents conclusion drawn from the data analysis and discussion. The second section presents recommendation forwarded based on the conclusion on the study. The third section presents future research area.

5.1 Conclusion

The study investigated the advertising factors of OBN and their effects on customer satisfaction. The reason was to establish whether customers were aware that advertisement factors in OBN would greatly contribute to their satisfaction. Accordingly, the descriptive statistics shows that in the organization, the most commonly practiced advertising factor is informativeness. From the results gained it was clear to understand that all of the advertisement factors are practiced in a low condition in the organization sine all of them have a low level of mean agreement according to zidatol. With respect to measures of customer satisfaction, the mean values and their standard deviation, respondents admitted that advertisement factors in OBN contribute towards customer satisfaction is 3.46&0.91. According to Zedatol (2008) mean score threshold, the advertisement factors underway for the last years in OBN has a medium contribution towards customer satisfaction since its measures of customer satisfaction has a mean score is between 3.40 & 3.79. In line with this, Further findings from secondary data, observation and open ended response reveal that despite the fact that, OBN has relatively professional employees in Marketing and Promotion directorate, still the marketing/advertising concept and practice are at tot stage , There is no strong regulation of code of conduct at the government level, The manual which was produced by OBN has not given due attention to the problem (advertisement factors and professionalism) rather the advertisement procedure focuses more on revenue generation and There are unethical advertisements such as exaggerating the quality and services of products. Generally, in OBN advertisement practices lack clarity in communicating the features of the product, the service/ distribution location and other customer service related matters and factors such as : Lack of strategic market planning, Lack of periodic market research analysis, Lack of skilled and experienced staff, Lack of fair customer handling with no discrimination, Magnification of advertisement and Lack of consistent monitoring and evaluation from the management body are the main factors that hinders the effective objective of advertisement,

credibility of advertisement, informativeness of advertisement & message of advertisement directly and customer satisfaction indirectly.

Correlation analysis indicates that customer satisfaction is positively correlated with all of the independent variables with a coefficient range of 0.284 – 0.384 which implies that its strength of correlation ranges from small to medium. Customer satisfaction has the highest correlation of 0.384 with Message and the least correlation of 0.284 within formativeness. Regarding correlation to each other (independent variables) the highest correlation coefficient is 0.435 which was between objective and informativeness. However, the lowest correlation coefficient is 0.257 which was between objective and message of advertisement.

The study, from the regression analysis, found that, at 1 % level of significance, message is the only highest level of significant contributor towards customer satisfaction having a 0.321 standard beta value with a sig. value of 0.000. On the other hand objective, informativeness & credibility with a standard beta & sig value of (0.195 ; 0.043) , (0.73 ; 0.451) and (0.39 ; 0.240) are not contributing towards customer satisfaction. This means they are the insignificant positive contributor and the only Message of advertisement in the organization makes positive contributions to explaining the dependent variable- Customer satisfaction.

5.2. Recommendation

Based on the findings made in this study, the following recommendations are suggested:

The organizations Objective of advertisement, Informativeness of advertisement, Credibility of advertisement and factors are statistically insignificant; therefore they are not contributing towards customer satisfaction. But their positive sign shows there is a probability of contributing significantly if worked up on it effectively. Hence, it is better to focus on increasing their practice in the organization.

Due to the competitive nature of the advertisement industry, the marketing department of OBN shall develop and formulate marketing strategies that will satisfy the needs of the customers and market research and other related studies shall be conducted to enable the organization to identify those areas where advertising activities with effective AD features is lacking.

The organization should implement proactive advertisement dimensions rather than completely relying on reactive measures that depend on the situation.

Internal control system of advertising strategies & dimensions used in the marketing department of the organization should be established.

The organization should give an adequate attention for the activities of marketing and fill the facilities needed for the effective customer satisfaction since it is directly related with effective advertisement revenue generation which has a direct impact on organizational effectiveness.

The management should constantly invest in training of its staff to enable the employees to understand the current advertisement systems & to be implemented effectively in away to increase customer satisfaction.

Management should closely monitor and manipulate their advertisement dimensions to maintain revenue consistency for organizational effectiveness.

The management of the organization should be transparent to its customers and create a platform to discuss about their satisfaction on advertisement.

5.3. Indications of future research

This study examined the advertising factors of OBN on their customer's satisfaction. The employed variables explanatory power R^2 was only 19.3% which indicates that some other important variables which determine the customer's satisfaction of OBN might have been left for the researchers in the future. Therefore, future researchers can model and investigate such variables and examine their contribution towards customer's satisfaction.

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Appendix

JIMMA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

Questionnaires to be filled by respondents

General instructions

This Questionnaire is designed to collect information to assess impacts of advertisement on customer's satisfaction of **OBN**, for the fulfillment of Master's Degree in business administration.

The purpose of this study is purely academic and in no way affects you personally or organizationally. So, your genuine frank and timely responses are quite vital to determine the success of this study. The finding may serve to develop appropriate strategies for the proper implementation of advertisement of services. Therefore the researcher earnestly and yet kindly requests your contribution in filling the questionnaire honestly and responsibly.

Thank you in advance; for your cooperation!

Sincerely Yours!

RahelTaye (MBA Candidate at Jimma University)

N.B:-

- A. You don't need to write your name.
- B. Put "x" mark on the space provided.
- C. Please follows the instruction at the beginning of each section and try to read each item before attempt to complete it. This may help you to respond more accurately.

SECTION I- Personal Information

1. Name of organization _____ Type of Business _____.
2. Gender: Male _____ Female -----
3. Job Position: _____
4. Education level: MA & above degree ----- Degree ___ diploma ___ below diploma _____
5. Period to be served by the company a) 1-2 years b) 3-4 years c) 5 years and above
6. Years of customer for the company _____

SECTION II-Questions related to advertisement on customer satisfaction through sales services.

s/no	Measures	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Objective					
1	Objective designed for advertising do have positive contribution to sales services.					
2	Objectives of advertising are to access the extent to which an advertising program reflects on the sales services increase					
3	The main objective of advertising is to translate favorable attitude into actual purchase Which brings customer satisfaction and loyalty.					
	Informativeness					
4	Advertising is a good source for timely information.					
5	Advertisement goal is to inform the audience about new services					
6	Advertising has the ability to convey beneficial information					
7	Informativeness provides utilization offer and practical information					
	Creditability					
8	Advertisement creditability is the customers perception of the truth fullness and believability					
9	Perceived creditability satisfies the customers' needs and wants.					
10	Advertising Creditability of the company has a direct positive effect on the respondents 'attitude towards advertising or brands.					
	Messages					
11	The advertising messages attract your attention to company's Products.					
12	Customers are enjoying to listen advertising of company's products					
13	Advertising messages for company's products influence your buying behavior					
	Advertisement					
14	Due to company's advertisement I increase frequency of purchase.					
15	Due to this company advertisement I remain loyal to this company.					
16	Due to this company reaction I am forced to change my purchase scheduled time.					
17	The advertisement of the company increases customer satisfaction and loyalty.					
18	The advertisement of my company increases transaction of sales services					

19	The advertisement of OBN increases the sales services and customer satisfaction.					
	Sales services Measures	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
20	There is positive significant relationship between sales advertisement dimensions and sales services of OBN					
21	Sales advertisement dimensions have permanent effect on sales services.					
22	Sales growth depends on factors of advertisement of the company and customer satisfaction.					
	Customers satisfaction					
23	Positive customer satisfaction depends on factors of advertisement of OBN.					
24	Advertisement dimensions Enhance an individual's understanding of customers' satisfaction.					
25	The greatest possible loyalty can be made through advertisement dimensions.					

Part III. Open ended questions

1. In your opinion, what are the core reasons to conduct advertising through sales services?

2. In your opinion, what are the real problems that you observe regarding customer satisfaction?

3. Would you please suggest if there is anything to be changed with regard to the advertisement system being used in OBN?

Thanks A Lot For Taking Your Precious Time To Fill This Questionnaire!!!