

An Assessment of TV Advertisement on Consumer Buying Behavior

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Introduction

1.1 Background of The Study

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).

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004).

Though every medium plays an important role in advertising, the advantage of television over the other Medias is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha 2006). T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. T.V Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. (Khanam.A, Verma.A:157)

Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) is products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, and grocery items. Though the profit margin made on FMCG products is relatively small, more so for retailers than the producers/suppliers, they are generally sold in large quantities. FMCG is probably the most classic case of low margin/high volume business. (Wikipedia.com)

Although FMCG products don't require much thought for making purchase decision, advertisement for such products influences the viewers. It is understood that advertisement is not only use for creating awareness about

FMCG products but also play an important role in brand emotion, selection option and preference towards the products.

The main focus of this study is to assess how TV advertising has an impact on the buying behavior of consumers; this impact is seen on the buying behaviors of consumers in FMCG.

1.2 Statement of the Problem

As a Communication tool, Television Advertising is widely used to advertise and communicate messages about the company and its products and services to household consumers. Television Advertising has many advantages over other media to include impact and creativity, coverage and effectiveness, selectivity and flexibility, captivity and attention. Television Advertising is an effective tool of communication that is largely used to inform, persuade and remind consumers about products and services. (Blech, 2012).

In the Promotional Mix of the 4P's, Television Advertising is largely used in the communication of products and services because it provides good mass-market coverage, low cost per exposure, combines sight, sound and motion appealing to the senses. (Kotler and Armstrong, 2001).

Television Advertising although very expensive compared to other forms of mediums continues to be widely used by wholesalers and supermarkets to promote FMCG products. While the growing import of FMCG products offers household consumers' the benefits of product alternatives and choices to select from, wholesalers and supermarkets rely heavily on the use of television advertising to inform, persuade, remind and especially generate more sales. (Samau B, 2016)

Based on the preliminary study conducted by the student researcher the following problems were observed:- Consumers find it difficult making a repeat purchase on product whose advertisement was not motivating, most agreed that the advertised made on TV are similar and not persuasive, Sometimes, the abstract communication methods used in the television, makes it difficult for people to comprehend the message being conveyed, Most of TV ads use music which are almost similar and use similar endorsers. Customers are confused to make the purchase because the ads are saying the same thing there is no unique feature about the product.

They think the advertising is far from the truth so they are not going to buy the product. They remember the music more than they remember the product. For some customers the product is greatly exaggerated in the advertisement.

Competition poses another problem since FMCGs are to those retail goods that are generally replaced or fully used up within a short period of time, there will be competition among them. As the market is surplus with several products or services, most companies make similar functional claim; so, it has become extremely difficult for companies to differentiate their products or services based on functional attributes. Differentiates based on functional attributes which are shown in advertisement are never long lasting as the competitors could copy the same (Hussainy et al., 2008).

For this purpose, it is discussed the assessment of TV advertisement on consumers' buying behavior in FMCG.

Research Questions

1. What is the effect of TV advertising on consumer purchase of the products?
2. What do consumers feel about the advertised product after the TV advertisement?
3. To what extent do TV ads motivate customers to buy the product?
4. How will consumers remember products advertised on the television than in any other media?

1.3 Objective of the Study

General Objective

The general objective of the study is to assess TV advertisement on consumer buying behavior in Fast Moving Consumer Goods.

Specific Objectives

1. To determine the effect of TV advertising on consumer purchase of the products
2. To examine consumers feeling about the advertised product after TV advertisement
3. To figure out how TV ads motivate customers to buy the product.
4. To determine whether consumers remember products advertised on the television than in any other media.

1.4 Significance of the Study

This study helps to know the impact of T.V. advertisement on consumers buying behavior. It will help the industry to analyze the effectiveness of their TV advertisements and will be able to evaluate that how the corporate sector and advertising agencies can improve to attract the major portion of the population. It will enable them to know where, when and how consumers appreciate of advertising through the television medium is very essential in customer products. It helps to examine customers understanding, their decision-making process, purchasing power, attitude, towards FMCG products. And also it provides information for further investigation by researchers who conduct research under the same topic.

1.5 Delimitation of the Study

The study is intended to investigate the impact of TV ads on consumer buying behavior. It had been carrying out in Addis Ababa and delimited to FMCG products. The study has been an analytical study from December 2017 to June 2018. This study is delimited on Saris, 4 Kilo, Lafto, and Mexico. The reason for this is that there are different viewers which can be comprised on huge FMCG.

1.6 Research Design and Methodology

1.6.1 Research Design

In order to answer the above basic research questions, the student researcher used descriptive research design. Descriptive research primary aims on gathering knowledge about description and explanation of the objectives of the study. Descriptive research method helps to describe the research setting as it is and also allows the use of both qualitative and quantitative approach.

1.6.2 Population and Sampling Techniques

The target populations of the study were consumers of FMCG. In order to determine the sample size of the study the student researcher used non probability sampling approach particularly convenience sampling technique for the customer population under the study. This is because Non probability sampling approach is suited when there is no assurance that every member of the population has same chance of being included in a sample of the student research. And using convenient sampling technique enables the researcher to

meet the customer on their availability. Due to the difficulty nature of determining sample size of the customers, the student researcher used Malhotra's (2006, 361) suggestion for under the study of TV, Radio, or print advertising to use 150 respondent customers as representative in order to have sufficient and reliable data.

1.6.3 Types of Data Collected

To get the proper response the student researcher used both primary and secondary data. Primary data was collected from customers of FMCG. Secondary data was collected from various books, journals, and internet.

1.6.4 Methods of Data Collected

The main data collection tool used for this study was questionnaire which has been carried out a sample survey among 150 customers of FMCG products residing using convenience sampling technique. And the Secondary data for the study was collected from sources of external published data, internet, research paper and books of various authors.

1.6.5 Data Analysis Method

Both qualitative and quantitative data analysis method was used. The data that was collected through close ended questions analyzed quantitatively and presented by tables and percentage, and the data that was collected through open ended questions and from secondary data has been analyzed qualitatively and presented by narration and paragraph. SPSS version 21 has been used for the analysis of the responses.

1.7 Organization of the Study

The study of the organization is divided in to four chapters. The first chapter mainly contains background of the study, statement of the problem, objective of the study, significance of the study, delimitation of the study, research design and methodology. Chapter two, deals with review of literature. Chapter three is concerned with data analysis and interpretation. The last chapter includes summery, conclusion and recommendation.

Data Presentation, Analysis and Interpretation

The aim of this study is to find out the impact of TV ads on consumer buying behavior at FMCG. So, this chapter deals with presentation, analysis and interpretation of the study on the data gathered from respondents. All the data were obtained through questionnaire. It has two questions closed ended and open ended. The open ended questions are used to gather respondents' opinion which provides in depth understanding of the issue under the study.

3.1 Characteristics of the Study Population

The study using questionnaires was conducted based on the response of random customers. 150 questionnaires were initially distributed and all were successfully completed and collected.

3.2 Analysis of Major Findings

Table 5, TV ads produce intense desire to buy the concerned product

	Frequency	Percent	Cumulative Percent
Strongly disagree	13	8.7	8.7
Disagree	18	12.0	20.7
Neutral	60	40.0	60.7
Agree	44	29.3	90
Strongly agree	14	9.3	99.3
Missing	System	1	.7
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were adhered to rate whether TV ads produce intense desire to buy the concerned product, and 13(8.7%) strongly disagree, 18(12%) disagree, 60(40%) feel neutral, 44 (29.3%) agree, and the rest 14(9.3%) strongly agree and 1 (0.7%) missed this question. This implies that majority of the respondents think TV ads produce intense desire to buy the concerned product.

Table 6, Television Advertisement Increase the Frequency of Purchase

	Frequency	Percent	Cumulative Percent
Strongly disagree	23	15.3	15.3
Disagree	55	36.7	52
Neutral	36	24.0	76
Agree	29	19.3	95.3
Strongly agree	6	4.0	99.3
Missing	System	1	
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked if TV advertisement increase the frequency of purchase, and 23(15.3%) strongly disagree, 55(36.7%) disagree, 36(24%) felt neutral, 29(19.3%) agree and 6(4%) strongly agree, and 1(0.7%) missed the question. This implies that majority of the respondents don't agree that TV ads increase the frequency of purchase.

Table 7, TV Ads Make the Decision for Purchase of the Product Easier

	Frequency	Percent	Cumulative Percent
Strongly disagree	12	8.0	8.0
Disagree	29	19.3	27.3
Neutral	51	34.0	61.3
Agree	47	31.3	92.7
Strongly agree	11	7.3	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, respondents were asked TV Ads make the decision for purchase of the product easier, and 12(8%) strongly disagree, 29(19.3%) disagree, 51(34%) felt neutral, 47(31.3%) agree, and 11(7.3%) strongly agree. This implies that most of the respondents think that TV ads make the decision for purchase of the product easier.

Table 8, Television Advertisement Helps to Compare the Packaged Goods

	Frequency	Percent	Cumulative Percent
Strongly disagree	23	15.3	15.3
Disagree	25	16.7	32
Neutral	39	26.0	58
Agree	49	32.7	90.7
Strongly agree	12	8.0	98.7
Total	148	98.7	100.0
Missing	System	2	
Total	150	100.0	

Source: Own Survey, (2018)

As shown in the table, respondents were asked TV ads help to compare the packaged goods, and 23(15.3%) strongly disagree, 25(16.7%) disagree, 39(26%) felt neutral, 49(32.7%) agree, and 12(8%) strongly disagree and 2(1.3%) missed the question. This implies that majority of the respondents agree that TV advertisement helps to compare the packaged goods.

Table 9, By Viewing the Television Advertisements I Check for the Available Substitutes of the Product

	Frequency	Percent	Cumulative Percent
Strongly disagree	15	10.0	10
Disagree	31	20.7	30.7
Neutral	42	28.0	58.7
Agree	51	34.0	92.7
Strongly agree	9	6.0	98.7
	Total	148	98.7
Missing	System	2	1.3
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, respondents were asked if they check for the available substitutes of the product by viewing the TV ads, and 15(10%) strongly disagree, 31(20.7%) disagree, 42(28%) felt neutral, 51(34%) agree and 9(6%) strongly agree, and 2(1.3%) missed the question. This implies that most of the respondents agree that by viewing the TV ads they check for the substitutes of the product.

Table 10, What Do You Feel About the TV Commercial

	Frequency	Percent	Cumulative Percent
Informative	64	42.7	42.7
Entertaining	19	12.7	55.4
Create awareness	24	16	71.4
Irritating	17	11.3	82.7
Annoying	10	6.7	89.4
Waste of time	14	9.3	98.7
Total	148	98.7	100.0
Missing			
Total	150	100.0	

Source; Own Survey, (2018)

As shown in table, respondents were asked what they feel about TV commercials and 64(42.7%) said it is informative, 19(12.7%) entertaining, 24(16%) create awareness, 17(11.3%) irritating, 10(6.7%) annoying, and 14(9.3%) waste of time; 2(1.3%) missed the question. This implies that most of the respondents think that TV commercial is informative.

Table 11, I Change The Channel during Commercial Breaks

	Frequency	Percent	Cumulative Percent
Never	6	4.0	4.0
Sometimes	34	22.7	26.7
Depends on ad	62	41.3	68
Often	29	19.3	87.3
Every time	13	8.7	96.0
Total	144	96.0	100.0
Missing	System	6	4.0
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked if they change the channel during commercial breaks, and 6(4%) never change, 34(22.7%) sometimes change it, 62(41.3%) depends on the ad they change, 29(19.3%) often change and 13(8.7%) change every time during commercial breaks, and 6(4%) missed the question. This implies that majority of the respondents change the channel during commercial break.

Table 12, Most of the advertisements are unnecessary

	Frequency	Percent	Cumulative Percent
Strongly disagree	8	5.3	5.3
Disagree	46	30.7	36
Neutral	38	25.3	61.3
Agree	41	27.3	88.6
Strongly agree	16	10.7	99.3
Total	149	99.3	100.0
System	1	.7	
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, the respondents were asked Most of the advertisements are unnecessary, and 8(5.3%) strongly disagree, 46(30.7%) disagree, 38(25.3%), 41(27.3%) agree and 16(10.7%) strongly agree, and 1(0.7%) missed the question. This implies that while 30.7% think advertisements are necessary, 27.3 % think it is unnecessary.

Table 13, Most of the Advertising Are Highly Uneducated

	Frequency	Percent	Cumulative Percent
Valid	Strongly disagree	6	4.0
	Disagree	15	10.0
	Neutral	28	18.7
	Agree	57	38.0
	Strongly agree	41	27.3
	Total	147	98.0
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, respondents were asked Most of the advertising are highly uneducated, and 6(4%) strongly disagree, 15(10%) disagree, 28(18.7%) were neutral, 57(38.8%) agree, and 41(27.3%) strongly agree, and 3(2%) missed the question. This implies that majority of the respondents think most of the advertising are highly uneducated. So before releasing to the media the advertisings should be well researched.

Table 14, Advertisement Made on TV Are Similar

	Frequency	Percent	Cumulative Percent
Strongly disagree	7	4.7	4.7
Disagree	16	10.7	15.4
Neutral	37	24.7	40.1
Agree	57	38.0	78.1
Strongly agree	29	19.3	97.3
Missing	System	4	2.7
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents from the question advertisement made on TV are similar rank as follows: 7(4.7%) strongly disagree, 16(10.7%) disagree, 37(24.7%) neutral, 57(38%) agree, and 29(19.3%) strongly agree, and 4(2.7%) missed the question. This implies that majority of the respondents feel that advertisements made on TV are similar.

. Table 15, Mostort Advertisements Are Exaggerated

	Frequency	Percent	Cumulative Percent
Strongly disagree	6	4.0	4.0
Disagree	11	7.3	11.3
Neutral	25	16.7	28.0
Agree	45	30.0	58.0
Strongly agree	62	41.3	99.3
Total	149	99.3	100.0
Missing System	1	7	

Source; Own Survey, (2018)

As shown in the table, the respondents were asked the question Most of the advertisements are exaggerated, and 6(4%) strongly disagree, 11(7.3%) disagree, 25(16.7%) neutral, 45(30%) agree, and 62(41.3%) strongly agree, and 1(0.7%) missed the question. This implies that majority of the respondents strongly agree that most of the ads are exaggerated.

Table 16, Most of TV Ads Are Far from The Truth

	Frequency	Percent	Cumulative Percent
Strongly disagree	3	2.0	2.0
Disagree	21	14.0	16.0
Neutral	46	30.7	46.7
Agree	33	22.0	68.7
Strongly agree	42	28.0	96.7
Missing Total	145	96.7	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, the respondent ranked the question most of TV ads are far from the truth as: 3(2%) strongly disagree, 21(14%) disagree, 46(30.7%) neutral, 33(22%) agree, and 42(28%) strongly agree, and 5(3.3%) missed the question. This implies that most of the respondents agree that most of TV ads are far from the truth.

Table 17, Background Music of TV Ads Are Entertaining

	Frequency	Percent	Cumulative Percent
Strongly disagree	25	16.7	16.7
Disagree	30	20.0	36.7
Neutral	47	31.3	68.0
Agree	37	24.7	92.7
Strongly agree	10	6.7	99.3
Total	149	99.3	100.0
Missing system	1	7	
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked if background music of TV ads are entertaining, and 25(16.7%) strongly disagree, 30(20%) disagree, 47(31.3%) neutral, 37(24.7%) agree, and 10(6.7%) strongly agree and 1(0.7%) missed the question. This implies that respondent think background music of TV ads are entertaining.

Table 18, Most Of TV Ads Are Not Persuasive

	Frequency	Percent	Cumulative Percent
Strongly disagree	10	6.7	6.7
Disagree	22	14.7	21.3
Neutral	37	24.7	46.0
Agree	43	28.7	74.7
Strongly agree	38	25.3	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, respondents rank the question most of TV ads are not persuasive as: 10(6.7%) strongly disagree, 22(14.7%) disagree, 37(24.7%) neutral, 43(28.7%) agree, and 38(25.3%) strongly agree. This implies that majority of the respondents agree that most of the TV ads are not persuasive.

Table 19, TV Advertising Is Essential

	Frequency	Percent	Cumulative Percent
Strongly disagree	8	5.3	5.3
Disagree	7	4.7	10.0
Neutral	33	22.0	32.0
Agree	72	48.0	80.0
Strongly agree	30	20.0	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked if TV advertising is essential, and 8(5.3%) strongly disagree, 7(4.7%) disagree, 33(22%) neutral, 72(48%) agree, 30(20%) strongly agree. This implies that majority of the respondents agree that TV advertising is essential.

Table 20, Quite Often TV Ads Is Amusing And Entertaining

	Frequency	Percent	Cumulative Percent
Strongly disagree	22	14.7	14.7
Disagree	29	19.3	34.0
Neutral	67	44.7	78.7
Agree	23	15.3	94.0
Strongly agree	9	6.0	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked the question if TV ads are amusing and entertaining, and 22(14.7%) strongly disagree, 29(19.3%) disagree, 67(44.7%) neutral, 23(15.3%) agree, and 9(6%) strongly agree. This implies that most of the respondents feel neutral that TV ads is amusing and entertaining. As TV ad produces entertainment value and generate excitement.

Table 21, From The Advertising I Learn About New Products

	Frequency	Percent	Cumulative Percent
Strongly disagree	6	4.0	4.0
Disagree	21	14.0	18.0
Neutral	52	34.7	52.7
Agree	57	38.0	90.7
Strongly agree	13	8.7	99.3
Total	149	99.3	100.0
Missing System	1	7	.
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents ranked the question from the advertising I learn about new products as: 6(4%) strongly disagree, 21(14%) disagree, 52(34.7%) neutral, 57(38%) agree, and 13(8.7%) strongly agree, and 1(0.7%) missed the question. This implies that majority of the respondents agree that from the advertisings they learn about new products as TV ad will inform new usage of products.

Table 22, TV Ads Tells Which Brands Have the Feature I Am Looking For

	Frequency	Percent	Cumulative Percent
Strongly disagree	17	11.3	11.3
Disagree	39	26.0	37.3
Neutral	59	39.3	76.7
Agree	25	16.7	93.3
Strongly agree	10	6.7	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen in the table, respondents were asked if TV ads tells which brands have the feature they are looking for, and 17(11.3%) strongly disagree, 39(26%) disagree, 59(39.3%) neutral, 25(16.7%) agree and

10(6.7%) strongly agree. This implies that respondents fell neutral for the question.

Table 23, Have You Made Any Purchase After Seeing TV Ads

	Frequency	Percent	Cumulative Percent
	Yes	75	50.0
	No	64	42.7
	Total	139	92.7
Missing	System	11	7.3
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, the question if they have made any purchase after seeing TV ads, 75(50%) of respondents said yes and the rest 64(42.7%) said no. This implies that most of the respondents made purchases after seeing TV ads. So TV ad motivate them to buy the product.

Table 24, On Which Media of Advertising Do You Get Influenced Most

	Frequency	Percent	Cumulative Percent
TV	85	56.7	56.7
Newspaper	4	2.7	59.4
Radio	26	17.3	76.7
Magazine	4	2.7	79.4
Friends and relatives	25	16.6	96
Other	6	4.0	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked on which media of advertising they get influenced most and: 85(56.7%) of them said TV, 4(2.7%) newspaper, 26(17.3%) Radio, 4(2.7%) magazine, 25(16.6%) said their friends and relatives, and 6(4%) other. This implies that majority of the respondents get influenced for their purchase decision on TV. Because TV has the capacity to transmit audio and visual signals simultaneously.

Table 25, Source of Information for Brand Selection

	Frequency	Percent	Cumulative Percent
TV	79	52.7	54.1
Radio	11	7.3	61.6
Newspaper	5	3.3	65.1
Friends	44	29.3	95.2
Other	7	4.7	100.0
Total	146	97.3	
Missing System	4	2.7	
Total	150	100.0	

Source; Own Survey, (2018)

As can be seen from the table, for the question on which media do you get influenced most, 79(52.7%) of the respondents said Television, 11(7.3%) radio, 5(3.3%) newspaper, 44(29.3%) friends, and 7(4.7%) other. This implies that majority of the respondents mostly influenced in Television media of advertisings. Because TV has the advantage of sound, sight and motion simultaneously to persuade customers.

Table 26, Factors Influencing Purchase Decision Other than Advertising

	Frequency	Percent	Cumulative Percent
Opinion of others	49	32.7	32.7
Opinion of dealers	11	7.3	40
Brand name quality	67	44.6	84.6
Cost	19	12.7	97.3
Company image	4	2.7	100.0
Total	150	100.0	

Source; Own Survey, (2018)

As shown in the table, respondents were asked what factors influence purchase decision other than advertising and 49(32.7%) said opinion of others, 11(7.3%) opinion of dealers, 67(44.6%) brand name quality, 19(12.7%) said cost, and 4(2.7%) company image. This implies that most of the respondents are influenced in their purchasing decision other that advertising by quality of the product.

Major Findings on the Open Ended Questions

The questions were: - What is your best TV commercial and why, what is your worst TV commercial and why, and what problem you observe on TV

ads and what do you recommend to be improved the practice of Television advertisement.

The respondents respond as follows:

Most of the respondents' like

- Habesha beer commercial because it is clear, not long, and non-repetitive and the graphics is very good, it is entertaining, different and it expresses the Ethiopian culture.
- Pepsi because they are fans of the endorsers and it is entertaining.
- Soft drink ads, they are not boring with the talking

Their worst commercial is many for majority of the respondents but the common ones are

- Water promotion, because there are many and similar in their advertising style. In order to promote it the way they used things don't go along
- Soap and detergent promotion, because it is exaggerated and far from the truth
- Nido powdered milk promotion, because it is boring
- Pasta ad because they don't represent the message besides their music choice will increase entertaining not wanting to eat it and some of them dance while holding the pasta and it is not our culture
- Dashen beer, because the ad and the product it is not related
- Overall beer promotion because it encourages drinking even though they said it is forbidden under age of 18, they are killing the generation and makes addictive.

The problem they observe while watching TV commercials are

-Very repetitive, boring, the product and the advertising don't go together, the message is very long.

-Promotions are mostly exaggerated, and are far from the truth. They are covered with music and models and this will cover the important thing.

-The way they promote the product is unrelated

-Most of the advertising don't teach a good lesson to the generation.

-Lack of creativeness, lack of professionals doing their advertisements mostly ads are done through relatives or actors/famous people, who doesn't mostly play it well when it comes to advertisement

-It is unreal, not to the point and poorly designed

- They take long time, they miss their goals, it is not related with the society culture, and we see same people doing ads.
- The endorsers rather than promoting the product it looks like they are promoting themselves
- Most of the ads what they want to transmit for the society and their idea is not correct. That is why some people when seeing some ads; they get confused what the message is about.
- Most don't differentiate from each other when advertising the same product and they don't produce the content for their proper targets.
- Take long time and this will be boring for the viewers
- When one start with music all the rest also will produce their ads with music which is boring there is no uniqueness
- Ideas are frequently repeated, the songs are lame and annoying, the whole points of some advertisements are meaningless.

What they recommend

- The ad should be short and talk about the main thing.
- It shouldn't be repetitive; though it is informative it shouldn't be boring.
- When advertising is made first it should be researched and should pick TV and change the ads style.
- It shouldn't be long and relate with the product.
- Even though for promoting our product advertising is essential, it should be taken care. The ad shouldn't come frequently so that we can see it without being bored.
- When ads are made they should be given focus and transmit the message clearly
- When making one advertising they shouldn't only involve artists but also involve marketing professionals
- They should try to make ad which makes the generation know our culture.
- The endorsers rather than promoting the product it looks like they are promoting themselves, they should tell us the advantage we get for buying that product. And they should reflect the culture.
- Most of people living in AA watch TV so starting from children to elders everyone is exposed to it, so before releasing the ad they should watched as if they were viewers.

-It should be presented on real/ fact products and ingredients, it should be attractive and mostly the customer or the buyer wants to see unexpected and bearing ads mechanisms

-It should be creative, short, show new faces and they shouldn't miss their goals.

-The advertising should explain the product real qualities. Before advertising the product should be investigated and the advertising should show the true picture of the product.

-Almost all the promotions are the same and exaggerating so first they need some kind of practice before the promotion and there have to be some people to judge whether it's fit or not.

-When making an ad they should consider the society understanding.

Summary, Conclusions and Recommendations

This chapter deals with summary, conclusions and recommendations. It is the final chapter of the research paper. The findings are summarized and recommendation is given.

4.1 Summary

This part of the research paper is devoted to summary of the major findings of the study.

➤ Regarding the personal information of the respondents, majority of respondents were female (53.3%). Most of them in their age wise, were between 24-35 (46.7%), majority of the respondents were educated specifically they are degree users (42%) and most of respondents work on private company (41.3%).

➤ The study shows that most of the respondents 60 (40%) felt neutral while 44(29.3%) of them agreed for the question TV ads produce intense desire to buy the concerned product.

➤ According to the collected data most of the respondents 55 (36.7%) disagree that TV advertisement increase frequent purchase.

➤ The study indicates that most of the respondents 51 (34%) felt neutral and 47 (31.3%) agree that TV ads make the decision for purchase of the product easier.

➤ In relation to what they feel for the advertised product, most of them 64 (42.7%) think that TV ad is informative.

- The study shows that depends on the ad, most of the respondents (41.3%) change the channel during commercial break.
- In relation to most of the advertisings are highly uneducated, most of the respondents (38%) agreed.
- The study indicates that most of the respondents (38%) agreed that advertisings made on TV are similar.
- As the study seems to show, 41.3% of the respondents strongly agreed that most of advertisements are exaggerated.
- In relation to most of TV ads are far from the truth, from the respondents, 30.7% of them felt neutral, 28% of them strongly agreed.
- The study shows that from the respondents, 31.3% felt neutral and 24.7% agreed that background music of TV ads is entertaining.
- As shown in the study majority of the respondents agreed that most of TV ads are not persuasive.
- The study indicates that 48% of the respondents agreed that TV ads are essential.
- Most of the respondents (38%) agreed that from the advertising they learn about new products.
- The study shows that 50% of the respondents have made purchase after seeing TV ads.
- Regarding on which media of advertising do you get influenced most, 56.7% of the respondent said TV.
- As shown in the study, for the question on which media of advertising do you get influenced most, 52.7% of the respondents said TV.
- The study indicates that for the factors influencing purchase decision other than advertising, 44.6% of the respondents prefer brand name quality.
- Majority of the respondents like Habesha beer, Pepsi, and overall soft drinks. And they dislike Nido powdered milk, water promotion, beer promotion, pasta ads, soap and detergent promotions.
- In relation to the problem they observe while watching TV commercials, most of the respondents said TV ads are repetitive, the promotion and the product is unrelated, most don't differentiate from each other when advertising the same product, and ideas are frequently repeated.

4.2 Conclusion

Depending on the findings discussed above the following conclusions are drawn

The basic research questions under the study were

1. What is the effect of TV advertising on consumer purchase of the products?
2. What do consumers feel about the advertised product after the TV advertisement?
3. To what extent do TV ads motivate customers to buy the product?
4. How will consumers remember products advertised on the television than in any other media?

Based on the 1st research questions the following findings were gathered

- According to the research findings, majority of the respondents felt neutral and the next higher rank is that they agreed for the TV ads produce intense desire to buy the concerned product. In terms of increasing the frequency of purchase, majority of the respondents disagree. And regarding TV ads make the decision for the purchase of the products easier, most of them are neutral while the other higher rank is agreeing.

-From this the student researcher concluded that TV ads does produce intense desire to buy the concerned product. Most of the time TV ads don't increase frequency of purchase. And TV ads does make the decision for the purchase of the products easier.

Based on the 2nd research question the following findings were gathered

- As it is discovered in the research findings, majority of the respondents think that TV commercials is informative. Most of them change the channel during commercial break depends on the ad. In terms of most of most of the advertisings are highly uneducated, majority of the respondents agreed. In terms of advertisements made on TV most of them agreed that they are similar. For the most of the advertisements are exaggerated, they are far from the truth and most of TV ads are not persuasive, majority of the respondents agreed. From the data analysis, background music of TV ads is entertaining, majority of them agreed.

-From this the student researcher concluded that, although TV commercial is informative TV ads made on TV are highly uneducated, similar,

exaggerated, far from the truth, and are not persuasive. And because of these people change the channel while commercial break.

Based on the 3rd research question, the following findings were gathered

- According to the research findings, TV ad is essential, most of them agreed. Majority of the respondents said that from the advertisements they learn about new products for have you made any purchase after seeing TV ads, most of the respondents said yes.

-From this the student researcher concluded that TV ads are essential for viewers and they make viewers learn about new products. And customers are motivated to purchase products by seeing TV.

Based on the 4th research question, the following findings were gathered

- As it is discovered in the research findings, on which media of advertising they get influenced most and for the source of information for brand selection, majority of the respondents said TV. Factors influencing purchase decision other than advertising, majority of them prefer brand name quality.

-From this the student researcher concluded that TV ads make influences on customers' decision making. And that quality of products influence customer decision making next to TV.

- From respondents observe problems in TV ads, the student researcher concluded as follows: the ads are: -

-Very repetitive, the product and the advertising don't go together, the message is very long, poorly designed, the songs are lame and annoying,

-Most of the advertising don't teach a good lesson to the generation. When one start with music all the rest also will produce their ads with music which is boring there is no uniqueness.

-Lack of creativeness, lack of professionals doing their advertisements mostly ads are done through relatives or actors/famous people, who doesn't mostly play it well when it comes to advertisement.

-We see same people doing ads and the endorsers rather than promoting the product it looks like they are promoting themselves. As most of the respondents said they either like or dislike the advertising based on the endorsers. So it is concluded that customers are influenced on their decision making by the endorsers.

- In general TV ads does make an influence on consumer decision making process on FMCG. But the way they are presented as TV commercial has many defects.

4.3 Recommendation

As we can see from the above results, specific recommendations are given by the student researcher as follows

- The ad should be short and talk about the main thing that is they should tell us the advantage we get for buying that product. And they should reflect the culture.
- It shouldn't be repetitive; though it is informative it shouldn't be boring.
- When advertising is made first it should be researched and they should be given focus and transmit the message clearly.
- Even though for promoting our product advertising is essential, it should be taken care. The ad shouldn't come frequently so that we can see it without being bored.
- It should be presented on real/ fact products and ingredients, it should be attractive and mostly the customer or the buyer wants to see unexpected and bearing ads mechanisms.
- It should be creative, show new faces and they shouldn't miss their goals.
- The advertising should explain the product real qualities. Before advertising the product should be investigated and the advertising should show the true picture of the product. And before releasing the ad they should watched as if they were viewers and there have to be some people to judge whether it's fit or not.
- When making an ad they should consider the society understanding.
- As customers either like or dislike the advertising based on the endorsers, advertisers should make sure while selecting endorsers to represent their products.
- They should start to make artistic advertising.