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*Research Paper*

## **The Effect of Television Advertising on Students' Buying Behavior: Study on Preparatory and Secondary School in Woldia Town, Evidence from Ethiopia.**

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### **ABSTRACT**

The study examined the impact of television advertising on the buying behavior of students in Preparatory and Secondary Schools in Woldia Town. The target population consisted of children aged 13 to 18 who regularly watched television commercials. A sample of 260 respondents was selected, and 246 usable responses were received, representing a response rate of 94.61%. Data were collected through the use of questionnaires, and convenience and purposive sampling techniques were employed to select the participants. The collected data were analyzed using IBM Statistical Packages for Social Sciences, utilizing multiple linear regressions. The study's findings revealed that celebrity association, likability, peers' influence, and quality information in television advertisements all had positive and significant effects on students' buying behavior. The study recommends that marketers can effectively influence students' buying behavior and cultivate lasting relationships with this important consumer segment by leveraging celebrity associations, incorporating entertainment elements, considering peer influence, providing quality information, and adopting a multi-channel approach.

**Keywords:** Advertising, Student buying behavior, Likability

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## 1. INTRODUCTION

Advertising serves as a means of introducing and announcing new products to potential consumers, encouraging them to make a purchase based on their perception of the product (Abebaw, 2021). It represents a form of marketing communication that employs visual and auditory elements to deliver an impersonal message, with the clear intention of stimulating the sale of a product, service, or idea. By inspiring the target audience to make a purchase, advertising enables the advertised product or service to be exchanged for its perceived value. Advertisement is widely recognized as one of the most significant factors in today's society (Agwu, 2012) and it plays a central role in the promotional mix. It exerts influence over the purchasing decisions of teenagers, the elderly, and children, particularly shaping the lifestyle of the latter (Ahamad & Chandra, 2014). The power of advertising has grown exponentially alongside the expansion of trade and commerce. Marketing through advertising is considered a vital component in global business, as it represents the dominant medium in contemporary commercial society. The advertising industry is unlikely to experience a decline or market saturation, as there exists an endless potential for promoting content and influencing customer buying behavior (Thukral, 2018).

To reach the ever-increasing population and fulfill the traditional desires of firms, advertising is essential. The growth of advertising is driven by various marketing objectives, such as creating knowledge, raising awareness, and increasing sales volume (Aker, Kumar & Smith, 2022). It is also used to establish a strong image of the product in the minds of consumers (Ali & Batra, 2011). The primary goal of advertising is to popularize products (Akaka & Alden, 2010) and boost sales and demand for goods (Sundaram, 2007, cited in Ahamad & Chandra, 2014). In summary, when examining the interaction between products and brands, advertising increases consumers' inclination for further consumption, creates addiction to products, and attracts new consumers Al-(Zu'bi, Crowther & Worsdale, 2008). Advertising is conducted through various mediums such as TV, YouTube, apps, billboards, magazines, newspapers, movies, and the internet. However, TV ads tend to have higher attention, recall, and appeal compared to other media. Therefore, marketing

has become a means to retain and expand market share. TV remains the most effective medium for introducing brands and reaching today's consumer audience. Since TV appeals to both literate and illiterate individuals and combines audio and video, it sets itself apart from other mediums (Etzel, et. al., 2008, cited in Ahamad & Chandra, 2014). Television allows creative individuals to communicate by combining motion, sounds, words, color, personality, and stage setting to express and demonstrate ideas to a large and widely distributed audience. In the current 21st-century globalized economy, no one can escape the wide influence of mass media, including newspapers, television, advertising, videos, films, billboards, music, movies, magazines, and the internet. According to Henderson and Kelly, TV is still the predominant medium used for advertising food and beverage products. Television serves as a dominant entertainment and educational tool for children with suitable programming (Bachmann, Ahlers & Tully, 1993). Children are more interested in and frequently exposed to TV commercials, and advertisers capitalize on this by incorporating children's games, child images, and cartoon heroes in ads targeting children due to their interest (Agwu, 2012). The impact of TV advertising is significant on children since they spend about 4 hours and 30 minutes per day watching TV. This indicates that they are bombarded with ads, which further fuels their demand for advertised products (Aker, Kumar & Smith, 2022). Even though children themselves may not possess purchasing power, they can influence their families to acquire the goods they desire. In the current 21st century, particularly within nuclear family contexts and modernism, children receive more care, and their decisions and opinions are sought within democratic family dynamics. Furthermore, smaller family sizes and access to relatively moderate economic classes increase children's power to negotiate with their parents (Akaka & Alden, 2010).

Advertising to children has always evoked strong emotions and contradictory opinions. Proponents of child-directed advertising believe that advertising has either no or negligible negative effects on children (Bandura, 1977) and that the consequences of advertising are rarely long-lasting (Bandura, 1986). They argue that advertisements provide valuable product information, helping children learn how to become consumers (Hite & Eck, 1987). Furthermore, they assert that children are critical consumers who can defend themselves against the potentially harmful effects of advertising (Hite & Eck, 1987).

On the other hand, opponents argue that advertisements have a profound impact on children's beliefs, values, and moral norms (Gardner & Sheppard, 1989). They fear that children, lacking the

necessary cognitive skills, are more susceptible to and influenced by enticing and cleverly crafted advertising messages (Bardi, 2010; Bandura, 1986). According to these authors, advertising to children can foster materialistic attitudes (Bartholomew & O'Donohoe, 2003; Hite & Eck, 1987), create conflicts within families (Bisht, 2013), and encourage unhealthy eating habits (Dawson, Jeffrey, & Walsh, 1988). Finally, Thukral (2018) concludes that intense exposure to TV hurts children, as evidenced by the observation of aggressive and violent behavioral patterns.

The starting point of the construct lies in identifying the ways that influence the human mind process, as this understanding is crucial for recognizing the necessary activities to persuade consumers to purchase products. Cognitive psychology plays a significant role in this regard, as it focuses on studying the mental processes that drive thinking, logic, and decision-making. Some key aspects covered by cognitive psychology include memory, attention, perception, and knowledge representation. These mental processes serve as the foundation for a phased approach commonly employed in advertising and marketing.

When it comes to consumer awareness of products, the AIDA approach is a well-established concept. It was originally formulated in the early 20th century. AIDA stands for the different phases a customer typically goes through before making a purchase:

Attention: attracting the attention of a customer

Interest: raising customer interest by demonstrating features and benefits

Desire: convincing customers that the good will satisfies their needs

Action: stimulating customers to buy a good. All stages are uniformly important and need to be satisfied. The standard AIDA hierarchical model is demonstrated as below From (Bourdeau, 2020). At the age of 5 years children can distinguish advertising from non-commercial media content (Cacioppo & Petty, 1986). The cognitive perspective suggests that individual differences in children's social development can only be assessed once they have developed a theory of mind. The theory of mind, as developed and defined by American psychologists Premack and Woodruff, represents the ability to think about the mental states of others. According to this theory, a well-developed theory of mind enables individuals to understand and respond to different reactions in various social situations. It is also referred to as "mind reading" or "mentalization" (Caron, 1975). In short, the theory of mind explains that children need to develop the ability to understand another person's perspective. However, as per this theory, children later develop an attitudinal advertising literacy, which includes skepticism (not trusting advertising) and disliking (having a negative

attitude toward advertising) (Moses & Baldwin , 2005). Critical thinking about advertising begins to develop around the age of 8 and becomes more negative as children transition into adolescence. In summary, children who are more aware of the persuasive intent of advertising better understand that it can be biased and misleading, leading to a more negative overall attitude towards advertising (Chan, 2003). According to the consumer socialization theory, "young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace" (Ward, 1974, p.2). John (1999) further developed consumer socialization based on Piaget's (1970) stage theory of intellectual development and Selman's (1980) stage theory of social development. The theory states that children learn to be consumers through a developmental process consisting of three stages: perception, analytical, and reflective stages, respectively. Parents are prominent socialization agents for children, and their influence continues well into adulthood (Ward et al., 1977). Parents play a key role in teaching their children consumer behavior Das, Ghorai & Basu, 2018). They serve as the primary instrument in shaping their children's consumer socialization. Additionally, peers, mass media, retailers, and brands also influence children's consumer socialization and can modify the effects of other socialization agents, such as mass media and peer groups (Dutta-Bergman, 2006). Studies conducted in Ethiopia by Farooq, Shafique, Khurshid & Ahmad, 2015) focused on consumer buying behavior in the paint factory and real estate industries (Festinger, 1957).

In Woldia Town, where students are frequently exposed to various advertising campaigns, it is vital to investigate how television advertising influences their preferences, desires, and ultimately, their buying behavior. This study seeks to answer the following research question: "How does exposure to television advertising affect the buying behavior of preparatory and secondary school students in Woldia Town, Ethiopia?" Additionally, the study will explore hypotheses regarding the relationship between television advertisements and various factors, such as *celebrity association*, *likability*, *quality information in television advertisements*, and the influence of peer dynamics in decision-making processes. By examining these aspects, this research will contribute to a better understanding of the implications of television advertising on students' buying behavior in Preparatory and Secondary Schools in Woldia Town.

## **2. LITERATURE REVIEW**

### **2.1 Television advertising**

The concept of advertising has been a significant phenomenon in the business world, consistently utilized by marketing experts to capture customers' attention for new products in the market. Television advertising is widely recognized as the most prominent method for transmitting and receiving video content. Advertising refers to any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, with the objective of driving sales (Kotler, 2013). Advertising plays a crucial role in delivering news and essential product information that influences consumer purchasing decisions (Goldberg & Gorn, 1978, Gordon, 2020). It is important for businesses to understand that ineffective advertising can lead to negative consumer attitudes towards their products (Gordon, 2020).

Advertising helps effectively communicate the features and characteristics of a product or service in a visual format, making it easy for customers to understand. Some advertisements aim to establish a reputable corporate identity for a company, product, or brand and gain public recognition (Gulla & Purohit, 2013). Advertising has become such a persuasive and pervasive socio-economic force that neither manufacturers nor consumers can overlook its impact (Gulla & Purohit, 2013; Haghirian, Madlberger & Inoue, 2008). While many consumers acknowledge the negative societal effects of advertising, they also recognize its positive economic impact on the advertising industry (Gulla & Purohit, 2013). Given the importance of advertising in the modern business world and its potential to generate revenue by attracting customers to a company's products, it is worthwhile to explore the various forms of advertising commonly used by companies.

Television (TV) is often regarded as superior to other media due to its combination of audio and video features. It provides products with instant credibility and popularity, offering the greatest potential for creative advertising (Hawkins & Coney, 1974). TV advertising not only changes emotions but gives considerable message exerting a far attainment influence on the daily lives of people (Hite & Eck, 1987). It can be argued that advertising is the driving force behind shaping consumers' perceptions and eliciting behavioral responses (Hite & Eck, 1987, Isler, 1987). Discovered that advertisements inspire and assist customers in making conscious decisions about products and brands, with TV advertisements having a particularly strong impact on the purchasing decisions of young people. Peers, as socialization agents, play a role in shaping individuals'

perceptions of advertisements, including factors such as the quality of information, association with celebrities, and perceived credibility of the content, among others (Jones & Czerniewicz, 2010).

To better understand the dynamics of television advertising and its influence on students' buying behavior, this study will draw upon several relevant theoretical frameworks, primarily Social Learning, Persuasion Theory, and Cognitive Dissonance Theory

## **2.2 Social Learning Theory**

Proposed by Albert Bandura (1977), Social Learning Theory posits that individuals learn behaviors, attitudes, and values through observation and imitation of others, particularly role models such as peers and media figures. This theory is particularly relevant in the context of television advertising, as students often look to celebrities and their peers when forming opinions about products. Advertisements featuring popular figures can create aspirational connections, leading to increased consumer interest and purchasing intentions (Bandura, 1986). Furthermore, the theory suggests that the reinforcement of behaviors through social validation like approval from peers can enhance the likelihood of adopting certain consumer behaviors (Gordon, 2020).

## **2.3 Persuasion Theory**

This framework examines how advertisements affect attitudes and behaviors through various persuasive techniques. According to Petty and Cacioppo's Elaboration Likelihood Model (1986), there are two primary routes to persuasion: the central route, which involves careful consideration of the message content, and the peripheral route, which relies on superficial cues, such as the attractiveness of the source or emotional appeals. TV advertisements often utilize both routes to influence viewers; for instance, appealing emotional narratives can engage students on a deeper level, while celebrity endorsements may trigger a more immediate, peripheral response (Cacioppo & Petty, 1986). Additionally, the effectiveness of these persuasive strategies can be influenced by the perceived credibility of the message, which is crucial in the context of advertising aimed at younger audiences (Ohanian, 1990).

## **2.4 Cognitive Dissonance Theory**

Introduced by Leon Festinger (1957), this theory posits that individuals experience discomfort (dissonance) when their beliefs or behaviors are inconsistent. In advertising, when students are exposed to messages that conflict with their existing beliefs or peer norms, they may experience dissonance, which can lead them to either adjust their beliefs or change their purchasing behavior

to align with the advertisement. This process emphasized the importance of understanding how advertisements can create or resolve dissonance, influencing consumer choices.

## **2.5 Peers influence**

Similar to parents, peers can have a direct or indirect impact on child consumer socialization. Peers are recognized as significant socialization agents, contributing to the acquisition of expressive aspects of consumption (Kahn & Lerman, 2021; Bachmann, et al.1993). Previous studies have suggested that children learn "expressive elements of consumption" (such as materialistic values and social motivations) or "affective consumption" (including consumption styles and moods) from their peers, and the findings have supported these speculations (Parsons et al., 1953; Kahn, & Lerman, 2021). Both parents and peers play crucial roles in children's learning of consumer socialization. Parents have a significant influence on shaping children's consumer behavior during the early stages of their development, while the influence of peers becomes more prominent as parental influence diminishes with age (Kahn, & Lerman, 2021; Ward, 1974). Peers can actively shape attitudes through discussions about products, brand preferences, and social validation, thereby reinforcing materialistic values and influencing consumption patterns (Bourdeau, 2020). Additionally, the rise of social media and digital platforms has amplified peer influence, with children increasingly turning to their peers and online influencers for guidance in their purchasing decisions (Smith & Duggan, 2019).

**H<sub>1</sub>: Peers influence through TV advertisement positively and significantly affect student Buying Behavior.**

## **2.6 Quality of information**

The quality of information presented in a television advertisement can significantly influence consumers' perceptions of the company and its products or services. Advertising should provide information that is accurate, timely, useful, and of high quality for the users. It is essential that the information is easily accessible to consumers when they need it in order to make informed decisions about their purchasing needs (Kahn, & Lerman, 2021). The primary objective of advertising is to effectively inform consumers. Tailoring information to match consumers' needs and interests is crucial for capturing their attention and interest in a product or service (Dutta-Bergman, 2006). A prime example is the importance of television advertising in conveying messages that align with the information users' requirements. According to Kavitha, G. (2006), information and credibility associated with advertising can have the most significant impact on



consumers' attitudes. Therefore, sellers should focus on enhancing the informative qualities of their advertising to foster a positive attitude among consumers. According to Matzler et al. (2021), both the quality of information and the credibility associated with advertisements are key determinants of consumer perception and can significantly influence brand loyalty. Additionally, research by Aker et al. (2022) found that informative advertisements that align with consumer needs enhance engagement and positively affect purchasing intentions. The study therefore hypothesized that:

**H<sub>2</sub>: Perceived quality of information through TV advertisement positively and significantly affect students Buying Behaviour.**

### **2.7 Celebrity Association**

A study conducted by Khaniwale (2015) involving 10-12-year-old children revealed that kids enjoyed and imitated catchphrases and jingles from brands like Budweiser, indicating that children draw upon advertising for enjoyment and entertainment. Entertainment is a notable aspect of advertising, particularly television advertising. Kotwal, Gupta, and Devi (2008) suggested that marketers deliberately target children more than parents when designing product packaging, aiming to maintain children's interest to influence parents' purchasing behavior. This phenomenon, known as "Pester Power," is described as a child-parent game that involves natural interaction. It fosters a better understanding of the parent-child relationship and involves a positive process where various tactics are used to evoke desired emotions in children. The concept of Pester Power arises due to the modern notion of shopping trips providing leisure and entertainment value to the entire family (Kuester, Homburg & Hess (2012)). When viewers perceive advertising as enjoyable, they are naturally drawn to it, which can enhance their attitude towards the advertised product. Some television ads, for instance, offer interactive and entertaining elements for the audience. In television advertising, entertainment holds significant importance. Studies on internet advertising suggest that celebrities associated with online advertising can add value to a product, thereby improving customer loyalty (Liao, Chen & Wang, 2021). It is a well-known fact that people are naturally playful, and therefore, games and prizes presented through television may attract their participation. Based on the aforementioned analysis, it can be concluded that highly entertaining advertising is perceived more positively by users. Marketers often intentionally target children rather than parents when designing product packaging and advertisements. Research by Mohr et al. (2020) suggests that this strategy aims to maintain children's interest, thereby influencing parents' purchasing decisions through a phenomenon known as "Pester Power." Many television

ads incorporate interactive and entertaining elements, recognizing that entertainment is crucial in capturing audience interest. Research by Ranjan and Read (2022) found that celebrity endorsements can significantly enhance a product's value and improve customer loyalty, particularly when the celebrity resonates with the target audience. Thus, incorporating entertainment into television advertising can prove to be a successful strategy for attracting and retaining customers.

**H<sub>3</sub>: Celebrity Association through TV advertisement positively and significantly affects students buying behaviour.**

### **2.8 Likability of TV advertisement**

The attitude of children towards TV advertisements is influenced by their preference and favorable or unfavorable view of such advertising. Existing literature has observed that children tend to have a liking for TV advertisements, particularly due to the presence of animated characters that capture their attention (Livingstone & Helsper, 2006).. Some researchers have discovered that children's fondness for TV advertisements leads to strong recall and high levels of recognition for advertisements targeted at adults. Additionally, children's liking or disliking of TV advertisements is also influenced by the nature of the product being advertised. For instance, children have been found to enjoy advertisements for Fast Moving Consumer Goods (FMCG) and Toys because these advertisements are not only interesting but also align with their preferences for the products themselves (Chan, 2003). Research by Kahn and Lerman (2021) indicates that children's fondness for TV advertisements can lead to increased engagement and memorability, particularly for products that resonate with their interests. The likability of advertisements is further influenced by factors such as the creativity and humor embedded in the ads, which appeal to children's sense of fun (Yoo et al., 2022). Thus, the nature of the product being advertised, combined with entertaining elements, enhances children's overall perception and acceptance of the advertisement. The study therefore hypothesized that

**H<sub>4</sub>: Likability of TV advertisement positively and significantly affects students buying behaviour.**

### **2.9 Student Buying Behavior**

Consumer behavior encompasses the processes individuals undertake to select products and services that fulfill their needs, as well as the influences these processes have on consumers and society as a whole (Scott & Walker, 2010). It seeks to understand the decision-making process of

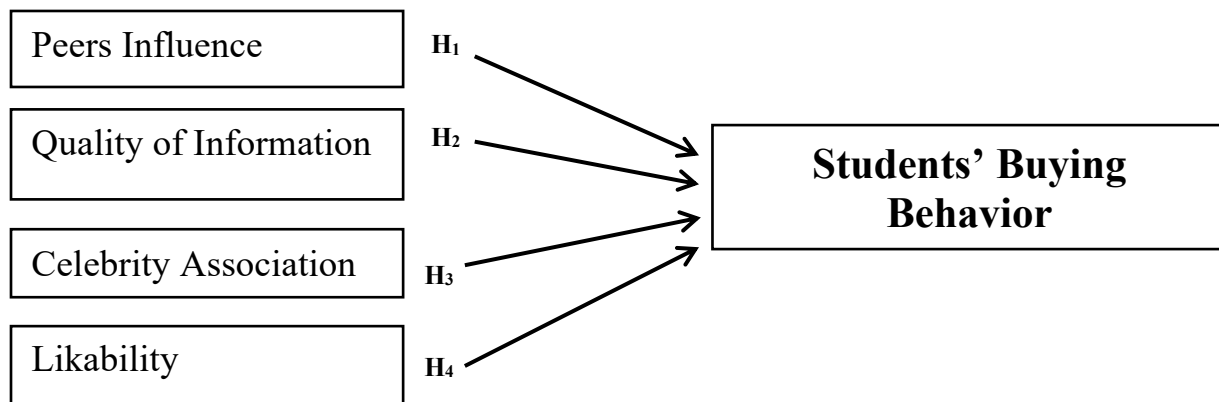
buyers, both individually and in groups. Consumer behavior is the study of individuals, groups, or organizations and the strategies they employ to choose, acquire, and dispose of products, services, experiences, or ideas in order to satisfy their needs, and the impact of these processes on consumers and society (Margolis, Samuels & Stich, 2012). Predicting consumer behavior is a challenging task for businesses, as it continuously evolves under the influence of unknown and uncertain factors, leading to purchase decisions that are difficult to measure under diverse conditions (Marshall, 2010). Consumer buying behavior involves studying individuals and the methods they use to select, use, and discard products and services to satisfy their desires, and the consequences of these methods on consumers and society as a whole. It encompasses all the thoughts, feelings, and actions an individual experiences or takes before or during the purchase of a product, service, or idea, as well as the answers to questions such as what, why, how, when, and where an individual makes a purchase (Matzler, Bidmon & Grabner-Kräuter, 2021). Several factors that shape a consumer's lifestyle are taken into consideration before making a purchase. Consumers' personal characteristics are directly related to their way of life and can distinguish them as individuals. These personal characteristics include personality variables such as occupation, education level, place of residence, and social status. The components of self or personal concept include physical, psychological, and social attributes (Mascarenhas & Higby, 1993). Within the realm of consumer behavior, research indicates that religious affiliations and level of religiosity influence decision-making and purchasing behavior (Taylor, Halstead, & Haynes, 2010). In terms of family dynamics, parents and children mutually influence each other (Meshesha, 2018). Therefore, understanding culture and its differences is considered a prerequisite for successful advertising (Moriarty et al., 2014; Muk, 2007).

The role of children in the family's decision-making process varies depending on different product categories and stages of the decision-making process. In the fields of marketing and consumer behavior, the family is recognized as a primary and influential decision-making unit (Chaudhury, 2013). The degree of influence children have on their purchases is influenced by the nature of the product, ranging from less expensive to more expensive items (Miller & Busch, 1979). Children act in three different ways in the market: by spending their own money directly, by influencing other family members, and by representing the future market (Moschis & Churchill, 1978). Livingstone and Helsper (2006) discovered that television advertisements have a significant impact on teenagers' attitudes towards TV commercials. It is important to note that while children

may not have the financial means to make purchasing decisions, they exert considerable influence on their parents to buy products on their behalf. In Western countries, marketing began to focus on children primarily in the 1960s (Moschis & Moore, 1982). However, this wasn't always the case, as advertisements for children's toys, for example, were initially designed to appeal to adult TV viewers rather than children themselves (Gross, 2010). This doesn't mean that children in that era didn't influence their parents' purchasing behavior; instead, marketers recognized the marketing value of targeting children. This knowledge led to extensive marketing aimed at children and youth, which exerted pressure on consumer behavior within households. Consequently, cradle-to-grave marketing became widespread, as marketers understood that the earlier they capture a child's attention, the sooner they can cultivate a future loyal customer (Moschis, 1985). Children's pestering of parents to purchase a product is also a result of their cognitive development and their understanding of advertisements, despite significant criticisms (Moschis, & Moore, 1982).

## 2.10 Conceptual framework of the study

The dependent variable of the study is student buying behavior and the independent variables of the study are celebrity association, likability, peers' influence, and quality information in television advertisement. The framework of the study has been developed after an extensive review of related empirical studies and theoretical concepts about television advertising and student buying behavior, and each independent variable of the study.



**Figure 1.** Conceptual framework

Source: Adopted and modified from Jones & Czerniewicz (2010).

### 3. METHODS AND MATERIALS

The study utilized an explanatory design to investigate the impact of various variables (Peers influence, Perception ranges from quality of information, Celebrity, and likability) on student buying behavior in Preparatory and Secondary Schools in Woldia Town. The research was conducted among school students in Preparatory and Secondary Schools in Woldia Town, targeting individuals below 18 years of age as they are considered children according to the ACT of Ethiopia. However, the researcher specifically selected the age group between 13-18 years, as it was assumed that students within this range are active and independent shoppers, possess knowledge about products and brands, have a high cognitive understanding of consumption choices, and can provide valuable insights about advertising. Primary data was collected through questionnaires from 260 students in Woldia Town, Amhara region, using purposive sampling to select the specific age group and gather the required data. The study employed multiple linear regression analysis to examine the influence of TV advertising on student buying behavior, utilizing the following regression model.

$$Y = \beta_0 + \beta_1Qty + \beta_2Cass + \beta_3Lik + \beta_4PI + e + +$$

$Y$  = Student buying behavior

$PI$  = Peers Influence

$Lik$  = Likability of advertisement

$Qty$  = Quality of information

$e$  = Error terms

### 3. RESULTS

Ensuring scale or reliability is of utmost importance, particularly in quantitative studies. Scale or variable reliability refers to the internal consistency of the variables employed to measure the independent and dependent variables. It signifies the degree to which the variables used cohesively measure the same construct. Researchers have employed various measurement tools over the years to assess the reliability of variables in studies. In this particular study, Cronbach's alpha was utilized as a widely accepted tool to evaluate the internal consistency and reliability of the variables. To achieve optimal results using Cronbach's alpha, certain principles must be adhered to. Notably, the Cronbach's alpha coefficient should exceed 0.7 (DeVellis, 2016). In this study, the reliability test indicated a presented Cronbach's alpha. Furthermore, a Pearson correlation analysis was conducted to examine the relationships between the variables. Correlation, a frequently employed technique in quantitative research, enables researchers to assess the presence of relationships between two or more variables. Statisticians have developed and utilized statistical tools to facilitate these analyses and examine the relationships between variables (Table1).

**Table 1.** Reliability test result and correlation matrix

Variables	Cronbach's Alpha	Correlation matrix
Celebrity association	.960	.850
Likability	.962	.827
Peers influence	.961	.834
Quality of information	.963	.810
Student buying behavior	.952	.918

**Table 2.** Regression results

Variables	Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics		
	B	Std. Error	Beta		Tolerance	VIF	
				(Constant)	.248	.072	
Celebrity association	.293	.044	.293	.000	.177	5.642	
Likability	.273	.036	.303	.000	.214	4.664	
Peers influence	.204	.040	.218	.000	.184	5.435	
Quality of information	.192	.037	.208	.000	.211	4.736	
R Square and Adjusted R Square						.918(.916)	
Durbin-Watson						2.001(0.000)	

## **4. DISCUSSION**

### **4.1 Celebrity association and students' buying behavior**

The results of the regression analysis (Table 2) revealed a significant positive influence of celebrity association on students' buying behavior at a 1% level of significance. Specifically, the findings indicate that students derive enjoyment from advertisements and often imitate catchphrases and jingles associated with brands like Budweiser. This aligns with Matzler et al. (2021), who emphasize that students seek entertainment in advertising, particularly in television commercials that incorporate engaging elements. When advertisements are perceived as enjoyable, they attract viewer attention and foster positive attitudes toward the advertised products (Ranjan & Read, 2022). Additionally, the study's results support previous research by Liao et al. (2021) and Aker et al. (2022), which suggest that celebrities featured in advertisements significantly enhance product value, leading to increased customer loyalty.

Furthermore, the study's results suggest that *students'* have a preference for TV advertisements, primarily due to the presence of animated characters that capture their attention (Chan, 2003). Furthermore, the study's results suggest that children have a preference for TV advertisements, primarily due to the presence of animated characters that capture their attention (Livingstone & Helsper, 2006). Moreover, the attitude of children towards TV advertisements is influenced by their personal liking or disliking of such advertising and how they perceive it, whether favorably or unfavorably.

### **4.2 Likability and buying behavior**

The results of the regression analysis indicated a statistically significant positive influence Likability on students' buying behavior at a 1% significance level. These findings suggest that Likability on children socialization. The results of the regression analysis indicated a statistically significant positive influence of likability on students' buying behavior at a 1% significance level. These findings suggest that the likability of advertisements plays a crucial role in children's consumer socialization. Research has shown that children are more likely to engage with advertisements they find enjoyable or appealing, which in turn influences their purchasing decisions (Yoo et al., 2022). Additionally, Kahn and Lerman (2021) found that the emotional appeal of advertisements significantly enhances children's attitudes toward products, leading to increased purchase intentions. This aligns with the work of Ranjan and Read (2022), who emphasized that entertaining elements in advertising capture children's attention and foster

positive brand associations. Overall, the literature supports the notion that likability is a key determinant in shaping children's buying behavior.

#### **4.3 Peers influence and buying behavior**

The results of the regression analysis indicated a statistically significant positive influence of peers' influence on students' buying behavior at a 1% significance level. These findings suggest that peer impact children socialization. According to Bachmann et al. (1993), peers serve as crucial socialization agents, facilitating the acquisition of expressive aspects of consumption, such as preferences and purchasing behaviors. This concept is further supported by recent studies, including those by Kahn and Lerman (2021), which emphasize that peer influence becomes increasingly significant as children age, often outweighing parental guidance. Additionally, research by Matzler et al. (2021) highlights that peers can shape consumer attitudes and behaviors through social interactions and shared experiences. Hite and Eck (1987) also note that peer dynamics are vital in the learning process of consumer socialization, indicating that as students navigate their social environments, peer interactions greatly influence their buying decisions and preferences. Collectively, these studies underscore the importance of peers in shaping students' consumer behavior, illustrating that peer relationships play a critical role in the development of buying habits. Peers are significant facilitators in learning of consumer socialization, although parents also play a substantial role in shaping students' consumer behavior during the early stages of their development (Kahn & Lerman, 2021; Mohr, Böhme & Karpinski, 2020).

#### **4.4 Quality of information and students' buying behavior**

The results of the regression analysis indicated a statistically significant positive influence of the quality of information on students' buying behavior at a 1% significance level, supporting the hypothesis that perceived quality of information through TV advertisements positively and significantly affects students' buying behavior. These findings suggest that the quality of information contained in television advertisements significantly impacts consumers' perceptions of the company and its products or services. It is essential for advertising information to exhibit qualities such as accuracy, timeliness, usefulness, and relevance to users. As highlighted by Dutta-Bergman (2006), consumers need access to relevant information whenever they require it to make informed decisions about their purchases and satisfy their needs. The primary objective of advertising is to effectively inform consumers, and providing tailored information that aligns with their interests is crucial for capturing their attention and fostering engagement with the advertised



product. Recent studies by Kahn and Lerman (2021) further support this view, demonstrating that well-presented information enhances consumer attitudes and increases the likelihood of purchase. Therefore, sellers should focus on enhancing the informational quality of their advertisements to improve their helpfulness and positively influence students' attitudes toward the products being promoted.

## 5. CONCLUSION

In conclusion, the results of the regression analysis demonstrate a significant positive influence of celebrity association on students' buying behavior. Student's enjoyment and imitation of catchphrases and jingles associated with brands like Budweiser suggest their inclination towards advertising that provides entertainment. Television advertising, known for incorporating entertainment, attracts viewers' attention and shapes their positive attitude towards the promoted product. The result suggests underscores the value that celebrities bring to online advertising, fostering customer loyalty. Thus, highly entertaining advertising is perceived more positively by users, making entertainment an effective strategy to attract and retain students. Furthermore, the study's findings reveal that students exhibit a preference for TV advertisements due to the presence of animated characters that capture their attention. Moreover, student's attitudes towards TV advertisements are influenced by their personal liking or disliking of such advertising and how they perceive it, whether favorably or unfavorably.

Additionally, the results of the regression analysis highlight the significant positive influence of peers' influence on students' buying behavior. Peers serve as important socialization agents, contributing to the acquisition of expressive aspects of consumption. Although peers are crucial facilitators of consumer socialization. Lastly, the study establishes a significant positive influence of the quality of information contained in television advertisements on students' buying behavior. Accurate, timely, and useful information that meets consumers' needs and interests is vital in shaping their perceptions of the company and its products/services. Ensuring accessibility to information at the right time allows consumers to make informed decisions and satisfy their needs. Tailoring information to consumers' preferences and enhancing the helpfulness of advertising features is crucial in positively influencing students' attitudes towards advertisements. Overall, these findings highlight the importance of celebrity association, peers' influence, and the quality

of information in shaping students' buying behavior and provide insights into effective advertising strategies.

### **5.1 Theoretical Implication**

The findings contribute to the understanding of consumer socialization processes, emphasizing the significant role of peers in shaping student's buying behaviour and highlighting the importance of considering peer influence in consumer behavior theories. Additionally, the study provides insights into the effects of celebrity association, entertainment value, and information quality on students' attitudes and its buying behavior, contributing to the theoretical understanding of how TV advertising strategies effect on student perceptions and behaviors. The study also sheds light on student as consumers, emphasizing the influence of entertainment Furthermore; the study underscores the importance of information quality in advertising and its effect on students' attitudes and buying behavior, contributing to the understanding of how consumers process information in advertising.

### **5.2 Managerial Implication**

Marketers should leverage celebrity associations to enhance brand appeal, incorporate entertainment values like catchy jingles and humor to capture viewers' attention, use animated characters in TV ads to engage student and influence preferences, explore strategies that leverage peer influence such as peer recommendations, user-generated content, and prioritize providing accurate, timely, and useful information to shape positive perceptions and assist students in making informed decisions.

### **5.3 Further research direction**

These findings suggest valuable directions for future research in advertising and student buying behavior. The current study focused on preparatory and secondary school students in Woldia Town; future research should expand this investigation to include students throughout the Amhara region. Researchers should consider conducting longitudinal studies to understand the long-term effects of factors like celebrity association, entertainment elements, peer influence, and information quality on students' buying behavior. Cross-cultural studies can help explore the influence of cultural factors on advertising effectiveness. Experimental designs can provide more rigorous evidence and reveal causal relationships between these factors and buying behavior. Additionally, studying the effect of these factors in digital advertising channels and addressing ethical implications in advertising targeting students and students are important areas for further

investigation. Comparative analyses can help compare the effectiveness of different advertising strategies, aiding marketers in decision-making.

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