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THE EFFECT OF MEDIA ADVERTISING ON CONSUMER'S BUYING IN SOME SELECTED REAL ESTATE IN SOMALIA

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MASTER'S THESIS

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PREFACE

I would like to express my sincere gratitude to those who have made this project possible. Without their support, guidance, and encouragement, completing this thesis would not have been possible. First and foremost, I would like to extend my heartfelt appreciation to my supervisor, **Asst. Prof Tanay Evliya** for his continuous guidance, patience, and valuable insights throughout the course of this thesis. His expertise and dedication has been invaluable in shaping my understanding and approach to the subject matter. I am deeply grateful to my parents specially my Dad and my Mom who have always been a constant source of support, love, and encouragement. They have not only provided me with a strong foundation but also inspired me to pursue my dreams and aspirations. Their unwavering belief in me has been a driving force behind my success.

To my all friends I express my heartfelt gratitude for their endless support, understanding, and companionship. Your presence in my life has made this journey more enjoyable and fulfilling. Thank you for always being there to lend an ear, share a laugh, or offer a helping hand. I would also like to extend my appreciation to my family, who has been a constant source of love and support throughout my academic journey. Their encouragement and understanding have played a significant role in my personal and academic growth. Lastly, I am grateful to Beykoz University, its faculty, and staff for providing me with an enriching environment and the resources necessary to complete this project. I am proud to be a part of the Beykoz University community and would like to express my gratitude for the opportunities and experiences it has afforded me. Once again, I am truly grateful to all those who have contributed to my project's success and have been a part of my academic journey.

Mohamed Abdirizak Mohamed
Istanbul, 2023

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ABSTRAT

THE EFFECT OF MEDIA ADVERTISING ON CONSUMER'S BUYING IN SOME SELECTED REAL ESTATE IN SOMALIA

According to Keller (2005), the need to advertise has always been ingrained in the human psyche, even from the earliest of times. The usage of signage was one of the first methods that were used in advertising. Plaques were employed by early merchants to display their commodities, while other merchants, such as the Phoenicians, carved advertising phrases into conspicuous rocks. Act. In point of fact, the idea of advertising has been there ever since the dawn of civilization; the only difference is that in the past, it was done via verbal communication. The purpose of this research was to evaluate the influence that media advertising has on the purchasing decisions of consumers in the real estate sector in Somalia. In order to collect primary data, the researcher chose Dhulkoob Real Estate, Dahabshil Real Estate, and Buruuj Real Estate as the three firms to study and issued a questionnaire to the customers of each of those companies. According to the findings of the research, there is a significant and favorable association between consumer purchasing behavior and media advertising. The regression model found that the purchasing behavior of consumers is a substantial predictor of the results of media advertising, accounting for 57.5% of the variation in the outcomes of advertising. The findings of the ANOVA demonstrated that customer purchasing behavior is an important factor in the fluctuations that are caused by media advertising. The research offers helpful information to real estate companies that want to improve their advertising strategies. These strategies include understanding and targeting the purchasing behavior of consumers, increasing investment in media advertising, developing compelling program content, improving the visual appeal of advertisements, optimizing advertising mediums, continuously monitoring and analyzing consumer behavior, considering partnerships and collaborations, and more. Businesses in the real estate industry may successfully influence the purchasing decisions of consumers and increase sales by putting these tips into action.

Keywords: Media advertising, consumer behavior, real estate, Somalia, advertising and buying behavior

Date: 02.08.2023

ÖZET

MEDYA REKLAMLARININ SOMALİ'DEKİ SEÇİLMİŞ BAZI GAYRİMENKULLERDE TÜKETİCİNİN SATIN ALMASI ÜZERİNDEKİ ETKİSİ

Keller'e (2005) göre, reklam ihtiyacı en eski zamanlardan beri insan ruhuna yerleşmiştir. Tabela kullanımı, reklamcılıkta kullanılan ilk yöntemlerden biriydi. İlk tüccarlar mallarını sergilemek için plaketler kullanırken, Fenikeliler gibi diğer tüccarlar göze çarpan kayalara reklam ibareleri oydular. Davranmak. Aslında, reklamcılık fikri medeniyetin doğuşundan beri var olmuştur; tek fark, geçmişte sözlü iletişim yoluyla yapılıyor olmasıdır. Bu araştırmanın amacı, medya reklamlarının Somali'deki gayrimenkul sektöründeki tüketicilerin satın alma kararları üzerindeki etkisini değerlendirmektir. Araştırmacı, birincil verileri toplamak için incelenecek üç firma olarak Dhulkoob Real Estate, Dahabshil Real Estate ve Buruuj Real Estate'i seçti ve bu şirketlerin her birinin müşterilerine bir anket düzenledi. Araştırmanın bulgularına göre, tüketici satın alma davranışı ile medya reklamcılığı arasında anlamlı ve olumlu bir ilişki vardır. Regresyon modeli, tüketicilerin satın alma davranışının medya reklamcılığının sonuçlarının önemli bir belirleyicisi olduğunu ve reklamın sonuçlarındaki değişimin %57,5'ini oluşturduğunu buldu. ANOVA'nın bulguları, medya reklamlarının neden olduğu dalgalanmalarda müşteri satın alma davranışının önemli bir faktör olduğunu göstermiştir. Araştırma, reklam stratejilerini geliştirmek isteyen emlak şirketlerine faydalı bilgiler sunuyor. Bu stratejiler arasında tüketicilerin satın alma davranışlarını anlamak ve hedeflemek, medya reklamcılığına yatırımı artırmak, ilgi çekici program içeriği geliştirmek, reklamların görsel çekiciliğini geliştirmek, reklam ortamlarını optimize etmek, tüketici davranışlarını sürekli olarak izlemek ve analiz etmek, ortaklıkları ve işbirliklerini dikkate almak ve daha fazlası yer alır. Gayrimenkul sektöründeki işletmeler, bu ipuçlarını hayata geçirerek tüketicilerin satın alma kararlarını başarıyla etkileyebilir ve satışları artırabilir.

Anahtar Kelimeler: Medya reklamcılığı, tüketici davranışı, emlak, Somali, reklam ve satın alma davranışı

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ABBREVIATIONS

ROI	Return on Investment
CTR	Click-Through Rate
SEO	Search Engine Optimization
KPI	Key Performance Indicator
PPC	Pay-Per-Click
CPM	Cost per Thousand
CRM	Customer Relationship Management
B2B	Business to Business
B2C	Business to Consumer
CPA	Cost per Acquisition

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1 INTRODUCTION

Within this chapter, an analysis is conducted regarding the historical context of previous research efforts as well as delving into the particular issue under investigation. Additionally discussed are exploration into aims and inquiries guiding this study's pursuit and an assessment regarding its relevance to existing knowledge? Further examined is how broadly or narrowly defined this investigation has been scoped. And finally considered is a proposed hypothesis for this specific piece of research.

1.1BACKGROUND OF THE STUDY

The practice of advertising dates back to the beginning of human civilization. According to Keller (2005), the need to advertise has always been ingrained in the human psyche, even from the earliest of times. The usage of signage was one of the first methods that were used in advertising. Plaques were employed by early merchants to display their commodities, while other merchants, such as the Phoenicians, carved advertising phrases into conspicuous rocks. Act. In point of fact, the idea of advertising has been there ever since the dawn of civilization; the only difference is that in the past, it was done via verbal communication. Or, when they sold their wares directly to customers on the street, street vendors would talk to customers about the advantages of the things they were selling. However, with the development of paper and written communication, advertising gradually assumed a more official appearance (Shoaff).

Papyrus was used by both the ancient Egyptians and ancient Greeks for the purpose of advertising, in addition to rock paintings. People started to see the possibilities of advertising, and in 1841, the first advertising agency in the United States, Shoaff, opened its doors for business, marking the beginning of the advertising agency industry in the United States. The advertising business has grown to the point that it is now worth several billions of dollars, employs hundreds of thousands of people, and has an impact on the lives of billions of people all over the globe. (Raju, 2 2012) In today's world, good marketing plans can no longer be implemented without the support of advertising. This may be accomplished via the usage of social media.

Advertising, as a kind of marketing strategy, is an essential instrument for increasing product awareness in the minds of prospective consumers in order to facilitate those customers' decision-making processes about purchases. Television, more than any other medium, influences audiences; however, television is also one of the most powerful advertising mediums, and because of its mass reach, it can influence not only an individual's attitude, behavior, lifestyle, or exposure, but in the long run, it can even influence the culture of the country (ibid). Television is the medium that influences audiences the most. There are several different routes that organizations might use to get advertising. In the case of small firms, advertising agencies are used are all handled by the advertising department of large corporations, which is responsible for developing an advertising platform, approving advertising agencies, advertisements, and campaigns, and handling other forms of advertising.

According to Towergate and Curtis (2013), transactions involving these latter products necessitate a high level of customer involvement and necessitate a serious decision-making process that includes information search, alternative evaluation, product purchase, and final assessment of the end results of using a product. Towergate and Curtis state that this is the case because of the necessity of a high level of customer involvement and the necessity of a serious decision-making process. According to Kotler et al. (2017), personal and psychological elements, as well as cultural and societal influences, all have a role in determining consumer behavior.

There are mental information processing systems that are in operation before a customer makes a purchase choice. These systems serve to generate beliefs, attitudes, values, and responses to a particular product in order to urge a consumer to buy a product. In companies that are subject to environmental shifts, customers may make the decision to track, receive, and analyze information about these shifts via a variety of media, including marketing. (2012) claim that a variety of techniques and media may be utilized to develop and transmit advertising in order to influence customers to make future purchase choices. This can be accomplished by establishing and boosting awareness, influencing ideas and attitudes, and reinforcing positive values.

Global perspective

Media advertising is a powerful tool for influencing consumer behavior, and the real estate industry is no exception. In many countries around the world, real estate companies use media advertising to promote their properties and attract potential buyers. Both academic scholars and industry experts have an interest in the question of how the influence of media advertising on consumer purchasing behavior in the real estate business may be measured.

In Jordan's real estate market, Alsmadi and Alsmadi (2020) conducted research to investigate how the influence of media advertising influenced the purchasing decisions of Jordanian consumers. According to the findings of the research, there is a considerable relationship between advertising in the media and consumer behavior, with advertising messages having an effect on the purchase choices of prospective customers. According to the findings of the research, the reliability and reputation of the real estate firm were significant elements that had a role in influencing the behavior of consumers.

In a separate piece of research, Chen et al. (2018) investigated the influence that advertising on social media platforms has on real estate transactions in the United States. According to the findings of the research, advertising on social media had a large and beneficial impact on sales of real estate, with social media platforms such as Facebook and Twitter proving to be the most effective avenues for reaching prospective purchasers.

A research conducted by Al-Hakim and Al-Dhamari (2020) investigated the effect that advertising on social media had on the purchasing decisions of consumers in the real estate market in Yemen. According to the findings of the research, advertising on social media had a considerable and positive impact on the purchasing decisions made by consumers, with social media platforms such as Facebook, Instagram, and Twitter being the most successful avenues through which to communicate with prospective purchasers.

Yoo and Lee (2018) conducted yet another research in which they investigated the impact that internet advertising has on customer behavior in the South Korean real estate market. According to the findings of the research, there is a considerable effect that internet advertising has on consumer behavior, with advertising messages having an influence on the purchase choices of prospective customers.

In a separate piece of research, Zhang et al. (2020) investigated how the use of digital marketing influences customer behavior within the context of China's real estate sector. According to the findings of the study, digital marketing has a large and beneficial impact on customer behavior. The research also indicated that digital marketing channels such as social media marketing, email marketing, and search engine marketing are the most successful ways to communicate with prospective purchasers.

One piece of research that was carried out by Li, Zhenyu, and Yu (2019) looked at the impact that media advertising has on the purchasing decisions of consumers in the Chinese real estate market. The findings of the study indicated that consumers' perceived product value, trust, and intention to buy were all positively impacted by consumers' exposure to advertising in the media. In addition, the research showed that advertising in the media had a role in mediating the connection between a brand's image and a consumer's intent to buy the brand's products.

In addition, Joo, Lim, and Kim (2018) conducted research in which they investigated the impact of media advertising on the decision-making processes of consumers in the context of real estate investment. Real estate investments and their perceived financial rewards were considerably influenced by advertising in the media. The research highlighted the significance of advertisements in the media for luring new investors and influencing the investment choices made by those investors.

In a separate piece of research, Seo, Jang, and Lee (2017) studied the influence of consumers' exposure to housing advertisements in the media on their choices to acquire homes. The researchers discovered that consumers' purchase intentions, their perceptions of the value and quality of housing, and their perceptions of advertising in the media were all favourably changed. In addition, the findings of the research suggested that advertising in the media played a significant part in influencing the preferences and decisions that customers made in the real estate market.

A research that was conducted in Greece by Gounaris, Koritos, and Vassilikopoulou (2016) investigated the impact that advertising in the media had on customers' intentions to acquire residential property. The results of the research indicated that consumers' perceptions of the quality and prestige of properties, as well as their intentions to buy, were favorably impacted by advertising in the media. This research sheds light on the influence that advertising in the media has on the purchasing decisions of consumers operating within the Greek real estate market.

Kim, Liu, and Paswan (2017) conducted research to determine how customers in the United States and China perceive luxury real estate and whether or not they intend to make a purchase of it as a result of exposure to advertisements on social media. The research was conducted as part of another multinational study. According to the findings of the study, consumers' views regarding luxury real estate were favorably impacted by social media advertising, which in turn encouraged the customers' plans to acquire luxury real estate.

In addition, Ramkumar, Madhavi, and Varadarajan (2019) conducted research that investigated the impact of advertising in the media on the purchasing decisions of consumers in relation to the Indian real estate industry. The research showed that customers' perceptions of quality and trust, as well as their intentions to make purchases, were considerably impacted by advertising in the media. In the context of Indian real estate, this research places an emphasis on the role that advertising in the media plays in changing customer behavior.

Overall, the factors that influence consumer behavior in the real estate industry can vary depending on the country and cultural and economic context. Understanding these factors is crucial for real estate companies to effectively target their marketing efforts and create advertising campaigns that resonate with potential buyers.

Africa perspective

Real estate firms in Africa are finding that promoting their homes in the media is becoming an increasingly crucial tool for them to use in order to contact prospective buyers and market their properties. Researchers and professionals working in the real estate sector in Africa have an interest in the issue of how the influence of media advertising on consumer purchasing behavior in the industry may be measured.

Ogunlana et al. (2019) conducted a research to investigate the effect that media advertising has on the purchasing decisions of consumers in the real estate market in Nigeria. According to the findings of the research, there is a considerable relationship between advertising in the media and consumer behavior, with advertising messages having an effect on the purchase choices of prospective customers. According to the findings of the research, the reliability and reputation of the real estate firm were significant elements that had a role in influencing the behavior of consumers.

In a separate piece of research, Mautsa et al. (2018) investigated the influence that advertising on social media platforms has on customer behavior in the South African real estate market. According to the findings of the research, advertising on social media had a large and beneficial impact on the behavior of consumers, and the most successful channels to contact prospective purchasers were mostly social media platforms such as Instagram.

In certain African nations, like Ethiopia, the real estate sector is still in its infancy, and as a result, consumer behavior is still in the process of developing. Tadesse and Sahile (2019) conducted research on the variables that impact consumer behavior in the real estate business in Ethiopia. Specifically, they looked at how these factors affect buyers' decisions. According to the findings of the research, the elements of location, price, and reputation of the real estate firm were significant factors that affected the behavior of consumers.

Research conducted by Farayibi and Oladele (2021) investigated the effect that advertising on social media has on the purchasing decisions of consumers in the real estate market in Nigeria. According to the findings of the research, advertising on social media had a considerable beneficial influence on the intention to buy shown by prospective purchasers. The research also discovered that the reputation of the real estate firm was a significant element that had a role in determining the actions of consumers.

In a separate piece of research, Ngoasong and Kimbu (2018) investigated the impact that social media marketing has on customer behavior within the context of the real estate market in Cameroon. According to the findings of the research, marketing via social media had a large and favorable impact on customer behavior, especially among younger people who could be interested in making purchases.

In certain African nations, like Ethiopia, the real estate sector is still in its infancy, and as a result, consumer behavior is still in the process of developing. Tadesse and Sahile (2019) conducted research on the variables that impact consumer behavior in the real estate business in Ethiopia. Specifically, they looked at how these factors affect buyers' decisions. According to the findings of the research, the elements of location, price, and reputation of the real estate firm were significant factors that affected the behavior of consumers.

According to the findings of a study conducted by Duru and Adukaite (2018), advertising was shown to be an essential component in attracting prospective buyers to real estate developments in Nigeria. Furthermore, the researchers observed that advertising on social media had a particularly high influence on the behavior of consumers.

In a separate piece of research, Farayibi and Oladele (2021) investigated the influence that advertising on social media platforms has on customer behavior within the real estate sector in Nigeria. According to the findings of the research, advertising on social media had a considerable beneficial influence on the intention to buy shown by prospective purchasers. The research also discovered that the reputation of the real estate firm was a significant element that had a role in determining the actions of consumers.

In general, advertising in the media, and especially advertising via social media platforms, has a considerable influence on the purchasing behaviors of consumers in the real estate market in Africa. However, further study is required to understand the unique characteristics that impact consumer behavior in various African nations and how real estate businesses may successfully use media advertising to promote their properties in these markets. This will allow for a better understanding of how real estate companies can effectively use media advertising to promote their properties.

1.2 PROBLEM STATEMENT OF THE STUDY

The real estate market has been exposed to significant transformations over the course of the last ten years, which has resulted in an environment that is defined which will almost certainly lead to an increase in the amount of competition and difficulty that exists amongst them. According to Haider and Shakib (2017), the method in which communication is carried out, most prominently via advertising, may have a substantial effect on how people choose, purchase, and utilize certain goods and services. During the process of making a purchase, consumers' information requirements and the behaviors they engage in seem quite different depending on the kind of goods they are looking to acquire and the character of the customer themselves. When compared to the purchase of other things that are not commonly bought and cost more, such as real estate, the purchase of products that are frequently purchased and cost less, such as sugar and coffee, does not need a comprehensive search for information.

The advertising has little potential of influencing the consumer's purchase behavior for their goods or services since the information is either inadequate or irrelevant.
All of the resources that were spent on media advertising, including money, time, and effort, will be squandered if there is no positive change in the buying behavior of customers as a consequence of the commercial that was shown in the media. According to Mylonakis and J. 2008's research, it is essential for a marketer to evaluate the degree to which various forms of advertising have an effect on the purchase decisions of consumers in the real estate market.

1.3 OBJECTIVES OF THE STUDY

1.3.1 General Objective

The overarching purpose of this research was to evaluate the impact that exposure to various forms of media has had on the purchasing patterns of clients of the three real estate businesses Dhulkoob, Dahabshil, and Buruuj.

1.3.2 Specific Objective

- To determine the impact of source factors on media advertising and the buying behavior of customers.
- To explain the influence of advertisement characteristics, such as being impressive, simple to understand, attention grabbing, memorable, creative, and honest, on the purchasing behavior of consumers.
- To determine how message factors in media advertising impact the purchasing behavior of customers

1.3BASIC RESEARCH QUESTIONS

The purpose of this study is to investigate answers to the following fundamental question.

- How do source factors influence the buying behavior of customers in media advertising?
- What is the impact of advertisement characteristics, such as being impressive, simple to understand, attention-grabbing, memorable, creative, and honest, on the purchasing behavior of consumers?
- How do message factors in media advertising affect the purchasing behavior of customers?

1.5 RESEARCH HYPOTHESIS

Following a thorough examination of the relevant research literature, the following hypotheses were developed:

H1: Customers' purchasing behavior is predicted to be significantly influenced in a favorable way by the channel element of media advertising.

H2: Customers' purchasing decisions should be significantly influenced in a good way by the media outlet from which advertisements originate, wouldn't they?

1.6 SIGNIFICANCE OF THE STUDY

Dhulkoob, Dahabshil, and Buruuj Real Estate Management will benefit from the findings of this study because it will provide them with accurate information and awareness regarding the effect that media advertising has on the purchasing behavior of consumers. This is because the study will provide them with accurate information and awareness regarding the effect that media advertising has on the purchasing behavior of consumers. This study is an input to those three real estate management companies. Make sure that you are a part of the process and that you are participating since the results of the research had a good influence on customer buying behavior.

It is essential to do research on the ways in which advertising in the media influences the purchasing decisions of customers in the real estate sector in Somalia. The last several years have been marked by severe political instability and insecurity in Somalia, both of which have had an effect on the economy and real estate market of the nation. On the other hand, as a result of the recent stability of the nation, there has been a growth in the amount of foreign investment in the real estate industry, as well as a rising interest among locals in purchasing homes as investments.

Companies that are active in the Somalia real estate market might benefit greatly from gaining a better understanding of the effect that media advertising has on the purchasing decisions of consumers in the market. Companies are able to develop successful advertising campaigns that connect with prospective customers and generate sales when they have a thorough grasp of the elements that impact the behavior of consumers.

In addition, advertising in the media has the potential to play a big part in fostering economic expansion in Somalia. Investing in real estate may help to contribute to the creation of new jobs, the expansion of existing infrastructure, and the general growth of the economy. Businesses have the potential to contribute to the country's overall economic growth by publicizing the benefits of real estate investment in an engaging manner via various media platforms.

Overall, it is very necessary to do study on the impact that media advertising has on the purchase decisions of consumers in the real estate market in Somalia. This is because it may assist advice real estate firms on how to effectively target prospective buyers and contribute to the expansion of the economic climate in the nation. It is necessary to do more study in order to have a better understanding of the unique characteristics that impact consumer behavior in the Somali market and the ways in which media advertising may be employed to successfully encourage real estate investment in the nation.

1.7 SCOPE OF THE STUDY

The purpose of this research was confined to determining whether or not clients of Dhulkoob, Dahabshil, and Buruuj Real Estate were influenced by the advertising they saw in the media in the way that they made their purchases. The most important choice is whether or not to launch an advertising and marketing campaign, which involves deciding on a goal, formulating advertising messages, organizing a media strategy, and determining the degree to which advertisements are successful. There are two ways in which the efficacy of advertising may be evaluated: the first is via the influence that it has on communication, and the other is through the effect that it has on sales.

When it comes to determining how much their advertising contributes to sales, advertisers encounter a number of obstacles. This is due to the fact that elements outside advertising have an impact on sales. As a consequence of this, the primary concentration of this research is on the efficiency of media advertising with regard to the three real estate companies of Dhulkoob, Dahabshil, and Buruuj from the standpoint of its communication effect.

The scope of the research was restricted to the residential residences and commercial outlets that were purchased by clients of Somalia's three real estate businesses, namely Dhulkoob, Dahabshil, and Buruuj, during the preceding year.

1.8 OPERATIONAL DEFINITIONS OF THE STUDY

Here are some operation definitions and variables that could be used in a study about the impact that advertising in the media has on the purchasing decisions of end users in the African real estate market:

Media advertising: This variable refers to the use of various media channels, such as television, radio, print, and social media, to promote real estate properties to potential buyers.

Consumer buying behavior: This variable refers to the actions and decisions made by consumers when purchasing real estate properties, including factors such as the type of property, location, price, and reputation of the real estate company.

Real estate industry: This variable refers to the business activity involving the sale, purchase, and rental of real estate properties, including residential, commercial, and industrial properties.

Economic development: This variable refers to the level of economic growth and development in the country, which can impact consumer behavior and the demand for real estate properties.

Cultural norms: This variable refers to the societal and cultural values and beliefs that influence consumer behavior in the country, including attitudes towards homeownership, renting, and investment.

2 REVIEW OF THE RELATED LITRATURE

This chapter presents an overview of significant literature from different writers' works such as books, journals, magazines, newspapers reports dissertations, etc. that include all forms of publication referred to by each of them in this survey. This chapter includes three distinct parts, in that order: theoretical review, empirical review, and conceptual framework. Communication processes may be broken into three basic components - channel factor, message factor, and source factor. In the theoretical review, multiple theories about effective advertising are examined in depth, while in the empirical review previous studies conducted on specific study variables are dissected and studied more in-depth. The third part of our discussion will address conceptualizing for research; this process includes investigating and creating components of a conceptual model which describes relationships among dependent and independent variables in order to produce it.

Definition of Key Terms

Advertising:

Is a method of communication that has the purpose of convincing an audience (a viewer, reader, or listener) to make a certain purchase of goods, information, or services, or to carry out a certain action (Arens, 2005)?

Consumer Buying Behavior:

According to Ville (2012), consumption refers to "the process by which people search for, select, purchase, use, evaluate, and dispose of products and services to satisfy their needs and wants." Consumption also includes the behaviors that people participate in during this process.

Media Advertising:

Are the routes of communication that are not personal and which carry messages without the need for personal touch or feedback? According to Armstrong and Kotler (2003), these include a broad range of "advertising media" such as newspapers (local, national, and free trade), magazines and journals, television (local, national, terrestrial, and satellite), cinema, and outdoor advertising (such as billboards, billboards, and bus sides).

The Source Factor:

The individual who is engaged, either directly or indirectly, in the process of transmitting a marketing message is referred to as the source. According to Ouwersloot and Duncan (2008), a spokesperson who communicates a message and/or displays a product or service might qualify as an immediate source.

The Message Factor:

Terkan (2014) reported that one effective strategy to capture attention is by offering goods or services unexpectedly, thus challenging marketers with creative advertising or communication campaigns; when their audience recognizes this challenge as something positive for themselves they maintain interest in what you're offering them - making for positive development overall.

The Channel Factor:

According to Belch & Belch (2007), the term "message channel" refers to the means by which the message is to be transmitted from the sender to the recipient, and the term "medium" is another name for the message channel.

2.1 THEORETICAL REVIEW

2.1.1 Theories and Models

We will now examine some key theoretical frameworks which may assist researchers and analysts with studying marketing communication. A variety of authors have presented various hypotheses and ideas pertaining to communication in marketing; different theories such as AIDA theory, Hierarchy of Effects Hypothesis (HOEH), and Link Marketing Theory offer possible explanations.

2.1.1.1 AIDA Theory

The AIDA model, which defines the customer journey via Awareness, Interest, Desire, and Action, is possibly the most well-known marketing model among the traditional marketing models. This model was developed by the American Marketing Association (AMA).

It is an abbreviation that is formed of the variables of awareness, interest, desire, and action, all of which are significant to the interaction between consumer behavior and advertising. Specifically, the acronym is known as AIDA. According to Aaker and Joachimsthaler (2000), the AIDA model is both the most straightforward and the most basic. It provides an explanation of how personal selling works and specifies a number of phases that describe the process that leads a prospective customer to buy. Additionally, it describes a series of steps that characterize the process that leads to a sale.

The first stage, which is referred to as "attention," is the phase in which the brand is successful in drawing the attention of the customer via the advertising with which he has come into contact. Only the first scenario is desirable from the advertiser's perspective, according to Kotler (2007), since this is the only one in which the customer pays positive attention to the advertising and, as a result, to the brand. Utilizing proper communication channels to reach the mass market and so drive demand for both current and new items on the market is something the firm has to do in order to generate attention, interest, desire, and attractiveness for its products on the market.

According to Aaker and Joachimsthaler (2000), the adoption of the idea by businesses leads to significant increases in both the number of customers and income generated by such businesses. The cognitive stage refers to what the receiver knows or perceives, the emotional stage refers to the receiver's emotions or affective state, and the behavioral stage refers to the action taken by the consumer (Aaker and Joachimsthaler, 2000). These three broad phases are what they all have in common.

2.1.1.2 Hierarchy of Effects Theory

The steps are defined as below:

1. **Being Aware**

This is the First Step, as it is the Most Important One, and it is Where Everything Begins. It is the responsibility of brands to ensure that consumers are aware that their brand participates in a certain product category.

For instance, if Sara is interested in purchasing a toothbrush and you, as the marketing manager of XYZ, want her to purchase a toothbrush from your brand; you will need to ensure that you promote your brand effectively so that she is aware of the existence of such a company that specializes in toothbrushes.

2. Knowledge

This is the point at which the customer evaluates your product in relation to other brands. Ensure that there is sufficient (positive) information about your product through the Internet, in retail locations, and on the packaging of the product itself.
For instance, if Sara is aware that there is a brand XYZ, she will investigate what distinguishing characteristics and advantages your product has in comparison to other brands, such as Colgate and Oral-B.

3. Liking

At this point, the customer begins to acquire a preference for the thing you are selling. This is the point in the process when customers evaluate your product based on the emotional advantages it provides; be sure to emphasize those benefits.
For instance, Sara has considered the benefits and drawbacks of purchasing a brush from XYZ, but she could not like the color or get the impression that this brush is intended for persons of a more mature age. As the marketing manager of XYZ, it is your responsibility to ensure that the marketing communications programming includes appropriate consideration of the aspects that have an effect on the reader's emotions.

4. Preference

At this stage, the customer may already be sold on giving your product a try, but she may also prefer other brands of toothbrushes. So what is it about brand XYZ that will make her choose it over the competition? These differentiators or distinctive selling factors need to be brought to the consumer's attention in order to increase the likelihood that she will choose your brand above the other options on her consideration list.

For instance, Sara could think about purchasing an XYZ toothbrush now that the price has dropped. However, does she believe that she is just purchasing it in order to test it out, or does she believe that the next purchase will also be an XYZ brush?

5. Firmness of purpose

At this point, the reservations that customers have about purchasing a product associated with your brand need to be converted into concrete plans of action. Marketers may help this stage along by providing free samples, test drives, and other such opportunities. This stage should also evaluate if the customer continues to be loyal to your brand, in other words, whether they continue to purchase your brand, or whether they switch to you as a result of trying the sample.

For instance, Sara used the toothbrush you gave her for a month before deciding to purchase one from Oral-B when it was finally time to replace her toothbrush. Make sure that doesn't happen, and remember that learning via making mistakes helps create loyalty. Incorporate such distinctive selling points into your brand that will drive customers to buy.

6. Purchase

The act of actually purchasing anything is the very last and most crucial step of the buying cycle. You have an obligation to make the process of purchasing anything simple and, dare I say it, even pleasurable for the customer. Some of the methods to encourage people to make a purchase are to provide simple and various payment alternatives, to make the product readily available, to provide instructions that are simple and easy to grasp, to make offers, and so on.

For instance, if Sara decides to purchase your brand after testing it out for a month, you should make sure she is aware of where she can get it and how she can make payment for it. To pique her interest and make her thrilled, you might also offer her a bottle of toothpaste.

2.1.1.3 Relationship Marketing Theory

The success that a firm finds in its marketing endeavors is due to a confluence of a variety of different elements. The variety of different types of clients is the first of these factors. Advertising is essential if one want to convince these consumers to alter their typical purchasing behaviors. When formulating a communication strategy, it is important to take into consideration the rising gap between physical and emotional distance, which refers to the fact that manufacturers increasingly rely on associations and channels rather than direct contact with consumers to disseminate information about their goods. Then there is the ever-increasing level of rivalry within the sector. And last but not least, the technology is the most influential aspect. When formulating an acceptable plan for advertising, it is important to take into account each of these variables (Strydom, 2004).

2.1.2 A Model of the Purchasing Decision Process Comprised of Five Stages

This may range from researching the product online to weighing the pros and disadvantages of different brands. Additionally dependent on the following elements are the purchase choices of consumers: The process through which a customer is exposed to various messages, ads, and promotional items; also known as selective exposure. Not all advertising and promotional materials manage to attract the target audience. Consumers often do not focus their attention on everything that they take in. They are just interested in what it is that fulfills their own desires. A habit like this is referred to as selective attention. The term "consumer interpretation" refers to the way in which a person understands a given message. The item that appeals to a customer the most is the thing that the consumer will purchase. He would selectively retain the information that was most important to him and pertinent to the situation at hand, also known as selective retention. Obviously, he will not recall anything that is irrelevant to the requirements that he has set for himself.

Before making a purchase, consumers often go through the following five stages: identifying the problem, searching for information, evaluating available options, making a buy choice, and engaging in post-purchase activity. Some of these procedures may be skipped or performed in reverse by the customer. These processes could be different for first-time customers compared to those who make frequent or recurring purchases. It's possible that the time spent on each stage will be much less in an online setting.

2.1.2.1 Problem Recognition

The customer will first become aware of an issue or a need at this stage of the buyer choice process. When one of a person's typical wants, such as hunger or thirst, is strong enough to become a drive, this might be an example of an internal stimulus that sets off the desire. According to Furaiji, F., Matuszyska, M., and Wawrzyniak A. (2012), a need may also be prompted by an external stimulus.

2.1.2.2 Information Search

A customer who is interested may choose to undertake more research, but they are not required to. When a customer has a strong want to buy something and there is a product that meets their needs conveniently located nearby, they are more likely to make a purchase. In the event that it is not, the customer may either commit the need to memory or do an internet search pertaining to the requirement. Information may be obtained by customers from a wide range of different sources.

However, the most reliable sources are almost always first-hand accounts. In most cases, commercial sources provide the consumer with information, while personal sources validate or assess items for the customer. Consumers have a higher level of awareness and understanding of the many brands and features that are accessible to them when they get more information. As part of your research on automobiles, you may get familiar with the many makes and models that are on the market. The information may also assist you in avoiding purchasing products from certain manufacturers. A firm has to carefully craft its marketing mix in order to ensure that its prospective clients are familiar with the company's brand and are aware of its existence. According to Jaktien, S., Susnien, D., and Narbutas, V. (2008), it should thoroughly identify consumer information sources and the relevance of each source.

2.1.2.3 Evaluation of Alternatives

The next thing you need to do is do an analysis of the many different options that are now accessible on the market. After amassing the necessary data, people make an effort to make a decision that takes into account their preferences, requirements, and financial constraints with regard to the available options. On behalf of their organizations, marketers publish material for social media platforms (which will be referred to in the following paragraphs as "marketer-generated content") with the goal of actively engaging customers. According to the findings of a recent study, participation in online brand communities through social media is associated with a correspondingly favorable boost in consumer expenditure. In addition, material that is provided by users as well as content that is developed by marketers across social media platforms may affect the behavior of consumers via the use of embedded information and persuasive arguments. In addition, customers analyze a huge number of options each and every minute (Goh et al., 2012) (Goh et al., 2012).

Consumers' purchasing choices are often impacted by material that was either user-generated or marketer-generated, thanks to the interaction that consumers and marketers have with one another on social media It's possible that material provided by marketers will have less of an impact on readers' decisions than content generated by users themselves. According to Scalas (2007), consumers have a natural inclination to be cynical and dubious of the claims made in marketing messaging. They believe that marketers employ marketing methods to either overstate the advantages of a product or understate the problems of a product in order to get people to purchase such products. This is due to the fact that users tend to have similar experiences with those brands or products.

2.1.2.4 Purchasing Decision

The consumer will eventually make the purchase after going through all of the processes outlined above. When making a purchase, you may have to go through a lengthy and involved procedure that includes comprehensive information searches, comparisons, and assessments. Purchases like this may be random and made on the spur of the moment; for example, a business that prominently displays a discount price or offer may cause customers to make a buy on the spur of the moment. The precise demands that customers are looking to have met and the ways in which this converts into a purchase are essential pieces of information for marketers to have.

They need to have an understanding of how to gather information about various brands and how to distinguish between the various brands. The act of receiving, sorting, arranging, and interpreting information in order to construct a coherent mental image of the external world is referred to as perception.

The act of seeing anything comprises a series of selective processes: selective exposure, selective attention, selective understanding, and selective retention. According to Belch and Belch (2001), the advertising campaign may very well have an effect on the perception process. The purchasing behavior of consumers is a direct effect of the attitudes and behaviors of consumers. There are a lot of different factors that might impact someone's actions. The culture of the consumer is the primary factor that has an impact and helps form their behavior. According to Hye-Shin Kim (2008), culture has a significant role in the development of consumers' lasting impressions of a brand's offerings.

2.1.2.5 Post Purchase Behavior

After making the purchase of the goods, the next step is to provide feedback on the purchase. An assessment of a product after it has been purchased involves the consumer determining whether or not the item was beneficial to them and whether or not it fulfilled their requirements. It is possible for a customer to discover, after making a purchase of a product or service, that some aspects of it do not live up to his original expectations or assumptions. In other instances, he can hear favorable remarks about other brands that are comparable to the one he bought, which might cause his faith in the product to be shaken. Because of this, it is important for marketers to use an integrated marketing communications plan in order to bolster the choices of customers and make them feel positive about the brand. This indicates that the task of marketers is not over after the purchase, but rather has just began. After a transaction has been made, there must be ongoing follow-up to ensure the complete pleasure of the customer; social media may operate as an extra venue for this. Either by replying directly to customers' inquiries and comments (positive or negative), or by integrating analytics software that gives statistics and additional study of consumer behavior, this may be accomplished. Both methods have their advantages and disadvantages.

If a consumer is happy with their purchase, they are more inclined to make another one and are also more likely to post favorable comments about the company on their blogs and other social networking sites. Personal experiences may also play a role in shaping consumers' unfavorable perceptions of a certain brand and the beliefs they have towards that brand. The remarks might be made by a person who identifies themselves by their true name, but in certain instances they could be made by someone who remains anonymous. Complaints or negative feedback about a brand have a higher effect than good feedback, and they may spread far more quickly if the issue becomes "viral." It is unethical to remove unfavorable comments or feedback from consumers' accounts since clients have to be shown due regard, and a brand's reaction has to be particular and prompt. Long-term brand loyalty may be the result of using social media platforms to provide enough assistance for the post-purchase phase of the customer journey.

2.1.3 Objectives of Advertising

The first steps in advertising include increasing brand recognition and strengthening a company's position or image; this idea can be tied back into advertising itself; its main function being raising business awareness. The second step should be creating an environment conducive for vendors; ultimately the aim of advertising should be increasing sales (Dwyer F R Tanner JF 2002).There are instances in which clients place orders immediately as a result of seeing an advertisement. This is according to Dwyer and Tanner's definition of mass media advertising. Advertising is a great strategy for developing corporate or brand equity since it is an effective technique of communicating information to people and influencing the views they have of a company.

It is possible to utilize advertising to build positive and distinctive images and associations for a brand, which may be highly significant for businesses that provide items or services that are difficult to differentiate based on their functional characteristics. Companies providing products or services directly to consumers frequently rely on advertising as an integral means of reaching out to their target audiences, including retailers (Belch G.E. and Belch M. A 2009).

Advertising serves many objectives; increasing sales; developing brand affinity; introducing a product/service line/trend; or building demand by showing their advantages can all be accomplished using ads. Each type of ad should aim at informing potential purchasers, according to Helina Belay (2012): the primary aim is informing people about its unique features and benefits that might interest them before placing an ad with us or any other media outlet.

Given the wide selection of goods and services on today's market, it can be hard to keep up. Advertising a product or service serves a primary goal: getting customers' attention while measuring its impact on customer behavior influenced by cognitive, emotional and behavioral influences (Rai, 2013). When designing advertising strategies for any given product or service, all effort goes toward meeting this single aim of positively affecting psychology (Rai).

2.1.4 The Effect of Advertising

2.1.4.1 Positive Effect of Advertising

Positive advertising strategies, as opposed to negative advertising techniques, are more likely to appeal to the typical person, as stated by several experts. One definition of "positive advertising" is "a type of marketing strategies that shows the target audience all of the positive effects that can be obtained from a particular product or service," and "positive advertising" is one example of this type of strategy. Techniques that are used in positive advertising are upbeat and convince clients to purchase the product or service that best meets their needs. The prevalence of positive advertising is far higher than that of negative advertising. Customers are able to more readily trust the firm in issue when positive advertising strategies are used.

The function of advertising changes based on the expectations that are placed upon it by the company. A corporation will defend itself from the negative consequences of economic growth by increasing their advertising spending. In spite of this, economists are of the opinion that advertising has a considerable influence on the actions of consumers, and that, in the long run, advertising may drive organizations into direct rivalry with one another.

2.1.4.2 Advertising Has Negative Consequences

On the other side, negative advertising is advertising that warns customers about the negative repercussions of a certain habit or behavior. This kind of advertising may be used to discourage consumers from engaging in the habit or behavior in question. Advertising that encourages people to smoke is an excellent example of the kind of advertising known as "negative advertising." It is essential that readers keep in mind that negative advertising methods really have a great deal of beneficial components.

These are the two primary categories of advertising that are available. It is essential that readers keep in mind that, in tandem with the advancement of science and technology, there has been a concomitant increase in the variety of methods or platforms that may be used to advertise products or services. Common types of advertising include advertisements on social media platforms, advertisements in print media platforms, advertisements broadcast on television and radio, advertisements sent by direct mail and advertisements distributed via email, amongst many more types of advertising. There are also a lot of discussions taking on over the efficiency of each of these different types of advertising. However, it is essential to understand that there is no one kind of advertising that is inherently superior to the others; rather, selecting the type of advertising that would be most successful for a particular business will rely on the demographics of the customers the business is trying to attract.

The complete decline of a number of art forms as a result of advertising is the most regrettable of advertising's many unintended consequences. The advertising industry has often relied on the "shock and awe" strategy in order to get the attention of consumers; nevertheless, this kind of campaign may sometimes result in backlash that is immensely detrimental to a firm. According to Lunn (2011), shock and awe marketing strategies make customers uncomfortable in a market in which customers engage with one another to criticize a business and its policies.

2.2 EMPIRICAL REVIEW

2.2.1 Advertising's influence over customer buying habits

Using the example of the Commercial Bank of Somalia, Genet (2014) conducts an analysis of the efficiency of various communication variables and the change in audience behavior that occurs as a direct consequence of promotional efforts. The findings of the study show that there is a considerable relationship between the effectiveness of a message and the credibility of the individual who delivers it. In addition, promotional efforts are successful in generating awareness of the services and a desire for them, but they are not successful in generating knowledge, liking, or persuasion, nor in generating action. Additionally, the degree of consumers' emotive responses to the services is greater, although their levels of cognitive and conactive responses are lower. The findings of the study indicate, in addition, that there is a positive and significant connection between the two factors. The connection between the characteristics of the message, on the other hand, is much greater than the connection between the message and its origin.

Publicity generated by advertising may also foster an emotional connection between a brand and its target audience. When someone successfully categorizes something, the influence and beliefs connected with that category in their memory are transferred to the target itself. Positive emotional appeals give a powerful brand cue and drive category-based processing (Abideen & Latif, 2011). When faced with thousands of items, consumers make an effort to classify brand associations with their existing memories. They have the ability to reposition memories into a brand image and perception with regard to new products. They will then be able to organize the most recent facts on a certain brand and firmly plant it in their memories in the appropriate manner. There are certain businesses that do not place a high priority on promoting their goods, which results in a detrimental effect on the sales of such businesses' items.

Others communicate their product message to their intended consumers using a variety of advertising channels, including the television, the internet (Facebook, email), newspapers, posters, magazines, and so on. When promoting their goods or services, businesses invest a significant amount of their available funds in various forms of advertising. According to Abideen and Latiff (2011), these advertising methods have an effect on the purchasing decisions of consumers.

The findings of the research indicate that television has the most impact on the purchasing decisions made by consumers in the Somali environment. People believe that television advertising has an effect on consumer behavior either by persuading customers to move from one brand to another, to another, or by urging consumers to stay loyal to the brand that they are now using. When analyzing the possible effects that television advertising may have on children, it is essential to draw a key contrast between these individuals and adult customers. This is because children do not necessarily have the financial resources to buy many of the things that are being advertised.

Even while kids have more disposable cash than they had in previous generations, they nevertheless often depend on their parents to purchase items for them, and this dynamic shifts as the kids become older. Advertising may be effective if it gets youngsters to consult with their parents about what products they should purchase. It is more probable that children who watch a lot of television will beg for advertisements than youngsters who watch a little amount of television or none at all. The frequency with which youngsters urge their parents to purchase items that they have seen advertised on television varies from product to product. Children are more likely to make requests for items that they eat often, such as morning cereals, snacks, candies, or sweets, or for things that are of particular interest to them, such as toys or products with special offers, according to the findings of a number of research studies.

It is undeniable that television is a significant source of social influence, and it is now on its way to becoming the single most influential factor in human social behavior. Extensive study conducted by a large number of studies has shown that television may and does impact the feelings, attitudes, and actions of individuals. People's ways of thinking, acting, and feeling, as well as their more general ideas about the world and social reality, are all undergoing enormous changes as a direct result of the recent rise and expansion of the media business. There are a variety of theoretical theories and techniques, all of which contribute to a better understanding of the intricate connections that exist between media use and its consequences.

Television has a significant impact on people's behaviors because of the tight connection between the two. A shift in how people live their lives is one of the many ways that television has altered people's experiences and left its mark on society. People are able to receive or acquire the information of the whole globe in a fraction of a second thanks to the invention of television, which also enables them to learn knowledge in a more general sense.

Television has the potential to generate thoughts and ideas, as well as motivate viewers to act and get things started. Television has a powerful influence on societal views, as well as on individual conduct, lifestyle, and the ideas and consequences associated with morality. We have discovered that the great majority of Indian youngsters are exposed to a picture of life that is portrayed in television advertisements that is entirely alien to their culture. Many kids have the idea in their heads that the India and Indians they see in advertisements on television are the only ones to model themselves after and get inspiration from. To put it another way, every other Indian and every other Indian way of life is either archaic or out of date, or maybe both. Sadly, there are not many efforts made to engage youngsters in critical discourse about the values and lifestyles that are promoted by television and advertising on television.

As a direct consequence of this, material desires have reached unachievable levels. There are many different ways in which advertisements on television may affect society. The immediate effect that the marketers hope would occur is that the promoted product will be seen favorably by viewers, and that they will be convinced to purchase the product. A review of the data indicates that exposure to a high number of ads over a prolonged period of time may have unanticipated consequences that are bigger in scope and add up over time. A consequence of this kind has a significant and lasting impact. These effects are advertising that have an impact on the behavior and thought processes of youngsters. The majority of the tales that kids hear are not given by their parents, teachers, or other community members.

They are taught this by a small number of huge businesses that are in the business of selling something. That has a significant bearing on the situation. There has been a lot of talk regarding the effect that commercials on television have on children, but in order to make an appropriate assessment of that effect, it is vital to determine whether or not children are capable of understanding commercials, how much they are capable of understanding, and at what age they are capable of doing so. Melkamu(2014).

2.2.2 Advertising message and buyer behavior

Schultz and Kitchen (2000) suggest another effective communication strategy is considering what consumers need in a message from an impartial standpoint. Specifically, they recommend asking when it is most probable that the message is relevant to the customer. When is it that the intended audience will be most receptive to the message being conveyed? It may be helpful for companies in their attempts to optimize the relevance of the messages that are being given if they have a good understanding of the patterns and seasonal cycles of purchase or the modalities of utilizing a product or service. According to Schultz and Kitchen (2000), taking into account the preferences of the consumer as a result of their interaction with the product or brand may help predict the point at which the client may be much more responsive to a message. Other stimuli have been recognized as essential components in the design of a communication message, which may impact consumers' decisions to pick a product and buy it, according to the research that have been undertaken and published in the relevant academic literature.

In a market that is very competitive and in which customers have access to a diverse selection of items, businesses need to use a number of strategies to convey to customers the relative merits of their wares in order to make sales. In this sense, it is possible to take into consideration the elements that comprise the marketing mix, which are the product, the pricing, the location, and the promotion. Following is a discussion of the primary stimuli that, when seen from the standpoint of a product, have the potential to play an important role in the formulation of a communication message and, as a result, to have an impact on the selections and acquisitions that consumers make. When we are going through the process of purchasing anything, we need to think about the aspects of the product or service that will make it stand out. According to Bearden and Etzel, M.'s research from 1982, the product itself and the brand are two of the most significant factors.

According to Grewal et al. (1998), the consumer's opinion of the product's quality is strongly influenced by the brand. It is vital to determine the features of the product in order to achieve better placement. These traits must then be emphasized in the marketing mix, most specifically in the communication efforts. According to research conducted by Brooks Bank in 1994, packaging is becoming an increasingly significant aspect as a means of differentiating and establishing an identity for the product. According to Dobson and Yadav (2012), packaging and the design of the packaging play an important part in conveying the advantages of the product to buyers.

The product and its packaging are often considered interchangeable in the eyes of customers because of the strong connection between the two. A consumer has the misconception that a product's packaging may include anything—words, images, ingredients, size, etc.—and that what really matters is what is inside the container, whether it a bottle of perfume or a jar of milk. In today's world, it is very challenging for communication messages to effectively lead to the purchasing behavior of consumers. Because of this, packaging has developed into an efficient medium for businesses to connect with customers, distinguish themselves from competitors, and influence the purchasing choices of consumers in an intensely competitive market. According to Dobson and Yadav (2012), one of the most challenging things for a business is to know and better understand the demands of the target audience in order to ensure that those needs are represented in the quality of the product as well as in the communication messages that are being delivered. According to Rundh and Rundh (2009), one of the most important tools used in the marketing of contemporary consumer products is the design of the product's packaging.

According to Creusen, M., Veryzer, R., and Schoormans, J. (2010), for something to be effective in the market, it should match the tastes of consumers. According to Silayoi and Speece (2004), packaging offers a visually appealing approach for communicating with customers and providing them with information on the characteristics of a product. Consumers' purchasing decisions are significantly impacted by the packaging they get. According to Silayoi et al. (2003), customers base their purchasing decisions on how they perceive the subjective unity of a product, which is influenced by the communication aspects that are transmitted via the packaging.

Because of this, packaging is an essential component in the process of building a marketing strategy and achieving effective communication. According to Cavusgil et al. (1993), the term "product uniqueness" refers to the degree to which a product is planned and produced to either fulfill specific requirements or to be used in certain contexts.

According to Cooper and Kleinschmidt (1995), unique goods often include a high level of innovation and are able to fulfill the requirements of customers to a far larger extent than those offered by competitors. According to Pomona (2011), businesses may raise the perceived value of their goods and services by both their existing consumers and those who may become clients in the future if they take use of a competitive advantage. The research presented in the literature identifies a number of stimuli that may play a role in shaping a consumer's preference and final decision about the purchase of a product, as well as play an important role in the formulation of a communication message.

2.2.3 Advertising influences customers' purchasing behavior

In certain contexts, the phrase also refers to billboards and other forms of outdoor advertising. The goal of this research is to investigate how different forms of advertising influence the purchasing decisions of consumers.. The findings indicate that of all of the characteristics that were considered to be explanatory, memorable advertising had the highest impact on the purchasing decisions of consumers, with eye-catching advertising coming in a close second.

Customers' occupations and average monthly incomes had a considerable impact on the association between their personal traits and the brand that they ultimately chose to purchase. In Mogdishu, Somalia, the research conducted by Hiwot (2018) studied the effect of advertising on customers' preferences towards the purchase of TECNO Mobile products. In this particular piece of study, a quantitative method was used. In order to gather primary data, a structured questionnaire was developed and then delivered to the consumers of TECNO Mobile using a sampling method that relied on their convenience.

Conclusions drawn from this research indicate that channel element has the strongest and most direct effect on consumer purchase choices, thus suggesting marketing managers devote greater weight and consideration to each of the three criteria since each could substantially affect customer preferences - ultimately increasing market share while competing successfully for market leadership.

2.3. CONCEPTUAL FRAMEWORK

Advertising's impact on Dhulkoob, Dahabshil, and Buruuj Real Estate buyers is being studied. After a detailed literature analysis, Belch& Belch (2007) employed source factor, message factor, and channel factor to assess advertising's influence on consumers' purchasing behavior. Thus, this research examined the conceptual framework below.

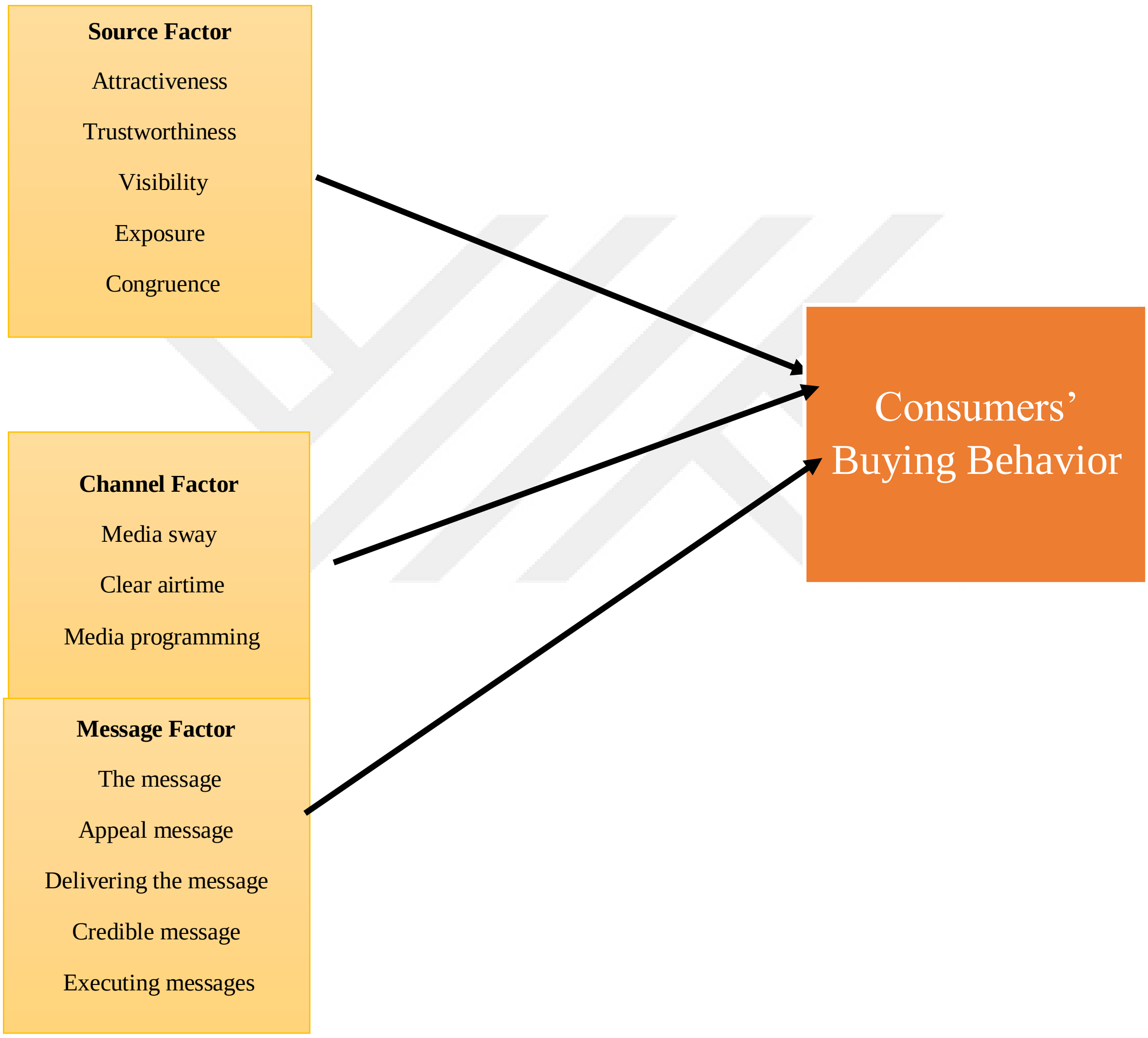

Figure 1 Conceptuel Framework Source: Adopted from Belch and Belch, (2007)

3 METHODOLOGY

This chapter covers research strategy and design techniques, with a focus on researching locations, data types/sources/collecting techniques/equipment; population design considerations/design strategies/validity reliability testing/test procedures as well as any ethical concerns that might be pertinent.

3.1 RESEARCH DESIGN

It is possible to categorize the research design as exploratory, descriptive, explanatory (causal), or predictive, depending on the kind of research inquiry that is being conducted. Both descriptive and explanatory methods of research were used in this study. Qualitative and quantitative approaches to research are distinguished by the kinds of data that are gathered throughout the course of the study.

3.2 DATA AND SOURCES OF THE STUDY

A questionnaire with an organized plan was distributed among customers of Dhulkoob, Dahabshil, and Buruuj Real Estate as a means of gathering primary data; an annual report utilized secondary sources; unpublished government documents were evaluated as part of an effort to increase research efficacy; etc.

3.3 THE POPULATION, THE SIZE OF THE SAMPLE, AND THE SAMPLING METHOD

3.3.1 Population

According to their annual report, the sample for their research project consisted of data culled from each of Mogadishu's three real estate businesses that provide residential properties and commercial outlets to residents within two years; therefore this population included all 8,000 clients of those three businesses located there.

3.3.2 The Number of Samples Taken and how we were obtained

This formula was used in the process of calculating the sample sizes that are shown below. The degree of accuracy that is wanted to be assumed for the Equation is a confidence level of 95% and an e-value of 0.05n is the sample size, N is the population size (8,000), and e is the accuracy. $n = 380.95 \approx 381$

As a result, the number of people who responded was used as the sample size so that there would be enough data. The selection of the 381 respondent consumers who were clients of Dhulkoob, Dahabshil, and Buruuj Real Estate was carried out by using a nonprobability sampling strategy, more precisely a convenient sampling method, for the purpose of choosing the representative.

The purpose of the convenience sampling approach is to collect a sample of items that are easy to access. In many cases, respondents are chosen simply because they happened to be present at the appropriate time and location. The sampling method that takes the least amount of time and the fewest resources to carry out is known as convenience sampling.

3.4 DATA GATHERING TECHNIQUE AND INSTRUMENTS

A questionnaire in the form of a survey was specifically used to collect the main data. The researcher handed out the questionnaire to a representative sample of the respondents. In this particular investigation, a quantitative approach was used, and the measuring instrument was in the form of a questionnaire with limited space for open-ended responses.

Before the questionnaire was used in the main research, it was put through its paces in a pilot study first to ensure its accuracy and usefulness. In order to ensure that the instrument used to collect data is trustworthy, objective, relevant, and appropriate to the issue at hand, questionnaires were piloted with possible respondents. The problems that responders brought to light were fixed, and the surveys were improved.

3.5 METHOD OF DATA ANALYSIS

A Pearson correlation analysis should be performed. This pertains to all aspects of the connection, including its nature, scale, and importance. An examination of the Pearson correlation was carried out with a degree of confidence of 95% (= 0.05).

3.6 VALIDITY AND RELIABILITY

Yilmaz (2013) and Denscombe (2014) define "reliability" as whether variables are evaluated consistently throughout numerous applications under the same conditions, while "validity" relates to data appropriateness and accuracy. This article defines both concepts.

3.6.1 Validity of the construction

After conducting the questionnaire, doing a thorough analysis of earlier records, and conducting a review of the academic literature, this guarantees that the most accurate and rich material is acquired.

3.6.2 Internal Validity

This criterion assesses the suitability of data analysis procedures for the data collected. In light of this, it is essential to ensure that the theoretical notions are appropriately connected with the facts, in addition to making sure that the analytical methodologies are used in the suitable manner.

3.6.3 Reliability

According to Yin (2014), reliability denotes the capability of the study's method (such as data gathering processes) to be carried out again while maintaining the same findings. For the purpose of this study, reliability was accomplished by choosing and adhering to an appropriate research methodology model. The Cronbach's Alpha statistic may be understood in the same way as a correlation coefficient. The value from 0 to 1 was within the range of its coefficient's range. It is regarded acceptable to have a dependability coefficient (alpha) that is either more than or equal to 0.7.

Cronbach's alpha, also known as the coefficient alpha, was invented by Lee Cronbach in 1951 as a method for measuring dependability, often known as internal consistency. A test's "reliability" refers to how effectively it measures what it should be measuring. For instance, a business can ask its clients to complete a survey on the purchasing patterns they have seen. If it has a low dependability, then it measures something else (or potentially even nothing at all), while a high reliability indicates that it monitors the purchasing behavior of consumers. In most cases, it is acceptable to have a score that is more than 0.7. It is acceptable to have a coefficient of.90 or higher virtually all of the time, .80 or higher in the majority of cases, and.70 or higher very seldom.In certain explanatory investigations, the value 70 may be suitable for some of the causes. The researcher assessed the dependability of the items that were prepared for responders by conducting a search across this body of literature.

Table 1 Reliability Statistics

Cronbach's Alpha	N of Items
.923	26

In order to determine whether or not the questionnaire was legitimate, the research advisor analyzed, commented on, modified, and finally approved it. The research adviser authorized the questionnaire before sending it to respondents.

3.7 ETHICAL CONSIDERATIONS

The research was conducted with the goal of providing possible recommendations for future improvements. Before any data was collected, participants were given details about the study's goals and given the opportunity to provide their verbal permission. Finally, privacy was protected and permanent records were created by removing all traces of individual names and addresses.

4 FINDINGS AND DISCUSSION

This chapter discusses the findings and results of the study. It will first begin by analyzing the results of the demographic information, then it will move on to the descriptive findings of the study, then it will move on to the coloration findings of the study, as well as the regression findings of the study, and finally it will include the general majority findings of the study.

4.1 DEMOGRAPHIC STATISTICS

The following sections are discussed about the gender, age, educational level, and year of experience of the participants. However, the respondents of the questionnaire had various qualifications, genders and age. The output generated using SPSS package.

Table 2 Frequency Distribution of the Gender of the respondent.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	136	35.8	35.8	35.8
	Male	244	64.2	64.2	100.0
	Total	380	100.0	100.0	

The gender of the respondents who participated in the study is presented in Table 4 below using the frequency distribution test.

Source: Primary 2023

According to the table, there are a total of 380 individuals in the population. Out of these, 136 individuals (35.8% of the total) identify as female, while 244 individuals (64.2% of the total) identify as male.

To put it in simpler terms, among the 380 people in this population, about 36% are female and about 64% are male.

Table 3 Respondent Age Distribution

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	76	20.0	20.0	20.0
	25-34	112	29.5	29.5	49.5
	35-44	100	26.3	26.3	75.8
	45-54	63	16.6	16.6	92.4
	55 and above	29	7.6	7.6	100.0
	Total	380	100.0	100.0	

The table provides a breakdown of age groups within a population. Among the total participants of 380 individuals, 76 (20%) fall into the 18-24 age range, 112 (29.5%) are between 25-34 years old, 100 (26.3%) belong to the 35-44 age group, 63 (16.6%) are aged 45-54, and 29 (7.6%) are 55 years and above. As we move down the table, the cumulative distribution of age groups gradually increases. For instance, by the time we reach the "35-44" age group, we have accounted for 75.8% of the entire participants. Overall, the table provides insights into the distribution of age groups within the population, highlighting the varying proportions of individuals across different age ranges.

Table 4 Frequency Distribution of the Educational Level of respondents

Educational Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree	129	33.9	33.9	33.9
	High school	31	8.2	8.2	42.1
	Less Than High School	5	1.3	1.3	43.4
	Master degree	173	45.5	45.5	88.9
	PhD degree	42	11.1	11.1	100.0
	Total	380	100.0	100.0	

This table presents the educational levels of particular participants. It reveals that among the individuals, 33.9% have completed a bachelor's degree, with a frequency of 129. Another 8.2% of the participants, with a frequency of 31, have attained a high school education. Those with an educational level below high school make up 1.3% of the participants, with a frequency of 5. The majority of the participants, accounting for 45.5% (frequency of 173), hold a master's degree, while 11.1% (frequency of 42) possess a PhD degree. The cumulative percent column highlights the progressive increase in the distribution of educational levels, culminating at 88.9% when considering individuals with a master's degree or higher.

Table 5 Frequency Distribution of the years of experience of respondents

Years of experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	141	37.1	37.1	37.1
	11-20 years	61	16.1	16.1	53.2
	21-30 years	39	10.3	10.3	63.4
	31 years and over	15	3.9	3.9	67.4
	6-10 years	124	32.6	32.6	100.0
	Total	380	100.0	100.0	

This table provides information about the years of experience of a certain participants. Among the participants, 37.1% have 1 to 5 years of experience, with a frequency of 141 individuals. The category of 11-20 years of experience accounts for 16.1% of the total participants, represented by 61 individuals. 10.3% of the participants, or 39 individuals, have 21-30 years of experience. Those with 31 years and over of experience make up 3.9% of the total participants, with a frequency of 15 individuals. Lastly, 32.6% of the participants, or 124 individuals, have 6-10 years of experience. The cumulative percent column shows that as we move down the table, the cumulative distribution of years of experience increases, with the "31 years and over" category accounting for 67.4% of the total participants.

4.2 DESCRIPTIVE STUDY

Table 6 Descriptive Study

4.2.1 Media advertising

Descriptive Statistics			
	N	Mean	Std. Deviation
The individual who provides advertising for real estate is very beautiful.	380	3.58	1.172
The individual whose real estate is being marketed may be trusted.	380	3.63	1.071
The source of the information is less noticeable than the advertisement for the property.	380	3.88	.968
In my perspective, the message being sent by the real estate advertisements is quite obvious.	380	3.67	1.229
The visual message of real estate advertising (which may be seen on TV, the internet, in print and even outdoors) is appealing.	380	3.59	1.308
I am able to vouch for the veracity of the message conveyed in real estate advertisements.	380	3.57	1.202
In my perspective, the message conveyed by the real estate advertisement is not ambiguous.	380	3.64	1.158
My attention was attracted to these goods due to their use in advertisements through broadcast media (i.e. TV, Radio and the internet).	380	3.71	1.128
Print media such as newspapers, magazines, and brochures led me to think about purchasing the commodity since they are being used as a kind of promotion by the real estate company.	380	3.56	1.226

My consideration of the product was affected by outdoor media, such as billboards, shop banners, and the interior design of the store, which was used by the real estate company as a medium for advertising.	380	3.59	1.178
The substance of the programs that are aired in the media that are used for promoting real estate is appealing.	380	3.71	1.078
The content of print media programs that are employed in real estate for advertising purposes is appealing.	380	3.54	1.216
Attractively may be explained by outdoor media settings where real estate is utilized as promotional assets.	380	3.71	1.049
Grand Total	**380**	**3.38**	**1.153**

The table you provided represents the results of a survey conducted on various aspects of real estate advertising. The survey involved 380 participants, and their responses were used to calculate several descriptive statistics. For each statement related to real estate advertising, the table shows the number of respondents (N), the mean score, and the standard deviation.

First statement was “The individual who provides advertising for real estate is very beautiful." On average, participants rated the attractiveness of the person representing the real estate advertisement as 3.58, with a standard deviation of 1.172. Second statement was “The individual whose real estate is being marketed may be trusted." Participants, on average, rated the trustworthiness of the person featured in the real estate advertisement as 3.63, with a standard deviation of 1.071.

Thirdly, participants were presented with an information source being less prominent than advertising for real estate property. Participant’s assigned real estate advertising a mean score of 3.88 out of 5, with standard deviation being at 0.968 points indicating they generally agreed that real estate ads are more visible.

Fourth statement was “In my perspective, the message being sent by the real estate advertisements is quite obvious." The average score for participants' perception of the clarity of the real estate advertising message was 3.67, with a standard deviation of 1.229.

Fifth statement was “The visual message of real estate advertising (which may be seen on TV, the internet, in print and even outdoors) is appealing." On average, participants found the visual message of real estate advertising to be attractive, with a mean score of 3.59 and a standard deviation of 1.308.

Sixth statement was “I am able to vouch for the veracity of the message conveyed in real estate advertisements." Participants, on average, considered the message of real estate advertising to be credible, giving it a mean score of 3.57 and a standard deviation of 1.202.

Seventh statement was “In my perspective, the message conveyed by the real estate advertisement is not ambiguous." The average score for participants' perception of the clarity of the real estate advertising message was 3.64, with a standard deviation of 1.158.

Eighth Statement was: My interest in these goods was partly spurred by their advertising platform of broadcast media (television, radio and internet) used to market real estate." On average, participants reported this factor had an influence with mean scores at 3.71 and standard deviation 1.128 respectively.

Ninth statement was “Print media such as newspapers, magazines, and brochures led me to think about purchasing the commodity since they are being used as a kind of promotion by the real estate company." Participants, on average, reported that print media influenced their consideration of the real estate product, giving it a mean score of 3.56 and a standard deviation of 1.226.

Tenth statement was “My consideration of the product was affected by outdoor media, such as billboards, shop banners, and the interior design of the store, which was used by the real estate company as a medium for advertising." On average, participants indicated that outdoor media influenced their consideration of the real estate product, with a mean score of 3.59 and a standard deviation of 1.178.

Eleventh statement was “The substance of the programs that are aired in the media that are used for promoting real estate is appealing." Participants, on average, found the program content of broadcast media used for real estate advertising to be attractive, giving it a mean score of 3.71 and a standard deviation of 1.078.

Twelfth statement was “The content of print media programs that are employed in real estate for advertising purposes is appealing." On average, participants found the program content of print media used for real estate advertising to be attractive, with a mean score of 3.54 and a standard deviation of 1.216.

Thirteenth statement was “Attractiveness may be attributed to the outdoor media setting in which real estate is used for promotional purposes." Participants, on average, found the outdoor media environment used for real estate advertising to be attractive, giving it a mean score of 3.71 and a standard deviation of 1.049.

Generally, the total number of participants is 380. The mean score across all the statements related to real estate advertising is 3.38. This mean score indicates the average rating given by participants to all the statements collectively. The standard deviation of 1.153 represents the variability or dispersion of the participants' responses from the mean. A higher standard deviation suggests that the responses were more spread out or diverse, indicating a greater range of opinions among the participants.

4.2.2 Consumer buying behavior

Descriptive Statistics			
	N	Mean	Std. Deviation
There is a correlation that may be described as both positive and substantial between advertising and the purchasing decisions that customers make about the items.	380	3.56	1.167
Because of the source person, I have a strong preference for the real estate market.	380	3.60	1.069
The message conveyed in the advertising has had a significant impact on my decision to pursue a career in real estate.	380	3.59	1.075
My interest in real estate stemmed from their advertising medium of choice.	380	3.64	1.199
Advertisements help consumers to select this property as the optimal option from among all those available in the market.	380	3.60	1.213
Your demand was noticed by the advertising in the real estate media, which led to the purchase of items.	380	3.52	1.197
When the budget for television advertising is bigger, good customer behavior is more likely to occur.	380	3.62	1.111
The bigger the overall advertising budget for print media, the more favorable the behavior of consumers.	380	3.78	.950
Grand Total	**380**	**3.61**	**1.123**

The table provides descriptive statistics for various statements related to advertising and consumers' buying behavior of real estate products. Let me break it down and explain in simple terms:

" There is a correlation that may be described as both positive and substantial between advertising and the purchasing decisions that customers make about the items. “This statement suggests that advertising has a positive effect on consumers' purchasing behavior when it comes to real estate products. According to the findings of the research, which included 380 participants, those individuals gave a rating of 3.56 on a scale of one to five for the association between advertising and purchasing behavior. There was some degree of variety in their replies, as shown by the standard deviation value of 1.167.

“Because of the source person, I have a strong preference for the real estate market." According to the participants, their preference for real estate was influenced by someone they trust or consider a credible source. The mean rating for this influence was 3.60, with a standard deviation of 1.069.

“The message conveyed in the advertising has had a significant impact on my decision to pursue a career in real estate." Participants reported that the content or message in the advertisement played a role in their preference for real estate. On average, they rated this influence as 3.59, with a standard deviation of 1.075.

“My interest in real estate stemmed from their advertising medium of choice.” The choice of advertising medium (e.g., television, print media) by real estate companies appeared to impact participants' preference for real estate. The mean rating for this influence was 3.64, with a standard deviation of 1.199.

“Advertisements help consumers to select this property as the optimal option from among all those available in the market." Participants indicated that advertisements played a role in helping them select a particular real estate option as the best among the available alternatives. On average, they rated the helpfulness of advertisements in this regard as 3.60, with a standard deviation of 1.213.

“Your demand was noticed by the advertising in the real estate media, which led to the purchase of items." The participants believed that real estate advertisements acknowledged their needs, which in turn influenced their purchasing decisions. The mean rating for this recognition of needs was 3.52, with a standard deviation of 1.197. “When the budget for television advertising is bigger, good customer behavior is more likely to occur." This statement suggests that an increase in the advertising budget allocated to television had a positive impact on consumers' behavior regarding real estate products. On average, participants rated the effect of television advertising budget on consumer behavior as 3.62, with a standard deviation of 1.111.

"The bigger the overall advertising budget for print media, the more favorable the behavior of consumers." Similarly, participants believed that allocating a higher budget to print media advertising resulted in more positive consumer behavior related to real estate. The mean rating for this influence was 3.78, with a lower standard deviation of 0.950, indicating less variability in their responses compared to other factors.

The grand total statistics for all of the statements show that, overall, the participants gave the link between advertising and customers' purchasing behavior of real estate items an average rating of 3.61, with a standard deviation of 1.123. This is based on the fact that the grand total statistics were calculated for all of the claims. These numbers provide an overview of the participants' perceptions and experiences related to advertising and its impact on their real estate preferences and behavior.

4.3 CORRELATION OF THE STUDY

Table 7 Correlation of the study

Correlations			
		Media advertising	Consumer buying behavior
Media advertising	Pearson Correlation	1	.759**
	Sig. (2-tailed)		.000
	N	380	380
Consumer buying behavior	Pearson Correlation	.759**	1
	Sig. (2-tailed)	.000	
	N	380	380
**. Correlation is significant at the 0.01 level (2-tailed).			

This table of correlations illustrates the connection between advertising in the media and the purchasing patterns of consumers. The strength of a link between two variables may be measured using correlation, as can the direction of that relationship.

In this specific instance, the correlation coefficient between consumer purchasing behavior and advertising in the media is 0.759. This suggests that there is a substantial positive connection between the two variables. If there is a positive connection, this indicates that as the amount of consumer purchasing behavior grows, there is also a tendency for there to be an increase in the amount of media advertising.

The significance level, which is denoted by the notation "Sig. (2-tailed)," reveals the likelihood that the observed correlation coefficient was obtained via random chance. The level of significance for this table is 0.000, which is lower than 0.01. This indicates that the correlation is statistically significant at the 0.01 level, which suggests that the link between consumer purchasing behavior and media advertising is not likely to have arisen by coincidence.

The number of people in the sample, represented by the letter "N," is 380 for both the consumer purchasing behavior and the media advertising. This indicates that the study was done using the data gathered from 380 different instances or people.

In summary, the correlation table shows a positive relationship between media advertising and consumer buying behaviors. This indicates that a rise in consumer purchasing behavior is more likely to occur if there is an increase in media advertising. The correlation is statistically significant, which indicates that the link cannot be attributed to a simple case of chance.

4.4 REGRESSION RESULTS

Table 8 Regression results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.759[a]	.576	.575	5.54159	.576	514.347	1	378	.000
a. Predictors: (Constant), Consumer buying behavior.									

A statistical model was used to investigate the link between two variables: the predictor variable (Consumer purchasing behavior), and the outcome variable (the variable whose behavior we are attempting to predict or explain).

The value of "R" that is shown in the table is 0.759. This is the correlation between the variable that was used to predict the result and the variable that was used to measure the outcome. In more simple language, it demonstrates how well the predictor variable can explain or predict the result variable. In this case, the predictor and result variables are positively correlated.

The result of 0.576 for "R Square" shows us what percentage of the variance in the outcome variable can be attributed to the predictor variable as a source of that variation. To put it another way, changes in the predictor variable are responsible for about 57.6% of the total changes in the outcome variable.

The value of "Adjusted R Square" is 0.575, and it takes into consideration both the size of the sample and the number of predictors that are included in the model. It offers a more precise estimation of the fraction of variance that may be attributed to the predictor variable.

The "Std. Error of the Estimate" is a metric that determines how well the model's predictions fit the data that was collected in practice. In this instance, it comes out to 5.54159. If this number is less, it means that the model's predictions are more in line with the observed data.

When the predictor variable is included in the analysis, the R Square value is shown to undergo a change in the "Change Statistics" part of the report. The improvement in the model's capacity to predict or explain the outcome variable that is shown by the R Square Change value of 0.576 shows that the predictor variable should be included in the model. A statistical test that indicates whether or whether the improvement in the model's ability to forecast is statistically significant is called the "F Change" value, and its value of 514.347 can be found here. In this particular scenario, the results of the test indicate that the improvement is very significant, with a p-value of 0.000 (which indicates that the improvement is not the result of random chance).

To recap what we've learned, the table demonstrates that the predictor variable, "Consumer buying behavior," has a positive association with the outcome variable that ranges from moderately strong to very strong. The changes in the outcome variable can be explained by about 57.6% of the changes in the predictor variable. When we introduced the predictor variable, we saw a considerable increase in the model's ability to predict the result. This improvement was very significant.

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15795.224	1	15795.224	514.347	.000[b]
	Residual	11608.102	378	30.709		
	Total	27403.326	379			
a. Dependent Variable: Media advertising						
b. Predictors: (Constant), Consumer buying behavior						

The analysis of variance table offers information about the statistical significance of the regression model that predicts the independent variable (Media advertising) using the predictor variable (Consumer purchasing behavior).
The table is broken up into three parts: the Regression portion, the Residual section, and the Total section.

Explained variation in the independent variable the predictor variable is denoted by the "Sum of Squares" in the Regression section (15795.224). To put it another way, it demonstrates what percentage of the overall variability in media advertising may be attributable to the purchasing behavior of consumers.

The value "1" for the "df" (degrees of freedom) column in the Regression section shows that there are one predictor variable included in the model. In this instance, there is just one predictor variable, and that is the purchasing behavior of consumers.

In the Regression section (15795.224), the "Mean Square" is determined by dividing the Sum of Squares by the degrees of freedom. This calculation may be found in the Regression section. This will give you what is known as the "Mean Square." It is a measurement of the amount of variation, on average, that can be assigned to the predictor variable. It is also known as the variance attributable to the predictor variable.

The ratio of the Mean Square in the Regression section to the Mean Square in the Residual section is represented by the "F" number in the Regression section (514,347). It determines how much more the variation that is described by the predictor variable is than the variance that is not explained by the predictor variable.

The Regression section's "Sig." value, 0.000, shows the F value's p-value. It displays how significant the regression model is from a statistical perspective. Because the p-value in this scenario is 0.000, it may be deduced that there is an extremely significant connection between the two variables being studied (the predictor and the dependant).
Residual is the change in the dependent variable that cannot be explained by other factors. The "Sum of Squares" (11608.102) and the "df" (378) in this section provide numerical values that, respectively, measure the amount of variance that cannot be explained and the number of degrees of freedom.

The entire variance in the dependent variable is shown in the Total part of the table. The overall diversity in media advertising is represented by the "Sum of Squares" (27403.326) statistic.

In a nutshell, the findings of the ANOVA table show that the predictor variable, "Consumer buying behavior," makes a considerable contribution to the variance in media advertising. The regression model effectively captures a substantial portion of the unpredictability present in the dependent variable. The association that exists between the independent variable and the predictor is statistically significant.

Table 9 Coefficients

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.590	1.603		7.233	.000		
	Consumer buying behavior	1.237	.055	.759	22.679	.000	1.000	1.000
a. Dependent Variable: Media advertising								

The coefficient table provides information regarding the relationship between consumer purchasing behavior (predictor variable) and media advertising (dependent variable).It includes unstandardized coefficients, standardized coefficients, t-values, and their corresponding significance levels. Additionally, it provides collinearity statistics that measure the extent of multicollinearity between the variables.

The "Constant" row represents the intercept of the regression model. In simpler terms, it indicates the expected value of the dependent variable (Media advertising) when the predictor variable (Consumer buying behavior) is zero. In this case, the constant is 11.590.

The "Consumer buying behavior" row represents the coefficient associated with the predictor variable. The unstandardized coefficient (B) of 1.237 indicates the change in the dependent variable for each one-unit increase in the predictor variable. In simpler terms, for each unit increase in consumer buying behavior, media advertising is expected to increase by 1.237 units.

The beta of 0.759 represents the expected increase in the dependent variable by one standard deviation unit with every additional standard deviation increase in the predictor variable, such as consumer purchasing behavior or media advertising. Simply stated, media advertising would likely rise 0.759 standard deviations with every increase.

A "t" value of 22.679 indicates how statistically significant a coefficient is; more simply put, this tells us if there is significance between the predictor variable and dependent variable relationships. Here, its t-value indicates high significance with its P value being below 0.001, indicating "Sig." being less than 0.001.

Collinearity statistics offer information regarding multicollinearity, which measures how closely related predictor variables are. A Tolerance value of 1.00 and a Variance Inflation Factor value of 1.000 suggest there is no potential problem of multicollinearity between the predictor variable and constant.

As shown by the coefficient table, consumer buying behavior has an indisputable and positive relationship with media advertising. When consumer spending habits change accordingly, media ads should grow accordingly. The relationship is statistically significant, indicating that it is unlikely to be due to chance. Additionally, there are no concerns about multicollinearity between the predictor variable and the constant.

Table 10 Collinearity Diagnosticsa

Collinearity Diagnostics[a]					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Consumer buying behavior
1	1	1.984	1.000	.01	.01
	2	.016	11.185	.99	.99
a. Dependent Variable: Media advertising					

The collinearity diagnostics table provides information about the presence of multicollinearity, which is the degree of correlation between predictor variables.

The "Dimension" column indicates the dimension or number of predictors in the model. In this case, there are two predictors: the constant and consumer buying behavior.

The "Eigenvalue" represents the amount of variance explained by each dimension or predictor. A higher eigenvalue indicates that the corresponding predictor explains more variance in the model.

The "Condition Index" measures the severity of multicollinearity. A condition index close to 1 indicates little to no multicollinearity, while a higher value suggests a stronger correlation between predictors.

The "Variance Proportions" show the proportion of variance explained by each predictor variable. In this table, the constant and consumer buying behavior each explain 1% and 99% of the variance, respectively.

To sum it all up, the collinearity diagnostics table suggests there is no issue of multicollinearity between constant variables and consumer buying behavior predictors. Eigenvalue analysis revealed significant variance explained by consumer buying behavior predictors within this model and suggested no severe multicollinearity issues; furthermore the condition index of 1 signified there would not be severe multicollinearity issues either.

4.5 GENERAL FINDINGS OF THE STUDY

The descriptive statistics reveal that most respondents rated the real estate advertising source persons as attractive and trustworthy. Additionally, they generally perceived real estate advertising to be visible and clear. The influence of different media types on consumer consideration of the real estate product varied, with broadcast media having the highest impact. Respondents also found the program content and environment of media advertisements in real estate to be attractive.

The correlation analysis demonstrates a strong positive correlation (0.759) between media advertising and consumer buying behavior. This implies that as media advertising increases, consumer buying behavior tends to increase as well. This finding suggests that advertising plays a crucial role in influencing consumer behavior in the real estate industry.

The model summary reveals that consumer buying behavior is a significant predictor of media advertising, as the regression model explains 57.5% of the variance in media advertising. This indicates that consumer behavior has a substantial impact on the effectiveness of media advertising efforts. Furthermore, the model's statistical significance confirms that the observed relationship between consumer buying behavior and media advertising is unlikely to occur by chance.

The ANOVA results further support the significance of the regression model, highlighting that consumer buying behavior significantly contributes to the variation in media advertising. This strengthens the notion that understanding and leveraging consumer behavior is vital for effective advertising strategies in the real estate sector.
Examining the coefficients, the analysis reveals that for every unit increase in consumer buying behavior, media advertising is expected to increase by 1.237 units. This relationship is statistically significant, indicating a direct and positive influence of consumer behavior on advertising efforts.

The collinearity diagnostics indicate that there is no evidence of severe multicollinearity between the constant and consumer buying behavior predictors. This suggests that these predictors are independent and can be considered as separate factors affecting media advertising.

In summary, these findings emphasize the significance of consumer buying behavior in driving media advertising effectiveness within the real estate industry. As consumers demonstrate increased buying behavior, media advertising is likely to be more impactful. There is a wide range of effect that various forms of media have on the behavior of consumers, with broadcast media having the most significant impact. The regression model provides valuable insights into the relationship between consumer behavior and media advertising, emphasizing the need to consider and tailor advertising strategies based on consumer preferences. Overall, these findings can inform real estate businesses in developing targeted and effective advertising campaigns to maximize their impact on consumer behavior.

5 CONCLUSION

Outcomes from this analysis demonstrate how important consumer buying behavior is in shaping media advertising effectiveness within the real estate industry. As media advertising increases, consumer buying behavior also tends to rise accordingly; suggesting an almost definitive positive correlation between them. Thus advertising plays a vital part in shaping consumers' purchasing decisions.

The regression model showed that consumer buying behavior is a significant predictor of media advertising, explaining 57.5% of the variance in advertising outcomes. This indicates that understanding and leveraging consumer behavior can greatly enhance the effectiveness of advertising strategies in the real estate sector.

Furthermore, the ANOVA results supported the importance of consumer buying behavior in driving variations in media advertising. Statistical significance reinforces that the relationship between consumer behavior and advertising as not accidental; but instead as having meaningful associations.

The coefficient analysis revealed that for every unit increase in consumer buying behavior, media advertising is expected to increase by 1.237 units. This statistically significant relationship underscores the direct and positive impact of consumer behavior on advertising effectiveness.

Importantly, the collinearity diagnostics indicated that the predictors, namely the constant and consumer buying behavior, are independent and not affected by severe multicollinearity. This assures us that these factors can be treated as separate entities in analyzing their influence on media advertising.

Overall, these findings provide valuable insights for real estate businesses aiming to optimize their advertising strategies. By understanding and leveraging consumer buying behavior, companies can tailor their media advertising efforts to better resonate with their target audience. This may involve utilizing the most impactful media channels, crafting attractive program content, and creating environments that captivate consumers. Ultimately, by aligning advertising strategies with consumer preferences and behaviors, real estate businesses can increase their chances of effectively influencing consumer decision-making and driving sales.

5.1 RECOMMENDATION

Based on the findings, I would recommend the following strategies for real estate businesses to enhance their media advertising efforts:

Understand and target consumer buying behavior: Recognize the significance of consumer behavior driving advertising effectiveness. Invest time and resources in understanding your target audience's preferences, motivations, and purchasing patterns. This knowledge will enable you to tailor your advertising messages and strategies to resonate with their needs and desires.

Increase media advertising investment: As the analysis showed a positive correlation between media advertising and consumer buying behavior, consider increasing your investment in media advertising. Allocate resources to channels that have the highest impact on your target audience, such as broadcast media. This will help amplify your reach and influence among potential buyers.

Craft compelling program content: Focus on creating engaging and attractive program content for your media advertisements. Ensure that your messaging is clear, persuasive, and aligned with your target audience's interests. This will capture their attention and motivate them to consider your real estate offerings.

Enhance the visual appeal of your advertisements: Pay attention to the visual aspects of your media advertising, including TV, Internet, print media, and outdoor media. Ensure that your visuals are aesthetically pleasing and align with your brand image. This will help in attracting and retaining viewers' attention, increasing the likelihood of influencing their buying behavior.

Optimize advertising mediums: Evaluate the effectiveness of different advertising mediums, such as broadcast, print, and outdoor media. Identify which mediums have the most significant impact on consumer behavior for your specific real estate offerings. Allocate your advertising budget accordingly to maximize the return on investment and reach your target audience effectively.

Continuously monitor and analyze consumer behavior: Implement a robust system to monitor and analyze consumer behavior on an ongoing basis. Stay updated with changing trends, preferences, and market dynamics. This will enable you to make data-driven decisions and adapt your advertising strategies accordingly.

Consider partnerships and collaborations: Explore opportunities for partnerships and collaborations with influencers, industry experts, or complementary businesses. Leveraging their credibility and reach can enhance the effectiveness of your media advertising efforts, particularly in building trust and credibility among consumers.

By implementing these recommendations, real estate businesses can optimize their media advertising strategies, effectively influence consumer buying behavior, and ultimately drive sales and business growth.

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APPENDIX A: QUESTIONNAIRE

Dear Respondents: This questionnaire is developed for an academic effort planned for the collection of data to conduct a thesis paper on the title **"The effect of media advertising on consumer's buying behavior in the Real Estate".** In order to fulfill the university's **"Beykoz Univeristy"** requirement set for awarding of a master's in business administration. The information obtained from this questionnaire will be kept confidential and will not be used for any other purpose. Hence, I am kindly asking respondents to give you candid information. This questionnaire will take approximately 15-20 minutes and your invaluable support in responding, to this questionnaire genuinely is of paramount importance to the success of this study. You are not required to write your name and all information you provide will be handled in a strictly confidential manner. This study focuses specifically on the effectiveness of media advertising the three Dhulkoob, Dahabshil, Buruuj Real Estate companies from its communication effect by utilizing the three major components of the communication process the source factor, massage factor, and channel factor.

If you have any questions about this survey, please don't hesitate to contact me.

Research conductor: Mohamed Abdirizak Mohamed

Research Advisor: Ass. Prof. Tanay Evliya

PART ONE: DEMOGRAPHIC INFORMATION

Please select your type of demographic information in the following questions

1. **Gender**
    a) Male
    b) Female

2. **Age**
    a) 18-24
    b) 25-34
    c) 35-44
    d) 45-54
    e) 55 and above
3. Educational Level
    a) Less Than High School

b) High School
c) Bachelor degree
d) Master degree
e) PhD degree

4. Years of experience

a) 1-5 years
b) 6-10 years
c) 11-20 years
d) 21-30 years
e) 31 years and over

PART TWO: STATEMENT QUESTIONS

Media advertising

NO	STATEMENT	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The real estate advertising source person is attractive.					
2	The real estate advertised person is trustworthy.					
3	Real estate advertising is more visible than the source person.					
4	In my opinion, the real estate advertising message is clear					
5	The visual message (TV,					

	Internet, print media, Outdoor media) of real estate advertising is attractive.					
6	I can say that the message of real estate advertising is credible.					
7	In my opinion, the real estate advertising message is not vague.					
8	From the medium of advertising that the real estate is using, broadcast media (TV, Radio, and Internet) influenced me to consider the product.					
9	From the medium of advertising that the real estate is using, print media (Newspapers, Magazines, and					

	Brochures) influenced me to consider the product.					
10	From the medium of advertising that the real estate is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the product.					
11	The broadcast media program content which real estate uses for advertising is attractive.					
12	The print media program content in real estate used for advertising is attractive.					
13	The outdoor media environment in which real estate					

	is used for advertising is attractive.					

Consumer Buying Behavior

NO	STATEMENT	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
14	There is a positive and significant relationship between advertising and consumers' buying behavior of the products.					
15	I prefer real estate because I was influenced by the source person.					
16	I prefer real estate because I was influenced by the message in the advertisement.					
17	I prefer real estate because I was influenced by the medium that the real					

	estate chose for advertising.					
18	The advertisement helps you to choose this real estate as the best option from the various alternatives available in the market.					
19	Real estate media advertisements recognized your need which leads to buying products.					
20	The higher the television advertising budget the more positive consumer behavior.					
21	The higher the print media advertising budget the more positive consumer behavior.					

Thanks for your participation