

**THE IMPACT OF ADVERTISING ON CLIENT PURCHASE DECISION**

**BY**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of  
Masters of Science in Computer Science and Engineering  
Supervised By

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**DAFFODIL INTERNATIONAL UNIVERSITY DHAKA, BANGLADESH**

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## **APPROVAL**

This Thesis titled “**The Impact of Advertising on Client Purchase Decision**” submitted by Mohamed Abdi nor Mohamed to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Master of Science in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 2018.

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## **DECLARATION**

I hereby declare that, this thesis has been done by me under the supervision of **Ms. Nazmun Nessa Moon, Assistant Professor, Department of CSE, Daffodil International University**. I also declare that neither this thesis nor any part of this thesis has been submitted elsewhere for award of any degree or diploma.

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Thank you to all Lectures of the Daffodil International University for the learning chance and practical help throughout latter stage of final this thesis.

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## DEDICATION

I offer my dissertation effort towards my household and countless helpers. A superior sense of gratitude to my loving parents, to my mother **Eibla sheik weyrax** a strong and slightly emotion who qualified me to trust in Allah, believe in rigid effort and that so considerable might be complete with tiny. To my father **Abdi nor** for receiving a truthful alive for us and for supportive and hopeful me to believe in myself. Also, I need to acknowledge my second parent **Hindi sheik weyrax** for his supportive and encouragement.

## **ABSTRACT**

Advertising connections the gap between companies and their target. It creates a platform that provides an opportunity to introduce new product or remind clients about existing products. Advertisement helps the company to form the notice among client the advertisements joined together the perception of the purchaser either with in the positive or during a negative method. Individuals will understand the standard of the product by gathering the knowledge that they sometimes get through advertisements. Perception of the quality, awareness of the product and client opinion drives client buying decision. Among the various issue affecting client buying behavior psychological impact play a crucial role influence the purchase decision. The Clients take the careful to utilize products and services based on several reasons they consider as important. This research has ultimate examine the impact of purchase product. Despite every company concern that's resolute to do well has got to accept system for the product, supply and sales of its facilities. So as to totally perceive the substance has got to be resolute if advertising has any effect on the step of things for the client favorite of a particular facility. Advertising involves the responsiveness it brings about in the mind of the target user this is what can result in the client's action of utilize service.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Advertising is used for communicating exchanging or delivering business information to The current and prospective client it always provides information concerning the advertising firm, its product qualities, place of availability of its products anywhere. Advertisement is necessary for each the sellers and the buyers however it is more important for the sellers with in the modern age of enormous scale production, producers cannot think about pushing sale of their merchandise while not advertising them to supplements personal commerce to an excellent extent. Advertising has acquired nice importance within the nowadays where powerful competition within the market and quick changes in technology. People have total different preference and selection this will flow form to the various knowledges and experiences of people. The past skill and state of awareness of the person subjected to advertising may regulate the impact that advertising has on him or her. This preference is sometimes referred to as client behavior. The market is specified client tastes are increasing distinguished and keep of high service within the face of increasing price this issue is crucial advertising in competing brand is seen to be growing very quickly and has formed state affairs to make client more informed about products and repair nowadays companies are trying their best bring innovation in their adverting techniques to get maximum clients. Advertisements can also be seen on grocery, on the wall of airport walkways, on the side of buses, airplane and train. advertisements are usually placed anywhere and audience can easily or frequently access visual or videos Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually placed anywhere an audience can easily and or frequently access visual and or video [1]

### 1.2 Motivation

Looking at advertising client in Bangladesh and impact of the student purchase decision the investigation into this material is incredibly necessary to both advertisers and clients to inform advertisers concerning their level of impact on the shopping for power of the

client to assist clients understand the consequences of certain deceptive messages in adverts this indicated advertisement decision must be made up certainly for products benefit and categorization of client purchase because client satisfaction and high loyalty And recognized the client behavior as goal and determination of client behavior provide information to easier purchase products in business for own client.

The findings of this study and therefore the endorsements it will generate are going to be benefit to producers, companies and marketing organizations and advertising agencies if their strategies are effective.

### **1.3 Rationale of the Study**

The rationale for selecting the topic of this study seek to identify the link between advertising and client purchase decision , and how would people find production or even make choice between many product this typically happen once clients believes that the amount of information that has been provided is true and it will positively facilitate them to fulfill their need in mannered way .in most of the cases client have more than once option that created if both potion is same but client will only prefer the product whose advertisement is composed of relevant information and who will entertain them in step with the requirement of clients once client choose an advertisement it creates strong image in their minds and they start preferring one advertisement over other cause behind his availability of the clear and concise information that is easy for clients take in. Advertisements is clarifying the functional use of the products for what clients are looking Generally, clients where always looking for those products that best in quality and price

### **1.4 Research questions**

- a) What are the effects of advertising on Clients?
- a) To what extent does advertising impact the purchasing decision of the client?
- b) How true and effective is the information provided in the adverts?
- c) Does the client get the satisfaction promised in the advert after use the product?

### **1.5 Expected Outcome**

- To identify the extent to which clients are affected by the message and strategies used in advertising
- To understand the power of persuasion in advertising.
- To find out if there are other reasons why people purchase products
- To know the advertising media that gets the attention of clients.
- To discover the importance of the creative strategies involved in advertising and various product quality

### **1.6 Report Layout**

This thesis will be organized into the following chapters:

Chapter One: Presents an overview The Impact of advertising on client purchase Decision, Motivation, Rationale study and Expected Outcome.

Chapter Two: Background discusses Related works, Research summary, and Scope of the problem.

Chapter Three: Research methodology Research Subject and Instrumentation, Data collection, and Implementation Requirements.

Chapter Four: Experimental Results and Discussion Experimental Results, and Descriptive analysis.

Chapter Five: Summary, conclusion, Recommendation & Implication for Future Research

## **CHAPTER 2**

### **BACKGROUND**

#### **2.1 Introduction**

In this chapter, I will discuss related work to the impact of advertising on client purchase decision, research summary, scope of the problem and challenges.

#### **2.2 Related Works**

Advertising is the key for building, creating and sustaining brands, advertisements play major role in persuading, informing and reminding both potential and existing clients towards making a purchase decision [2]. Advertisement helps the company to form the notice among client the advertisements joined together the perception of the purchaser either with in the positive or during a negative method. Individuals will understand the standard of the product by gathering the knowledge that they sometimes get through advertisements. Perception of the quality, awareness of the product and client opinion drives client buying decision. Among the various issue affecting client buying behavior psychological impact play a crucial role influence the purchase decision. These impact include motivation, learning, belief perception and angle on that advertising has direct impact. A belief may be a conviction that private has on one thing through the expertise he acquires. The educational changes the behavior of a private as he acquires information and knowledge. motivation is direct regarding the necessity. Advertising not only informs us about products, it also provides us with free television and radio program because many advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and radio are especially attractive to local advertisers. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets [3].

Additional advertising normally increases sales but at some point, the rate of return declines. sales response to advertising may build over time, but it is not durable and consistent investment is important [4]. Clients run a definite risk in creating decision supported gift data as result of this imperfect data does not alter them to predict specifically

that product can obtain the most satisfaction wanted nor that complete extremely has the qualities desired [5]. Advertising in competing brands is seen to be increasing very rapidly and created situation to make clients more knowledgeable about products & service [6]. Clients must always choose from creating and immediate decision to buy or not to buy and delaying this decision to seek additional information, and thus reduce the decision risk [7]. This reveals however advertising throw its shadow on client culture to buy product or whole buyer want a particular level information. Every company concern that's determined to succeed has got to adopt system for the product, distribution and sales of its services. So as to totally perceive the matter has got to be determined if advertising has any impact on the degree of goods for the buyer preference of a selected service. Advertising not only magnifies false characteristics of a product but also leads to cultural degradation [8]. Several firms that absolutely their advertisements have damage impact on society as whole But advertisements are measure smart for the economy and that they additionally get some pleasure and enjoyment out of advertisements is nice for economy it provides information and competition for other related competitive products or services. It has been the major tool that went all the way in changing clients' negative impression about the product and persuades them to purchase. (Kotler p) defines advertising as a non-personal communication paid for by an identified sponsor who is relayed through various media with the aim of influencing people's behavior towards the advertiser's products and services at the lowest possible cost [9].

### **2.3 Research Summary**

The aim of this study was to identify impact of advertising on client purchase decision, as a result. The highest level to determine the factors which are affected by advertisement and influence the buying behavior of the client perception regarding quality of the product. the study will help the student to understand the client behavior while purchasing product so that they can tool appropriate strategy to advertise their product in best possible way.

### **2.4 Scope of the Problem**

This research is restricted to the student Daffodil International University the purpose for selecting this university is to ensure easy data collection due to financial constraints limited

time the researcher using questionnaires in the method of collecting data the study is based on the responses given by the clients in specific area. This study is going to be useful in obtaining insight into the perception of client on advertisements and its impacts on changing the buying behaviors of clients

## **2.5 Challenges**

**Staff turnover-** The recent recession has left an oversized impact on the workers of advertising agencies. Several agencies reducing the number of worker while other worker moved different company as a result of they were unsure concerning their jobs. The shortage of consistent relationships makes it easier for clients to take their business down.

**Target the right audience segment** – To improve your conversion quantitative relation it's essential to focus on the correct audience. This is often done by segmenting your prospects into few classes so making the correct message that meets the wants of the segment

**The price is right** - Another key challenge you will face once making an attempt to sell a product is finding the best value. begin by determine what it will price to run any Company, the terms of non-production cost such as rest, insurance, selling and phones. Next, calculate your cost per unit, supported completely different sales figures. Using buyer research confirm what clients are likely to get any one product client would possible sell some product at the next value than the competition to make a perception of superior price. Client would possible value the product at a cheaper price to whole yourself as bargain. If possible, test market different cost in different location before buyer set final price.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the methodology that was used in the study The impact of Advertising On Client Purchase Decision. It begins Research Subject and Instrumentation, Data Collection Procedure, Statistical Analysis and Reliability and validity.

#### **3.2 Research Subject and Instrumentation**

This study leads through questionnaire as the main tool for collecting data. Where totally different people are asked to reply to an equivalent set of respond to the same set of questions during a planned order. It includes structured interviews associated telephone questions further as those during which the questions are answered without an interview present. Subject sometimes record a written response to every questionnaire item subject will fill out the questionnaire at their convenience and answer the things in any order. They may skip questions as provide unique responses. Questionnaires are used extensively in academic analysis to gather information that is not directly observable. To achieve these ends, the research questionnaire seeks to answer questions about:

- Clients perception of advertising
- Personal experience with advertised products
- Effect of advertisements on the Client's buying decision

#### **3.3 Data Collection Procedure**

Data collection is a significant feature of at all type of research study. Inaccurate data gathering can affect the outcomes of a study and lead to unacceptable outcomes. There are two approaches of data collection involves in this study, which are primary data collection and secondary data collection. The secondary data collection involves the process of reviewing the previous research, while the primary data collections is done by using the questionnaire

### **3.4 Statistical Analysis**

The Statistical Package for Social Scientists (SPSS) was used for data entry and analysis. Pearson's correlation tool was used to establish applicable relationships among the identified variables

### **3.5 Reliability and validity**

The most necessary issue in the research is to consider the validity and reliability of the instrument used to collect the data. Validity means that the measurement is accurate and whether they are measuring what they intend to measure and the term validity indicates the degree to which an instrument measures the construct under investigation. For a data collection instrument to be considered valid, the content selected and included must be relevant to the need or gap established, before the actual study. Reliability refers to extent to which your data collection techniques or analysis procedures will yield consistent. The reliability of the study means that the research will be reliable if the research questioner distributed to some respondents out of the research area, and agreed to the results of the respondents so the research will be reliable.

### **3.6 Research design**

Research design refers to the manner information is gathered from subjects and within the case of experimental analysis, the character of the treatments that controlled by the investigator. This study adopts the quantitative approach of information gathering. Quantitative research is predicated on the based on quantitative measurements of some Characteristics. it's applicable that may be expressed in term of quantities it may be explained as fields of study that may adopt the positive of knowing that emphasizes objectivity and quantification of development. This maximizes objective through the utilization of number, statistics, structure and experimental management. The research did pretest of the questionnaires by obtaining subject's insight regarding the relationship between advertising and decision to purchase. This method additionally helped to refine the questionnaire, enhance its readability and minimize the possibilities of knowledge

being misinterpreted during this study, self-administered questionnaire is chosen to gather knowledge regarding client's purchasing behavior with reference to advertising. The questionnaire is intended to seek out client's pattern in creating choice of whether to buy product or not. The questions collect demographic information and sort of purchase decision from respondents.

### **3.7 Population and sampling**

To achieve good population validity, Quantitative researchers must select the sample randomly from the defined population to which they wish to generalize their result [10]. The defined target population for the study was the students of the Daffodil international student in Bangladesh the target population of student will be 240 accessible population was therefore used for this research.

#### **3.7.1 Sample Size**

Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in the study. It is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected, the researcher randomly selects subjects that are considered to be representative of the target population the study used a sample of approximately 150 students of university. To know the ideal sample size of population, the researcher will use Slovin's formula which is  $n = \frac{N}{1 + (N \cdot e^2)}$ , where  $n$  = sample size,  $N$  = population size = 240 and  $e$  = margin of error of 5 %.  $n = \frac{240}{1 + (240 \cdot 0.0025)} = 150$  sample.

## **CHAPTER FOUR**

### **EXPERIMENTAL RESULTS AND DISCUSSION**

#### **4.1 Introduction**

This chapter will cover the presentation of data analysis and interpretation of survey results. The data analysis and interpretation were based on the research objectives. Presentation and analysis of the collected data was computed using frequency and percentage.

#### **4.2 Experimental Results**

In order to show the distribution of the respondents on the various question items. Tables and graphs were used in the presentation of data. The respondents have same questionnaire given them the sample size of the study population was 150 respondents, while the target population is 240.

#### **4.3 Descriptive analysis**

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.

### 4.3.1 Sex response

Table 4.1 Sex respondents

What is gender ?

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i> <i>Male</i>	149	74.5	74.5	74.5
<i>Female</i>	51	25.5	25.5	100.0
<i>Total</i>	200	100.0	100.0	

The above table 4.1 indicates that the sex distribution was 149(74.5%) male and 51(25.5%) female this indicate that majority of respondents are male . the following figure 4.1 shows the graph of table.

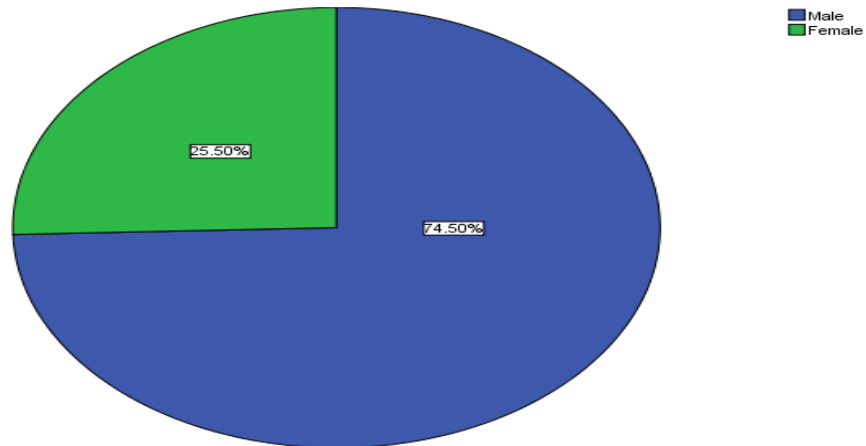


Figure 4.1 Sex respondents

### 4.3.2 Age of respondents

Table 4.2 Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	59	29.5	29.5	29.5
	21-25	125	62.5	62.5	92.0
	Above 26	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The above Table 4.2 shows 59(29.5 %) of the respondents are age between 18-20 years, the next respondents are the 125(62.5%) of the respondents are between 21-25 years, and the last respondents are 16 (8 %) are the age above 26 years. the following figure 4.2 show the graph of table 4.2.

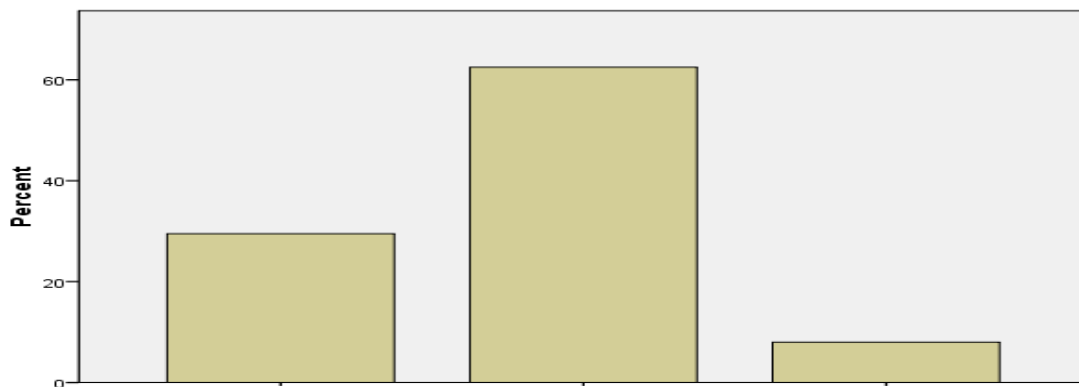


Figure 4.2 age of respondents

### 4.3.3 Education level of respondents

Table 4.3 Educational Level of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor	62	31.0	31.0	31.0
Master	138	69.0	69.0	100.0
Total	200	100.0	100.0	

The above table 4.3 shows 62(31 %) respondents have bachelor degree and 138(69 %) respondents are master degree. The majority of master degree the following figure 4.3 shows the graph of table 4.3

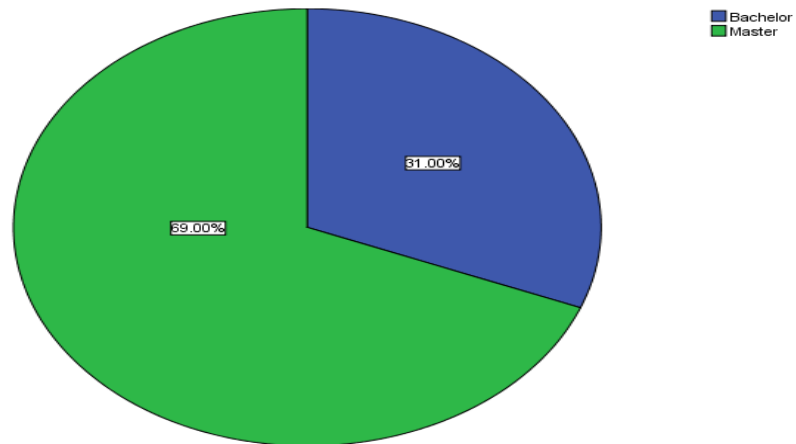


Figure 4.3 Educational level of respondents

### 4.3.4 Which advertising media gets your attention?

Table 4.4 which advertising media gets respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid T.V	58	29.0	29.0	29.0
Radio	48	24.0	24.0	53.0
Internet	68	34.0	34.0	87.0
Newspaper	26	13.0	13.0	100.0
Total	200	100.0	100.0	

The above Table 4.4 shows 58 (29%) respondents use T.V, and next respondents 48(24 %) respondents use Radio, the next respondents 68(34 %) respondents use internet, the next respondents 26(13 %) respondents use newspaper. the following figure 4.4 shows the graph of table 4.4



Figure 4.4 which advertising media gets your attention?



### 4.3.5 Which is your level satisfaction after purchasing an advertised product?

Table 4.5 which is your level satisfaction after purchasing an advertised product

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid Satisfied</i>	49	24.5	24.5	24.5
<i>Neutral</i>	69	34.5	34.5	59.0
<i>Unsatisfied</i>	52	26.0	26.0	85.0
<i>Very Satisfied</i>	30	15.0	15.0	100.0
<i>Total</i>	200	100.0	100.0	

The

above Table 4.5 shows 49 (24.5 %) respondents use satisfied, and next respondents 69(34.5 %) respondents use neutral, the next respondents 52(26 %) respondents use unsatisfied, and last respondents 30(15 %) respondents use very satisfied. the following figure 4.5 Shows the graph of table 4.5

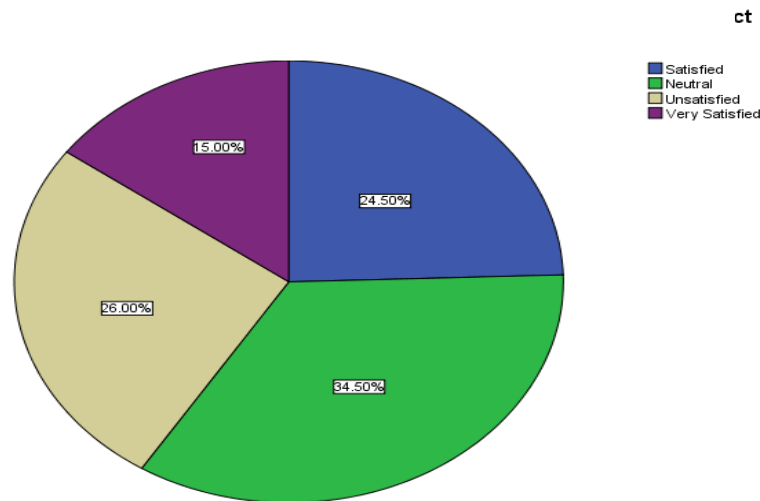


Figure 4.5 which is your level satisfaction after purchasing an advertised product

### 4.3.6 Do you buy products based anything on advertisement?

Table 4.6 Do you buy products based anything on advertisement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometime	39	19.5	19.5	19.5
	Most times	74	37.0	37.0	56.5
	Yes	65	32.5	32.5	89.0
	No	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

The above Table 4.6 shows 39(19.5 %) respondents use sometime, and next respondents 74(37 %) respondents use most times, the next respondents 65(32.5 %) respondents use Yes, and last respondents 22(11 %) respondents use No. the following figure 4.6 Shows the graph of table 4.6

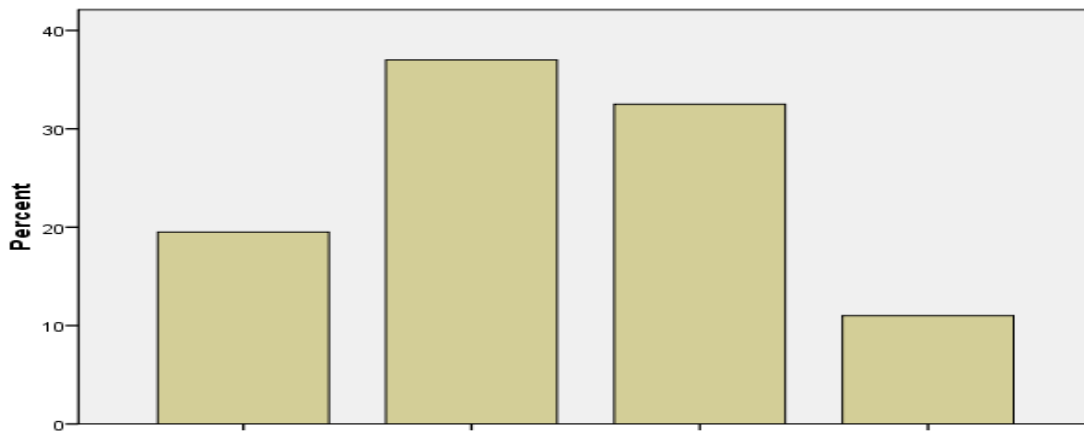


Figure 4.6 Do you buy products based anything on advertisement

### 4.3.7 Which times of the day are you often loss to advertisements?

Table 4.7 which times of the day are you often loss to advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morning	29	14.5	14.5	14.5
	Afternoon	63	31.5	31.5	46.0
	Evening	75	37.5	37.5	83.5
	Late Night	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

The above Table 4.7 shows 29(14.5 %) respondents use Morning, and next respondents 63(31.5 %) respondents use Afternoon, the next respondents 75(37.5 %) respondents use Evening, and last respondents 33(16.5 %) respondents use Late night. the following figure 4.7 Shows the graph of table 4.7

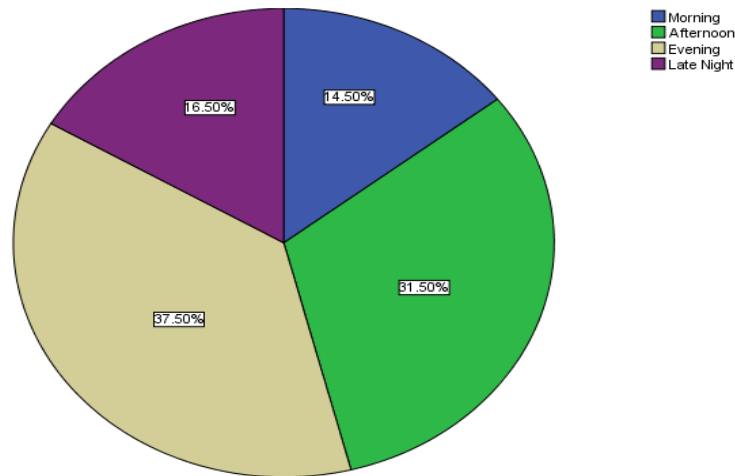


Figure 4.7 which times of the day are you often loss to advertisements

### 4.3.8 How long have you been using product advertising

Table 4.8 How long have you been using product advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Year	37	18.5	18.5	18.5
	2 Years	77	38.5	38.5	57.0
	3 Years	64	32.0	32.0	89.0
	4 Years	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

The above Table 4.8 shows 37(18.5 %) respondents use 1 year, and next respondents 77(38.5 %) respondents use 2 years, the next respondents 64(32 %) respondents use 3 years, and last respondents 22(11 %) respondents use 4 years. the following figure 4.8 Shows the graph of table 4.8

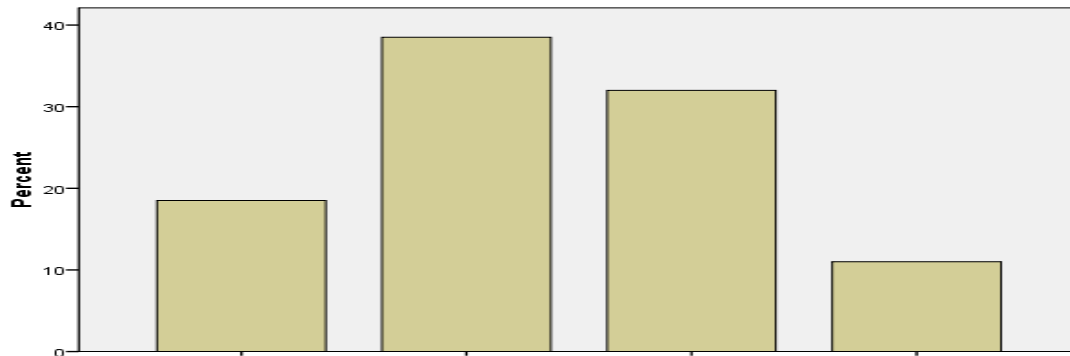


Figure 4.8 How long have you been using product advertising

### 4.3.9 which of these factors influence your purchasing of product

Table 4.9 which of these factors influence your purchasing of product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Quality	47	23.5	23.5	23.5
Brand	62	31.0	31.0	54.5
Familiar	51	25.5	25.5	80.0
Interesting	40	20.0	20.0	100.0
Total	200	100.0	100.0	

The above Table 4.9 shows 47(23.5 %) respondents use Quality, and next respondents 62(31 %) respondents use Brand, the next respondents 51(25.5 %) respondents use Familiar, and last respondents 40(20 %) respondents use interesting. the following figure 4.9 Shows the graph of table 4.9

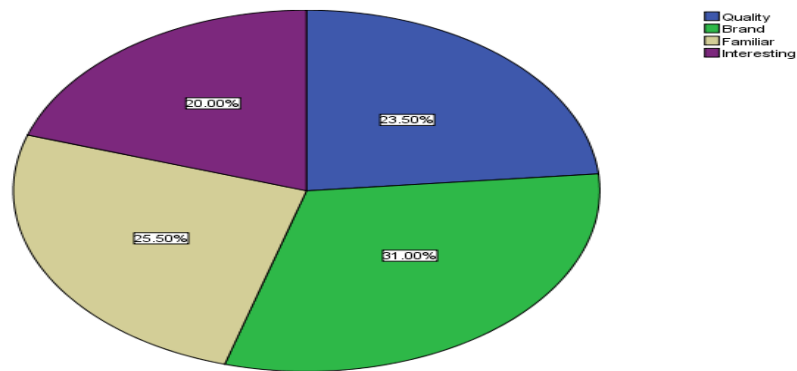


Figure 4.9 which of these factors influence your purchasing of product

### 4.3.10 Please indicate advertising help to raise our standard of living

Table 4.10 please indicate advertising help to raise our standard of living

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	36	18.0	18.0	18.0
Disagree	65	32.5	32.5	50.5
Neutral	65	32.5	32.5	83.0
Strongly disagree	34	17.0	17.0	100.0
Total	200	100.0	100.0	

The above Table 4.10 shows 36(18%) respondents use Strongly agree, and next respondents 65(32.5%) respondents use Disagree, the next respondents 65(32.5%) respondents use Neutral, and last respondents 34(17 %) respondents use Strongly disagree. the following figure 4.10 Shows the graph of table 4.10.

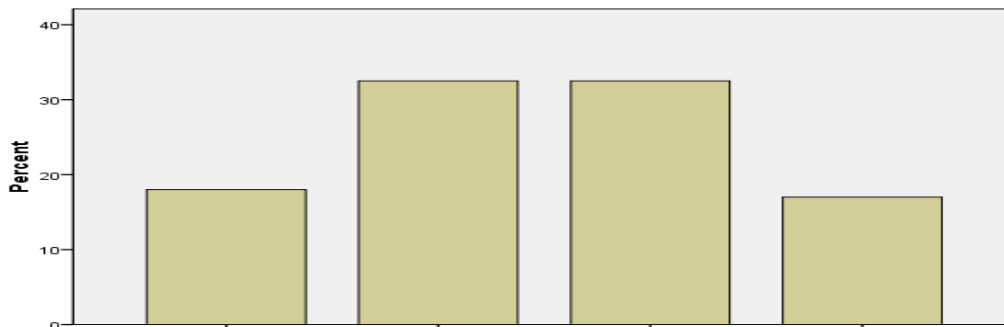


Figure 4.10 please indicate advertising help us to raise our standard of living

### 4.3.11 Do you think advertisements offers with evidence you required?

Table 4.11 Do you think advertisements offers with evidence you required

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	31	15.5	15.5	15.5
	Rarely	74	37.0	37.0	52.5
	Sometimes	63	31.5	31.5	84.0
	Often	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

The above Table 4.11 shows 31(15.5%) respondents use Not at all, and next respondents 74(37%) respondents Rarely, the next respondents 63(31.5%) respondents use Sometimes, and last respondents 32(16 %) respondents use Often. the following figure 4.11 Shows the graph of table 4.11.

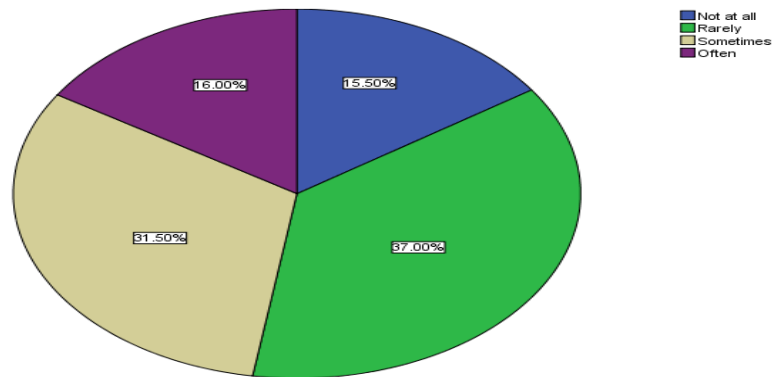


Figure 4.11 Do you think advertisements offers with evidence you required

### 4.3.12 Who influences your purchase Decision

Table 4.12 Who influences your purchase decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self	45	22.5	22.5	22.5
Friends	85	42.5	42.5	65.0
Parents	44	22.0	22.0	87.0
Advertisements	26	13.0	13.0	100.0
Total	200	100.0	100.0	

The above Table 4.12 shows 45(22.5%) respondents use Self, and next respondents 85(42.5%) respondents Friends, the next respondents 44(22%) respondents use Parents, and last respondents 26(13%) respondents use advertisements. the following figure 4.12Shows the graph of table 4.12

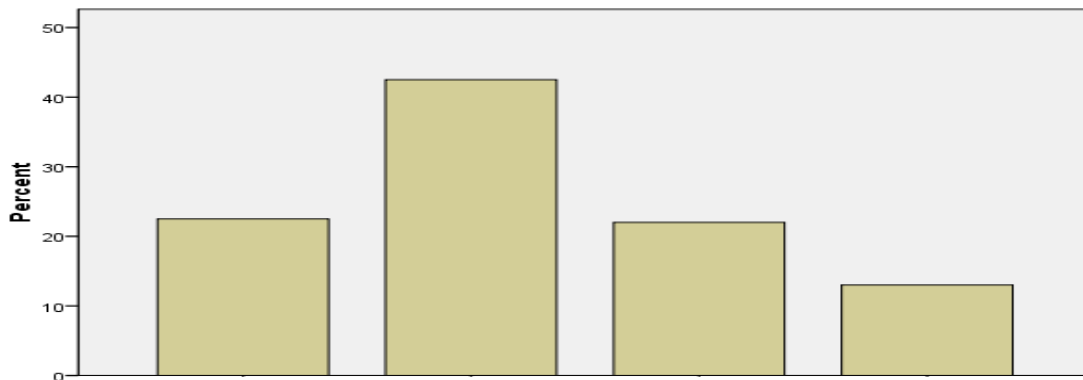


Figure 4.12 who influences your purchase decision



### 4.3.13 Do you think advertisement is important

Table 4.13 Do you think advertisement is important

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	66.0	66.0	66.0
	No	68	34.0	34.0	100.0
	Total	200	100.0	100.0	

The above Table 4.13 shows 132(66%) respondents use Yes, and next respondents 68(34%) respondents No. The following figure 4.12Shows the graph of table 4.12

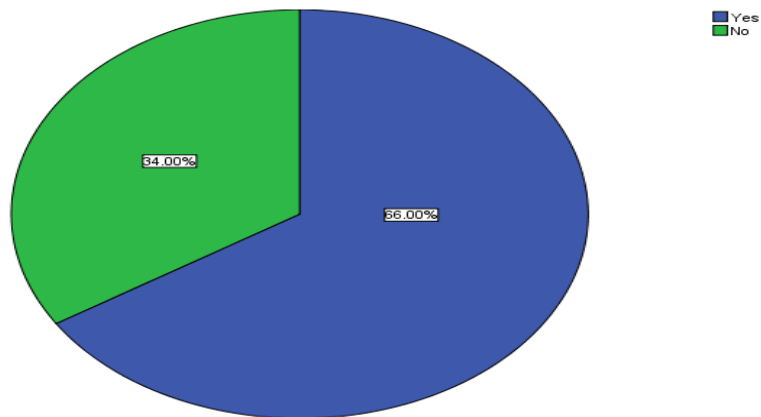


Figure 4.13 Do you think advertisement is important

### 4.3.14. Advertising allows creators to appreciate financial of great measure

Table 4.14 Advertising allows creators to appreciate financial of great measure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	50	25.0	25.0	25.0
	Good	76	38.0	38.0	63.0
	Average	58	29.0	29.0	92.0
	Poor	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The above Table 4.14 shows 50 (25%) respondents use Excellent, and next respondents 76(38%) respondents Good, the next respondents 58(29%) respondents use Average, and last respondents 16(8%) respondents use Poor. the following figure 4.14Shows the graph of table 4.14

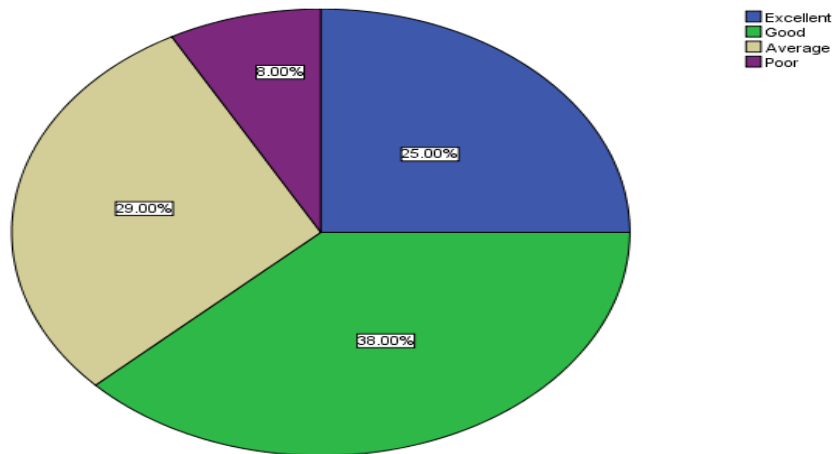


Figure 4.14 Advertising allows creators to appreciate financial of great measure

### 4.3.15 Certain advertisements in the company cannot be seen or hear of parents

Table 4.15 Certain advertisements in the company cannot be seen or hear of parents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	100	50.0	50.0	50.0
Disagree	100	50.0	50.0	100.0
Total	200	100.0	100.0	

The above Table 4.15 shows 100(50%) respondents use Agree, and next respondents 100(50%) respondents Disagree. The following figure 4.15 Shows the graph of table 4.15.

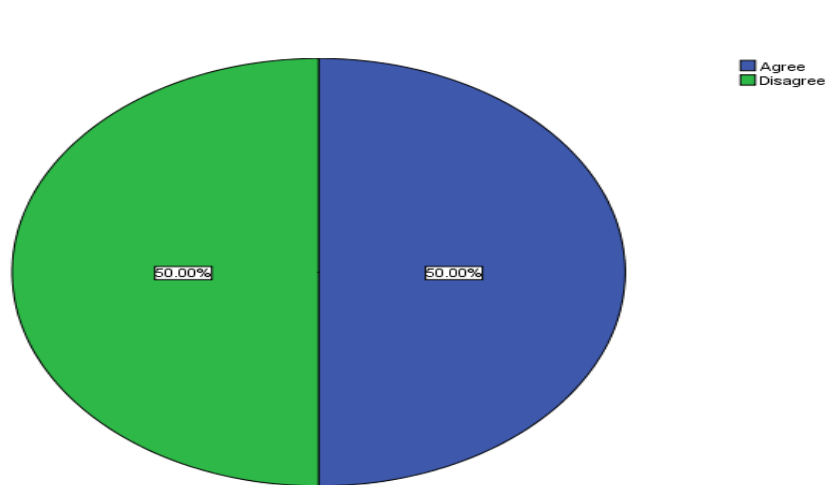


Figure 4.15 certain advertisements in the company cannot be seen or hear of parents

### 4.3.16. Advertisement is a strong instrument into Clients purchasing influence?

Table 4.16 Advertisement is a strong instrument into Clients purchasing influence

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	29	14.5	14.5	14.5
Agree	96	48.0	48.0	62.5
Strongly agree	61	30.5	30.5	93.0
Disagree	14	7.0	7.0	100.0
Total	200	100.0	100.0	

The above Table 4.16 shows 29 (14.5%) respondents use Undecided, and next respondents 96(48%) respondents Agree, the next respondents 61(30.5%) respondents use Strongly agree, and last respondents 14(7%) respondents use Disagree. the following figure 4.16 Shows the graph of table 4.16

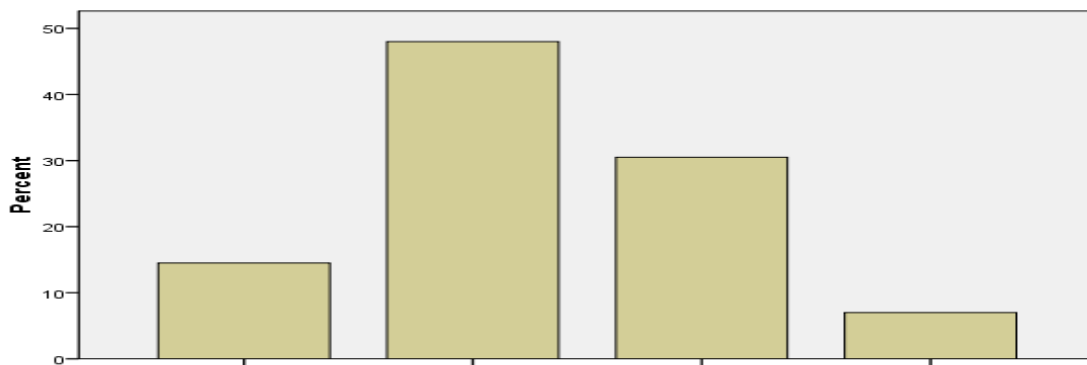


Figure 4.16 Advertisement is a strong instrument into Clients purchasing influence

**4.3.17. A company must consider their financial status before embarking on advertisement?**

Table 4.17 a company must consider their financial status before embarking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	101	50.5	50.5	50.5
	No	99	49.5	49.5	100.0
	Total	200	100.0	100.0	

the above Table 4.17 shows 101(50.5%) respondents use Yes, and next respondents 99(49.5%) respondents No. The following figure 4.17 Shows the graph of table 4.17.

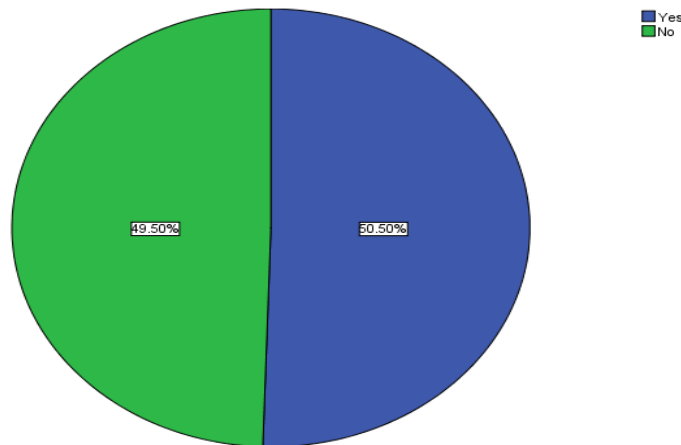


figure 4.17 a company must consider their financial status before embarking on advertisement

**4.3.18. Have you purchased any product recently after coming the advertisement?**

Table 4.18. Have you purchased any product recently after coming the advertisement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	35	17.5	17.5	17.5
	Sometimes	104	52.0	52.0	69.5
	Rarely	42	21.0	21.0	90.5
	Most times	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

The above Table 4.18 shows 35 (17.5%) respondents use Daily, and next respondents 104(52%) respondents sometimes, the next respondents 42(21%) respondents use Rarely, and last respondents 19(9.5%) respondents use Most times. the following figure 4.18 Shows the graph of table 4.18

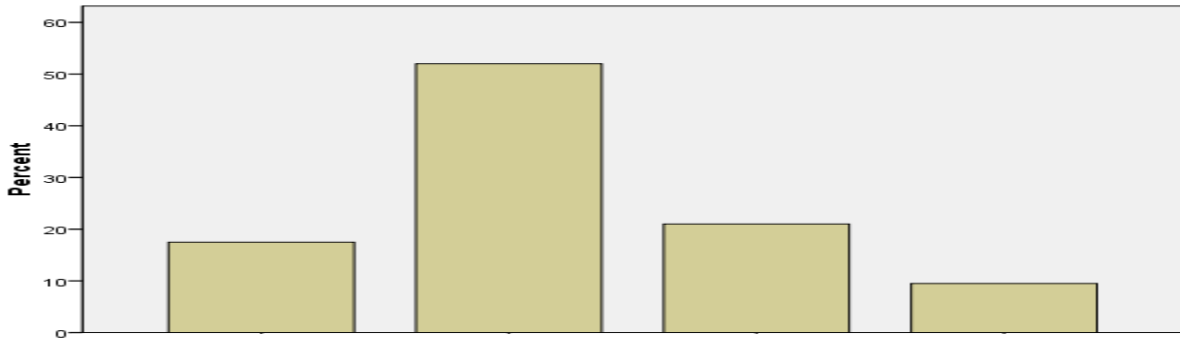


Figure 4.18 Have you purchase any product recently after coming the advisement

### 4.3.19. Do you believe advertising messages?

Table 4.19 Do you believe advertising messages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	45.0	45.0	45.0
	No	110	55.0	55.0	100.0
	Total	200	100.0	100.0	

The Table 4.19 shows 90(45%) respondents use Yes, and next respondents 110(55%) respondents No. The following figure 4.19 Shows the graph of table 4.19.

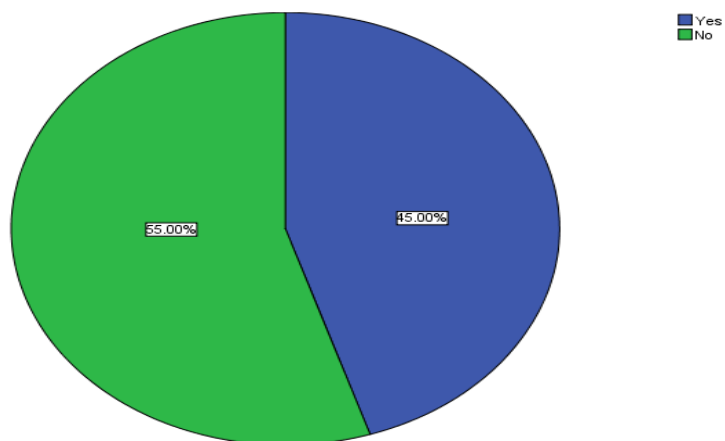


Figure 4.19 Do you believe advertising message

**4.3.20. How do you rate yourself for money spent on buying products that make advertising?**

Table 4.20. How do you rate yourself for money spent on buying products that make advertising?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Heavy	37	18.5	18.5	18.5
Average	101	50.5	50.5	69.0
Moderate	48	24.0	24.0	93.0
Don't spent	14	7.0	7.0	100.0
Total	200	100.0	100.0	

The above Table 4.20 shows 37(18%) respondents use Heavy, and next respondents 101(50.5%) respondents Average, the next respondents 48(24%) respondents use Moderate, and last respondents 14(7%) respondents use Don't spend. the following figure 4.20 Shows the graph of table 4.20

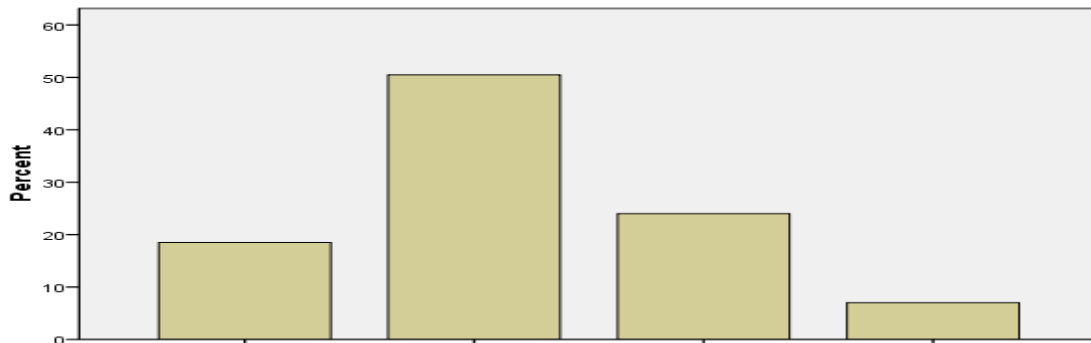


Figure 4.20 How do you rate yourself for money spent on buying products that make advertising



### 4.3.21 Advertising rises the amount of periods operated for every day?

Table 4.21. Advertising rises the amount of periods operated for every day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	42	21.0	21.0	21.0
	Often	75	37.5	37.5	58.5
	Sometimes	60	30.0	30.0	88.5
	Never	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

The above Table 4.21 shows 42(21%) respondents use Always, and next respondents 75(37.5%) respondents Often, next respondents 60(30 %) respondents use Sometimes, and last respondents 23(11.5%) respondents use Never. the following figure 4.21 Shows the graph of table 4.21

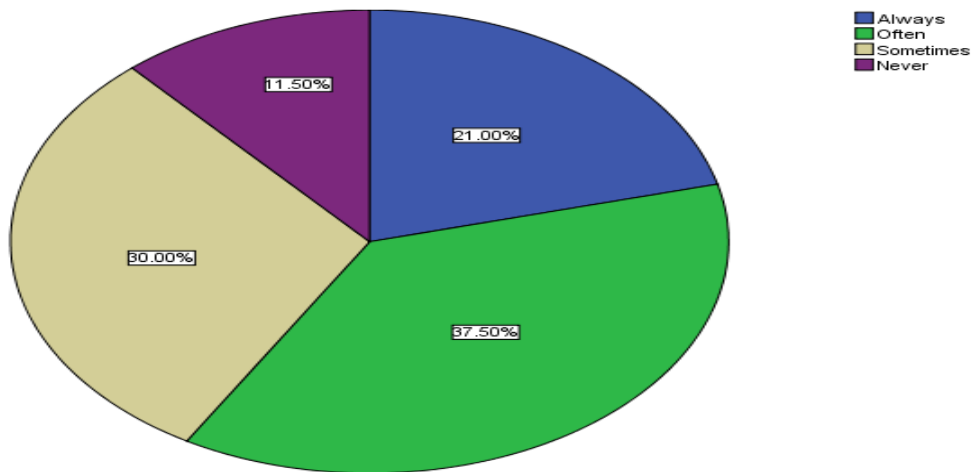


Figure 4.21. Advertising rises the amount of periods operated for every day

### 4.3.22 Client's trust can be more certain complete reliable advertising

Table 4.22. Client's trust can be more certain complete reliable advertising.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	81	40.5	40.5	40.5
No	119	59.5	59.5	100.0
Total	200	100.0	100.0	

The above Table 4.22 shows 81(40.5%) respondents use Yes, and next respondents 119(59.5%) respondents use No. the following figure 4.20 Shows the graph of table 4.22

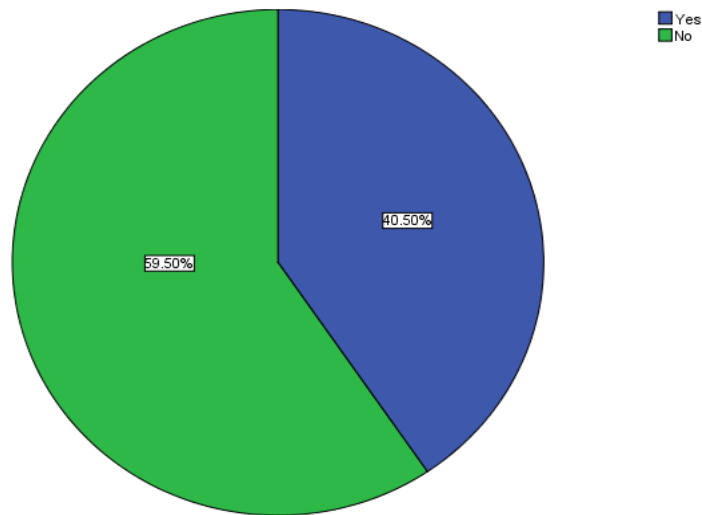


Figure 4.22 Client's trust can be more certain complete reliable advertising.

**4.3.23. Advertising is influence device of reaching and encouraging huge listeners?**

Table 4.23 Advertising is influence device of reaching and encouraging huge listeners

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	11.5	11.5	11.5
	Disagree	63	31.5	31.5	43.0
	Agree	73	36.5	36.5	79.5
	Strongly agree	41	20.5	20.5	100.0
	Total	200	100.0	100.0	

The above Table 4.23 shows 23(11.5%) respondents use strongly disagree, and next respondents 63(31.5%) respondents Disagree, the next respondents 73(36.5%) respondents use Agree, and last respondents 41(20.5%) respondents use strongly agree. the following figure 4.23 Shows the graph of table 4.2

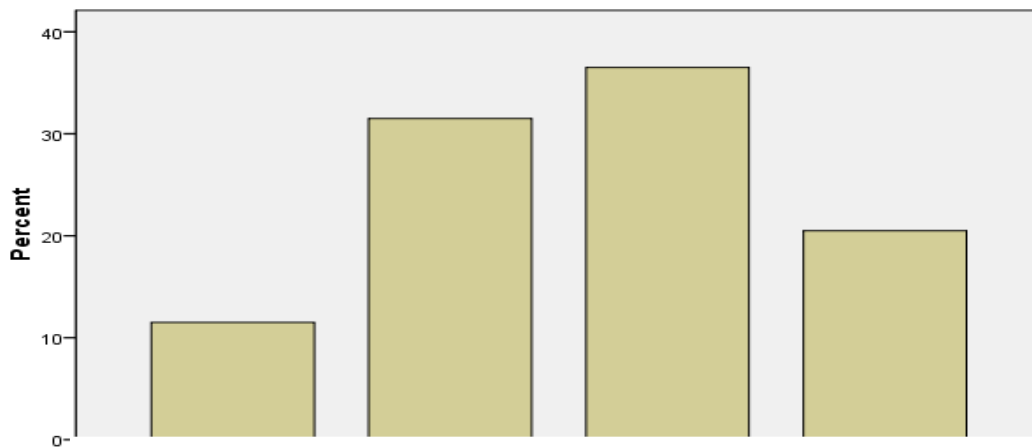


Figure 4.23 Advertising is influence device of reaching and encouraging huge listeners

4.3.24 Clients can often become victims to advertising the purchase of unnecessary item Table  
 4.24 Clients can often become victims to advertising the purchase of unnecessary item

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	109	54.5	54.5	54.5
No	91	45.5	45.5	100.0
Total	200	100.0	100.0	

The Table 4.19 shows 109(54.5%) respondents use Yes, and next respondents 91(45.5%) respondents No. The following figure 4.24 Shows the graph of table 4.24.

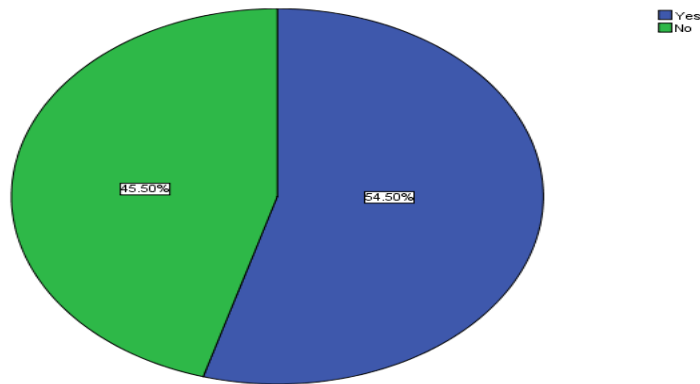


Figure 4.24. Clients can often become victims to advertising the purchase of unnecessary item

#### **4.4 Summary**

This chapter I discussed outcomes of the examination of the shown and the outcomes of the study include examination of experimental outcomes, and also graphic analysis, this research Questions get good answers that makes study to become supportive the output of this graphic and rate examination.

**CHAPTER FIVE**  
**SUMMARY OF THE STUDY, CONCLUSION**  
**AND RECOMMENDATIONS**

**5.1 Introduction**

In this chapter will discuss the discoveries of the results, conclusion and recommendation of this education, fist it will be discussed the major finding of every study as complete in the study objectives, second the conclusion from the results of study finally the researcher will suggest recommendation of this study and areas future research

**5.2 Summary of study**

After findings the researcher focused on to discuss the questions asked the respondent.

**5.2.1 Advertising is influence device of reaching and encouraging huge listeners?**

About 11.5% student of Daffodil International University strongly disagree to reaching advertising large audiences, and other group 31.5% Disagree to reaching advertising large audiences, and other group 36.5% was the highest with Agree to reaching advertising large audiences, and last group 20.5% strongly agree to reaching the advertising large audiences

**5.2.2 Advertisement is strong tool into clients buying power?**

About 14.5% respondents of student use Undecided clients buying power is strong tool, and other group of students 48% Agree clients buying power is strong tool, and other student 30.5% Strongly agree clients buying power is strong tool, and last group 7% Disagree clients buying power is strong tool.

**5.2.3 Do you think advertisement is important?**

About 66% students of Daffodil International University Use Yes importance of advertising, and other group 34% student of Daffodil International University use No importance of advertising.

**5.2.4 Advertising allows creators to appreciate financial of great measure**

Approximately 25% student use Excellent to enjoy economic of large scale on producer, and other group 38% student use Good to enjoy economic of large scale on producer, and other group 29% student use Average to enjoy economic of large scale on producer, and last group 8% student use Poor to enjoy economic of large scale on producer.

### **5.2.5 Who influences your purchase Decision**

Approximately 22.5% students of Daffodil International University have self-influence the purchase decision, and other group 42.5% students of Daffodil International University have Friends influence the purchase decision, and other group 22% students of Daffodil International University have Parents influence the purchase decision respondents use Parents, and last group 13% students of Daffodil International University have advisement influence the purchase decision.

### **5.3 Conclusion**

The result from the findings of this study indicate that advertising has vital level of influence within the client's decision to purchase, advertising may serve as design to tell or inform clients of the existence of product however the purchase decision needs over than that after purchase the buyer begin evaluating the product to establish if its actual performance meet expected thing. The clients must be satisfied and completely certain with all different factors such as product quality and different requirement actions towards the product companies should improve on their service and be additional involved with giving adequate information in advertisements to be able to meet the expectations of potential Clients.

### **5.4 Recommendation**

Based on the findings of this study, the following recommendations were made product especially company's advertising works and impact client purchase in the long run.

- A company must consider their financial status before embarking on advertisement.
- Firms it required to increase their advertising budget and make advertising lively for clients to associate this will definitely have impact on the purchase product.
- clients should be considered as factors of production they need to be informed about products and until that is done the products of firms.
- Finally, it is suggested that Clients can often become victims to advertising the purchase of unnecessary item, the company should also to make regularly examine their products.

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## Appendices

1. What is your gender?  Male  Female
2. What is your age?  18-20  21-25  Above 26
3. What is your Degree?  Bachelor  Master  PHD
4. Which advertising media gets your attention?  
 T.V  Radio  Internet  Newspaper
5. What is your level satisfaction after purchasing an advertised product?  
 Satisfied  Neural  Unsatisfied  Very satisfied
6. Do you buy products based anything on advertisement  
 Sometime  most times  Yes  No
7. Which times of the day are you often loss to advertisements?  
 Morning  Afternoon  Evening  Late night
8. How long have you been using product advertising?  
 1 year  2 years  3 years  4 years
9. Which of these factors influence your purchasing of product?  
 Quality  Brand  Familiar  interesting
10. Please indicate advertising help us to raise our standard of living?  
 Strongly Agree  Disagree  neutral  strongly disagree
11. Do you think advertisements offers with evidence you required?  
 Not at all  rarely  Sometimes  Often
12. Who influences your purchase Decision?  
 Self  Friends  parents  advertisement
13. Do you think advertisement is important?  
 Yes  No

14. Advertising allows creators to appreciate financial of great measure?

Excellent  Good  Average  Poor

15. Certain advertisements in the company cannot be seen or hear of parents?

Agree   Disagree

16. Advertisement is a strong instrument into Clients purchasing influence.?

Undecided  Agree  Strongly agree  Disagree

17. A company must consider their financial status before embarking on advertisement?

Yes  No

18. Have you purchased any product recently after coming the advertisement?

Daily  Sometimes  rarely  Most times

19. Do you believe advertising messages?

Yes  No

20. How do you rate yourself for money spent on buying products that make advertising?

Heavy  Average  moderate  Don't spent

21. Advertising rises the amount of periods operated for every day?

Always  Often  Sometimes  Never

22. Client's trust can be more certain complete reliable advertising?

Yes  No

23. Advertising is influence device of reaching and encouraging huge listeners?

Strongly Disagree  Disagree  Agree  Strongly agree

24. Clients can often become victims to advertising the purchase of unnecessary item?

Yes  No