

# **The Advertisement Practice and Audience Reaction towards it: The case of Oromia Television.**

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## **ABSTRACT**

The main aim of the study was to examine the advertisement practices of Oromia Television and audience reaction with the theoretical foundation of encoding and decoding and situational ethical theory. The study of the research employed descriptive design involving both quantitative and qualitative approaches.

Data were qualitatively collected through in-depth interview and questionnaire with open and close ended questions. Besides, purposive sampling method was employed to select the respondents of the study. The data obtained from conducted interview were analyzed qualitatively. In the study, the data which were gathered through document review basically ethical guideline and sample of broadcast ads, were presented in the forms of descriptive and the responses of the audience were presented in the form of the tables and chart with frequency and percentage. Finally, this data were analyzed quantitatively. Through the help of above methods the research answered four basic research questions.

The findings of the study revealed that Oromia Television advertisement manual which has produced by Oromia Television and which were not given more attention to the problem (Marketing concept and professionalism) of advertisement ethics. The procedures more of followed by conducting advertisement focused on revenue generation. And the findings of the study also revealed that most of ads have the problem of imitation from local and foreign language, this leads the advertisement practices of Oromia Television to standardization, similarly the practices are not understandable, the advertisement message is not adequate and some advertisement messages have no logical link with the product or products being communicated and advertisements transmitted on Oromia Television are unreliable, exaggerated and deceptive information.

Based on these indications the study concludes that there are problems of ethics in Oromia Television advertisement which have been resulted from many factors. Oromia Television advertisement practices have negative influence on purchasing decisions of the audiences. Finally, great attention should be given for improvement of the advertisement practices of Oromia Television.

## **1. 1 Introduction**

Advertisement is the process of communicating the most persuasive selling message possible to the right potential and attracting the traditional consumer of products or services at the right time and place at least with possible cost. Similarly, advertisement acts as a communicating bridge between producer and consumer. As advertisement continues to connect the producers and consumers the industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society (Schudson & Michael, 1984).

In relation to expansion of industrialization and marketing human being interest increase from time to time and they are always face situations where they have to take decisions, and decide what is right and wrong in our day to day action and are always faced with the debate of what is moral or immoral, ethical or unethical and according to the perception of each individual, the right decision from their point of view is made (Schudson & Michael, 1984: 6-7).

The expansion and increase of marketing concept is nothing without the creative ways of communication. Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief, that advertisements nowadays deeply affect the ways people perceive themselves and the world surrounding them, including crucial actions and behaviors. For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably (Foley et al., 2005).

Similarly, Clow & Baack, (2007) stated, advertising due to the difficult equation between both ends of the marketer's responsibility, some actions (like certain Ads), have led to the creation of new laws and regulations regarding the world of advertising. In order to have a better understanding of the situation, need to further explore the world of advertisements, the appeals used, the targeted decision making components and the effects of Ads on the targeted consumer as a whole.

Advertising can't survive and grow unless with focuses on effectiveness, all advertisers expect specified results

on the basis of defined goals (Delton, 2006). Specific areas of effective advertising, first satisfying customer needs through fascinating them and offering relevant messages to them, and the other: advertising should meet the goals of advertisers (Ramalingam et al., 2006).

As Mohammadi, (2000) states in his Book of Proceedings of the American Society of Business and Behavioral Sciences, advertising goods and services, per se, does not conflict with the ethics, but two problems would destabilize this sentence.

One is about the tools and consequences of advertisement, and other is about the vulnerable groups of society to advertisement. It creates ethical problems. Also lower strata of society affected by the desire to get the goods advertised may commit to unethical behaviors another problem is about advertising the special cases which may have ethical in habitations (Mohammadi, 2000:205).

Since 1992, Ethiopia has undertaken economic reform that transformed the economy from the centrally planned command economy to marketed oriented economy. The economic reform has been undertaken by the governments by adopting the structural adjustment program. The current economic policy of the country encourages the private sector and any public enterprises have been privatized. The changes of economic policy of the country have great role for the developments of advertising industry.

In market oriented economy competition is very high. Thus, business organizations operate under continuous competition to sell their products/services. Competition involves provision of quality products/ services, low prices and better customer handling. In Ethiopia the concept of marketing and competition is at its infancy stage. Therefore, the purpose of this paper is to assess the advertisement practices of Oromia Television and the audience reaction.

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### **1.2 Statements of the Problem**

Creating effective communication with customers is the most important aspect in services marketing. To date with creating effective communication still have poor understanding of the role of effective communication with customers in attracting and maintaining prospective and present customers. Advertising has the potential to inform the masses, present and prospective consumers about the goods and services of a company and force them to visit the company's manufacturing and/or distribution centers for further information and making purchase decisions (Leiss et al., 1986).

Advertisements for services should provide symbols, or tangible cues, as concrete signals of the service's abstract attributes (Iacobucci, 2002). Thus communicating and convincing customers to buy service products is by far more challenging than selling manufacturing products. Personal selling, in turn, has the potential and opportunity to persuade those who can come to the company's office with background information about the service from company advertisement by responding to customers' questions and doubts about the service. As it is very important and decisive to evaluate the effectiveness of any business activity so does to evaluate the effectiveness of marketing communications elements. The main thing here is that the question how we can evaluate the effectiveness of these marketing communication tools.

Though there are many ways to assess the effectiveness of advertising and personal selling, the researcher would like to concentrate on what these activities add to make Oromia Television communication with its customers more effective. In light with this the assessment of the Oromia Television advertising and personal selling primarily and dominantly concentrated on the communication effects. Advertising involves making decisions on the five Ms-mission, message, media, money, and measurement (Kotler, 2001).

Television is a unique and powerful advertising medium as it contains the elements of sight, sound, and motion to create a variety of advertising appeals and executions (Belch & Belch, 2004: 286). Radio, in contrast, has a limited sense-appeal as it only contains the element of sound. This broadcast medium, despite its setback, remains an excellent reminder and support medium that is estimated to "touch the lives" (Brewer, 1998: 222).

Today commercial has become a reality that imposes itself on all and have a profound impact on economic, cultural, social, and political dimensions of community. Especially as the commercial media has become one of the main financial sources of and has motivated media competition in the uptake and release of commercial advertisement.

On the other hand with respect to traditional and ethical principles and esteeming these factors in the commercial advertising is very important. It should be noted that today, advertisement as one of the most important tools to advance the promotional activities, is one of the four components of the marketing mixture which has imposed very expensive costs on firms. So that industries and firms in the West have paid more attention to introduction of their products or their organizations through advertising in recent years (Edward G & Crompton Mc., 2004).

Today promoting the reputation of a firm is very important for any business. Especially in advertising by the advertisement campaigns is gaining more importance (Friedman, 1962). Unfortunately, some evidences show

most of these ads hurt consumers (Wells et al., 1998). Although the advertising agencies are concerned about the large amounts of advertising practices that are inconsistent with norms and ethics, continue to exploit and enhance their company reputation.

Therefore, the purpose of this research is to assess the advertisement practices in Oromia Television and the audience reaction to the advertisements. Studies conducted in Ethiopia as to my knowledge focused only on the quality of Ethiopian Television advertisement (Yohannes, 2002). Finding of this researcher indicated the qualities of ETV advertisement are inadequate in terms of the cues communicated and most ads are difficult to understand and this problem arises from lack of clarity and lack of professional in touch.

The second research done in Ethiopia focuses on the quality of internet advertisement in Ethiopia (Tarekegn, 2008). The finding of this research indicated that consumers are generally disappointed with the qualities of internet advertisement in Ethiopia, because of too much exaggeration, silly, ridiculous, false and misleading information. Specifically, the researcher believes this research fully in touch the practices of advertisement and audience reaction towards ads and solves the problem of seeing only one part (only from the audience's perspective). Hence this study is intended to try to bridge this gap that focus only on the audience perspective. The focus of the researcher was on advertisement practice and audience reaction.

### **1.3 Objectives of the Study**

The main objective of the study is to examine the advertisement practices of Oromia Television and audience's reaction to the practices

#### ***Specific Objectives***

**The specific objectives of the study are to:**

1. Investigate whether Oromia Television has codes of conduct for advertisement
2. Examine the practice of Oromia Television advertisement in line with the Federal Advertisement Proclamation.
3. Identify the view of audiences over the ways advertisement practice in Oromia Television.

#### **1.4 Basic Research Questions**

The research is designed to answer the following questions:

1. Does Oromia Television have standards of conduct/guideline/ to make advertising?
2. Are the ways of advertisement practiced on Oromia Television according to the norms the society?
3. Has Oromia Television done Audience analysis on advertisement practice of their own?
4. Do customers rely on Oromia Television advertisements?

#### **1.5 Scope of the Study**

The scope of the study is to know actual practices of advertisement in Oromia Television and the reaction of audience towards it. Documents Review (ethical guideline and eight sample broadcast ads) were used to. The target population of the study was Adama and Ambo residents.

#### **1.6 Significances of the Study**

The researcher believes that the finding of this research can serve as a resource for those who want to conduct their study in the areas of advertisement. The research may also benefit Oromia Television and advertising agencies to correct problems and work according to the advertisement ethics.

#### **1.7 Limitation of the Study**

On the course of conducting the research the researcher encountered some challenges that could limit to some degree. First, there was no empirical study conducted regarding practices of advertisement which can serve as a base. Moreover, due to the financial problem the researcher has limited his work to the practice of Oromia Television advertisement and audience reaction.

## **REVIEW OF RELATED LITERATURE**

### **2.1 Introduction**

This part portrays a review of various issues related to the topic. Besides that other issue like Situational ethical theory and Encoding –Decoding theory were discussed serving as a basis of theoretical frameworks for this study. Situation ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they regard as valuable (Joseph F. & Westminster, 1967). In Encoding/Decoding, Hall (1980) proposed a model of mass communication that highlights the importance of active interpretation within relevant codes and which examines the relationship between a text and its audience. Hall states that texts are polysemic, meaning they may be read differently by different people, depending on their identity, cultural knowledge and opinions.

The theory also focuses on Audiences do not comprise a vacuum to be filled by messages. Instead they must be conceived as being psychologically active in their use of the media and the way they react to media content" (2000: 45).

This paper stands by the notion that audiences have different backgrounds and mindsets which influence them

as they engage themselves with the media. This makes audiences potential subjects of mass communication researches, as they (audiences) are capable of providing insights on the varied ways they interpreted media 'texts'.

### **3.1 Research Methods**

To collect the necessary information for the study, both quantitative and qualitative data was employed. As indicated by Michael (2001) the strength of one approach potentially complements the weakness of the others and vice versa. Quantitative method can also help in circumstances where a qualitative method is difficult to administer in a case when study populations are very large. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation of an involvement.

According to Winter (1996) mixture of the qualitative and quantitative methods help to identify their strengths and weaknesses and how their divergent approaches can complement each other. In most cases, the researcher falls to one of the two methods either relying exclusively up on objective survey questionnaire and statistical analysis or using qualitative method, rejecting the quantitative.

According to these researchers, mixed research approach involved philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative method in the research design process. As a method, mixed approach focuses on collecting, analyzing and mixing both qualitative and quantitative data in a single study or series of studies. Generally, the qualitative research method was predominantly used because the document review, content sample of broadcast ads, and the responses of the audience that collected through on open ended question was analyzed through qualitative ways.

### **3.3 Sampling Techniques**

To select the required respondents, the researcher used purposive sampling technique. This technique was employed because it is believed it enables the researcher to select the real television viewing informants based on their background.

All the respondents selected have financial income greater than birr 500 and run a household more than two. The entire respondents group was within the age of 18-30 years. This characteristic was chosen to confirm that these respondents were active consumers and decision makers.

From Ambo and Adama town's 25 residents were selected. Then, the researcher gave the questionnaire for ten individuals from each government employers and residents in general. The researcher selected the government organization workers because of: those employers assigned in Oromia regional state has the skill of Oromiffa language because of this they are understand the language of this media use and capable of assess the message, the other reason were they are educated person and they are capable of critically examine the message.

### **3.4 Sample Sizes**

The purposive sample sizes of the 250 viewers of Oromia Television advertisement from different background were selected. However, these numbers of the respondents were few to represent OTV audience, due to the constraints of time and money the researcher limited the number of respondent to this amount. The allocations of the sample sizes were 115 from Ambo and 135 from Adama.

In this research the researcher used both qualitative and quantitative approaches, with the help of questionnaire primary data were obtained and through the analysis and interpretation was carried out and suitable suggestions were recommended. Some tables and chart are also used to present the results of the study and the others.

### **3.5 Data Collection Techniques**

Data from the Oromia Television Sales and Promotion Manager was collected through in-depth interview and Documents review (ethical guideline and eight sample broadcast ads) were used to obtain more information. In this case, the researcher conducted in-depth interview with Oromia Television Sales and promotion manager.

To know the reaction of Audiences who view OTV advertisement practices, questionnaire was purposely distributed (purposive sampling). The questionnaire has two parts. The first part deals with demographic information of the respondents. The second part focuses on the questions that discuss their overall assessment of Oromia Television. Both close and open ended item were included in the questionnaire. That is to use a question that offers the respondent a variety of different opinions that he/she was invited to agree or disagree with. This is a more reliable way of finding peoples opinion.

### **3.6 Data Analysis Techniques**

As stated earlier, the researcher used both qualitative and quantitative data gathering techniques. Then it was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that was collected by questionnaire have been analyzed by using the percentage and the result was presented in the form of chart and table. The analysis of quantitative data was conducted with the help of SPSS (Statistical Package for Social Sciences) 16.0. Kaiser-Meyer-Olkin measure of sampling adequacy was .857. SPSS were the Program used to process the data for this study. In addition, information through qualitative instrument (in-depth interviews) was analyzed qualitatively. Finally, the two data results were triangulated to complement each other.

## **FINDING OF THE STUDY**

#### 4.1 Introduction

This chapter deals with the presentation and analysis of data and discussion of the result. The study was mainly focused on “Advertisement practices of Oromia Television and audience reaction towards it”.

As it was already mentioned in chapter one, the main objective of this paper is to examine the advertisement practices of Oromia Television and the feeling audiences have towards it. In-depth interview, document analysis (evaluation of ethical guideline with the supports of sample of broadcast advertisement) and questionnaire were used for collecting the research data. To identify the audiences of the program, the research used purposive sampling methods (purposive sampling technique).

The data collected by means of in-depth interview, document analysis and questionnaire are presented and discussed under the following major themes: Practices of advertisement, frequency of watching television advertisement and reaction of the audience to advertisement practices according to their norm.

Based on the discussions in the foregoing chapters that adopt the encoding and decoding theory/ and situational ethical theory and mixed audience research method. The encoding and decoding theory makes audiences potential subjects of mass communication researches, as they (audiences) are capable of providing insights on the varied ways they interpret media ‘texts’ and the second theory, situation ethics is sensitive to circumstances, context, particularity, and cultural traditions.

This chapter also tries to identify whether the research participants watching Oromia Television advertisement practices and documents of their practice (Codes of conduct with the supports of sample of broadcast advertisement) was analyzed to complement each other based on the: how much the advertisements of this media practice has shaped their understanding of marketing, how understandable, interesting and relevant the advertisement practice is to their respective media concerns. The presentations of research data are made based on the degree of relevance and representation of the responses as well as the relative articulation of respondents.

#### 4.2 Data Presentation and Discussion

##### 4.2.1 Document Review (Ethical Guideline with the Supports of Sample of Broadcast Advertisement)

Oromia Television has a body which is concerned with advertisement and promotion. It is organized at service level called Marketing Development and Promotion Director. This body is accountable to the Oromia Radio and Television Organization manager. The service has different sections and divisions organized under it. According to the response of Oromia Radio and Television Sales and Promotion Manager relatively all employees in each department have been assigned to the position based on the required professional skill and educational background with determined job description for each position. All positions and their required skills are already studied and evaluated by Ethiopian Management Institution and approved by Oromia Civil service and Good Governance Bureau.

There is no television advertisement ethical guideline enacted by the government. But to solve the problem related to ethical issues Oromia Television produced by itself a type of guideline and manual for revenue generation that consists of ethical issues in it at the end of 2009. Even after enactment of the manual the problem is not avoided (Marketing concept and professionalism). This is because on one hand the manual has focused on revenue generation rather than regulating ethics and on the other hand, it is not communicated to the concerned body. Moreover, the manual is not binding.

The problem of marketing concept and professionalism is a challenge for the organization according to the responses of the sales and promotional manager of ORTO.

The organization has its own procedures to receive advertising orders. It follows the following procedures while receiving advertisement orders.

1. If it is to transmit the prepared advertisement, production manager receives it by checking its content, legality and duration of the advertising.
2. The second and detailed step is concerned with terms of payment.

More than seven points have been discussed under this step about terms of payment for advertisement.

The general objectives of the manual don’t address the ethical problems. It focuses on income generation. The following are among objectives that were listed in the manual:

- To generate income, so that it enables to improve the quality of its program
- To support the overall economic development and commercial activities of the country.
- To inform the consumer so that they can buy quality products/services
- To create competitive environment/ To ensure that advertisements observe fairness in competition so that consumers need to be informed on choices in the market place and the canons of generally accepted competitive behavior in business are both served

The manual Consists of six chapters out of which only sub-article of one article discusses advertising ethics .The rest of the chapter give more attention to reception, production process of advertisement, transmission time, the case of sponsor and revenue generation.

According to the manual that was produced by OTV, sub-article 1-3 of article one discusses the following ethics



of advertising.

1. The characteristics of products and services should be supported by evidence
2. If the advertiser wants to refer the quality standards of a product he/she should confirm the same by concerned quality standard assurance organization.
3. The advertiser shall be accountable for claims by competitors, individuals, organizations whose images/good will have been violated.
4. Advertisements shall not deceive the consumers. They should present the reality.
5. Oromia Television shall protect children from mental and psychological harm
6. Advertisement shall not copy of each other
7. The use of symbols in advertisement shall not violate the law of the country.
8. Foreign product advertisements shall be produced by Ethiopian actor. Direct translation of voice is forbidden.
9. In direct advertisement of other product is forbidden
10. Advertisement that undermines the religion, ethnicity, language and history of the society is strictly forbidden.

In practice as the researcher examined some of the sample of disseminated advertisement the above basic ethical principles have not been exercised. For example principle number eight violated in Colgate Herbal advertisement, Pepsi, Coca Cola, .....advertisement. The above mentioned products directly disseminated with the language of foreigners through Oromia Television. This means the way (style and culture) the actors (foreign product advertiser's) used to disseminate those products may quite differ from ours. This may create confusion in the society to understand the messages of these products.

When investigating how the creative aspect of advertisements are standardized and adapted, it has been seen that text and voiceovers are frequently adapted, while visual elements, appeals and buying proposals are standardized. Therefore, the international language usage in Oromia Television for advertisement practices are not considered the level of audiences and understandable way for. Thus, standardization comes out as the main choices in the area of international advertising. Understanding the market economies of scale and adaptation on an international level in order for consumers to be able to relate to the advertisement, are essential. The consumer profile is also an important factor to consider when choosing the extent of standardization international advertising.

Similarly, the other problem observed in the above sub-article is the problem of imitation from the local language. Media need their audiences more than audiences need media. The main product issue has to do with the genre of the media service, especially questions of adequate quality and choice for the consumer of content. Since media depend on volunteer choices of their audiences, effectiveness and profit will come together. So cheating to audience is much harmful to the corresponding mass medium itself. Oromia Television exactly copies the style and word by word translation of advertisement from Ethiopia Television.

Some advertisement messages have no logical link with the product or products being communicated. In order to optimize message processing while maintaining attention and arousal, it is important to structure message chronologically, simple syntax, use concrete words and images, and match audio and visual presentations.

Chronological narrative, simple syntax, concreteness, image use, and audio/visual redundancy are the problem that was found in Oromia television practices. Using chronological narrative, simple syntax, concrete words, an image of the product or service advertised, and audio/visual redundancy increase the risk of poor message processing and result in lower levels of recognition for ad information in general.

From the eight sample examined by the researcher the amount of time allocated to advertisements in Oromia Television programs is now limits advertisements commercial television stations to 13 minutes an hour on weekends and 15 minutes an hour on weekdays, though these limits are frequently violated.

Commercial time can be sold in 5 sec, 10 sec, 15 sec, 30 sec. and 1 minute duration but 15 and 30 are the most common as they are easiest to slot in. Programs of 30 minute duration have 22 minutes of program and 8 minutes of commercials. Take into consideration that, between shows, on the half hour, there are about 4 minutes of commercials and station breaks, allow 2 minutes per show time at each end so that leaves 6 minutes per half hour for commercials per half hour episode within the show.

Those 6 minutes are usually cut up into 3"2 minute" breaks. In other words, in every hour, there is 44 minutes of actual show time and sometimes they use up 2 minutes with flashbacks from last.

Just on daytime alone, the researcher figured out there is about 15 minutes of show, followed by 4 minutes of commercials and 1 minute of station breaks.

But the Federal Advertisement Proclamation, Proclamation No.759/2012 Article-17, sub-article-1 Unless it is broadcasting service station established for disseminating advertisement, the time to be allocated by a

broadcasting service for any advertisement including split-screen, and infomercial advertisement, the name, objective, service, goods and similar messages as well as acknowledgement of a sponsor may not exceed:

- a. 20% of its daily or a particular program transmission time;
- b. 15% of a particular program having a transmission time of not more than one hour; or
- c. 12 minutes in a one-hour transmission time.

Oromia Television has not done any audience analysis on advertisement according to the sales and promotion manager. Every marketing campaign and media organizations has to start with an audience analysis. Because of this and other factors Oromia Television is not on the right track in terms identifying for whom the message has reached. The main goals of audience analysis for advertisement practices are to gain an understanding of who could potentially receive the message and to define a specific target audience.

As James (2007:9-17) mentioned in his book of Argumentation, adapting arguments to an audience means that we must know something about the audience we are addressing. The process of audience adaptation begins with an effort to construct an accurate profile of the audience members that considers such factors as their age, race, and economic status; their values and beliefs; and their attitudes toward it and topic. Knowing who the desired audience is will make getting the message to the audience members easier and more effective.

The main unethical problems on Oromia Television advertisement are the following as the researcher analyzed the content of the broadcasted advertisement.

- Exaggeration of the quality service and duration of the product  
 Theoretically, as mentioned in sub-article 4 of the ethical guideline of ORTO the Advertisements shall not deceive the consumers. They should present the reality. However, practically theory was far from the realities. Almost all of the samples of broadcast advertisement were having an exaggeration even if the amounts of exaggeration are different from one another.  
 The reasons for such unethical practice of advertisement are the following as to mention by the Oromia Radio and Television organization sales and promotion manager:
- Lack of advertising experience(Marketing concepts)
- Lack of consumer responsibility on the side of suppliers of the product and advertising agency

Variables	Categories	Frequency	Percent
Age	18-30 years	117	50.6
	31-40 years	74	32.0
	40-50 years	37	16.0
	>50 years	3	1.3
	Total	231	100.0
Sex	Male	118	51.1
	Female	113	48.9
	Total	231	100.0
Educational Background	Diploma	94	40.7
	First degree	122	52.8
	Post graduate	15	6.5
	Total	231	100.0

- Lack of organized consumer society to protect their interests from any violation
- Lack of professionalism both in advertising agency and the media organization from the points of advertisement.  
 The sales and promotion manager of Oromia Radio and Television Organization knows the problem and reasons for the unethical practice of advertisement through the OTV but he did not take any action to solve the problem. Why? He has little background knowledge about marketing because he has assigned to this position from related field to the marketing but the other person who works under the managerial role has background about marketing, in other words it is lack of professionalism.

#### 4.2.2 Responses of Customers/ Consumers

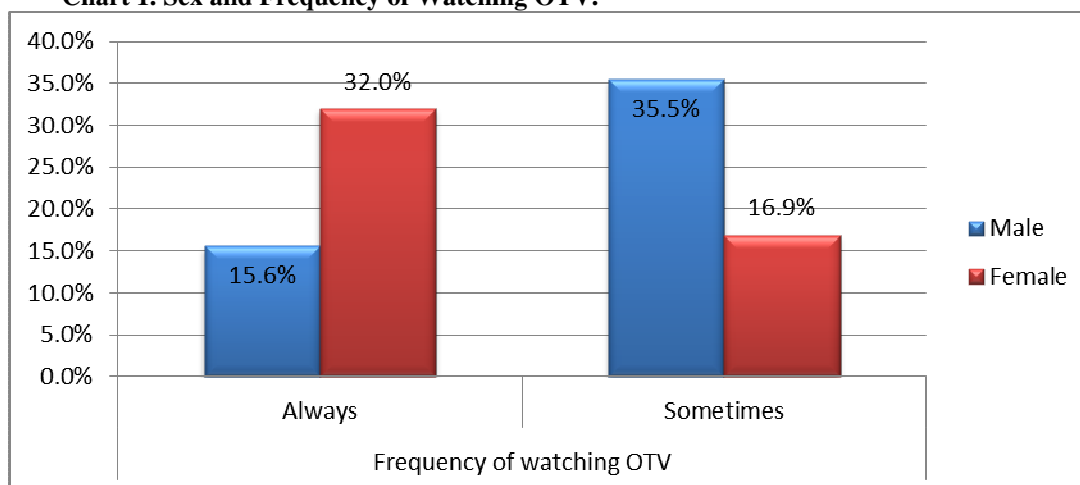
This section presents the analysis of respondents' characteristics in order to have firm ground to determine the feeling of audiences towards OTV advertisement practices. The characteristics of respondents can be observed from different angles taken in to consideration the different dimensions of life. However, treating all the dimensions, in this study, is neither manageable nor pertinent. Consequently, variables such as age, sex and education background are considered in the study. The analysis of these variables was used for analyzing the perceptions of the respondents regarding ethical concerns of Oromia Television. The analysis was conducted

with the help of SPSS (Statistical Package for Social Sciences (SPSS) 16.0. Kaiser-Meyer-Olkin measure of sampling adequacy was .857. Program used to process the data for this study. The respondents participated in the study were 250 in number, Out of this 231 returned. They were from different sexes, age group, and educational background.

**Table1. Demographic Data of the Respondents**

As depicted in Table1above almost half of the respondents are male (51%) and the other half were female (49%), People buy different goods and services over their life time. Their taste for different products such as clothes, furniture, and recreation is also age based. The majority of respondents, i.e. 50.6% fall to the age group of 18-30 years. The next majority which is significant (32%) fall to 31-40 years age group. The rests of the respondents (16%) falls to the age of 40-50 and (1.3%) are in the age of > 50 years respectively. The data shows that majority of the sample population is above 18 and below 40. Again this is an indication that the way an individual in this age group use and evaluate information to make purchasing decision is more or less similar. Education is the other demographic variable worth looking. The respondents have different educational background. Such homogeneity in education level allows seeing how educated people react to the advertisement message of OTV. For example, better educated audiences, as many research shows, prefer two-sided messages that mention both the products benefits and shortcomings. Accordingly, 41% of the respondents were diploma holders, 53% of the respondents were first degree holders and the rest 6.5% of the respondents was post graduate. With the frequency of watching OTV the first degree holder have a habit greater than the others. Almost all of the respondents were government employees this is because the researcher purposely selected the government employees with an assumption that they have ability to evaluate the message that was transmitted through OTV.

**Chart 1. Sex and Frequency of Watching OTV.**



From the total of 250 consumers that have filled questionnaire 15.6% male and 32% female with the total (47.6%) were watching OTV always. Of the respondents (52.4%) were watching OTV sometimes in which (35.5%) are male and (16.9%) were female. The more watching television means the more having chance of watching commercials on television. Almost the numbers of male and female respondents frequently watching OTV advertisements are equal. Even if, the difference in watching always and sometimes is as it is. Both male and female respondents are more patient and loyal almost equal to watching OTV advertisement. All television programs, especially the commercials, affect people of all sex in different ways. Gender wise analysis in chart1 indicates that there is no significant difference in frequency of watching television between Males and Females, with almost equal. This shows no significant difference among males and females with respect watching Television.

**Table 2. Age of respondents \* Frequency of watching OTV Crosstabulation**

			Frequency of watching OTV		Total
			Always	Sometimes	
Age of respondents	18-30 years	Count	53	64	117
		% of Total	22.9%	27.7%	50.6%
	31-40 years	Count	44	30	74
		% of Total	19.0%	13.0%	32.0%



	41-50 years	Count	12	25	37
		% of Total	5.2%	10.8%	16.0%
	>50 years	Count	1	2	3
		% of Total	0.4%	0.9%	1.3%
Total		Count	110	121	231
		% of Total	47.6%	52.4%	100.0%

In terms of income and frequency of watching Oromia Television advertisements, those respondent have fall in different monthly income level as well as different frequency of watching

From 250 respondents filled the questionnaire the ways of presentation of Oromia Television advertisement practice in terms of norm: Majority of the respondent(81.4%) feel that the style of advertisement out of the norm and (18.6%) of them answered advertisement practices in Oromia Television were according to the norms of the society. And the influence this practice have in their purchasing decision were from those answered out of norms of the society(18.2%) always, (61.5%) sometimes. Those who answered the practices are according to norm and the influence of OTV on their purchasing decision are always (4.8%), sometimes (10.0%) and no influence (3.9%) respectively. Dealing with norm concern OTV advertisement is unimportant. The largest portion of the consumers agreed that Oromia Television advertisement practices are not present a true picture of the product advertised, that there is too much exaggeration in television and they also believed that there is a critical need for truth in Oromia Television advertising. More than half of the respondents believed that most of the television advertisements are false and misleading.

Fiske and Hartley (1978, 1980) noted that advertising does not represent the manifest actuality of the society, but rather symbolically reflects the social values. And they pointed out advertising insists on an idealized goal of achieving personal happiness, success and security, and it does this by first depicting a world overrepresented by young, beautiful, successful, happy, wealthy people and then creating a desire in the audience to better their lives or to achieve the desirable attributes of the people in the advertisement, and finally it portrays the product as a bridge towards achieving that goal. However, in order to attract and hold the attention of the potential consumers and create a favorable attitude towards the product, advertising must reflect the cultural values and norms of the society. Therefore, it is possible to gain an insight in to the current social values and norms by analyzing the structures of meaning found in advertisements.

It can be easily seen that majority of the respondents hold negative attitude towards the ethical issues television advertising presently. All of the respondents agreed that to one aspect that while considering the question of unethical practices of Oromia Television, the focus must be to safeguard the interest of buyers at the micro level and the society at the macro level as the satisfaction of the customer is the key to the marketing success.

But some of the respondents (18.6%) believed that the advertisement practices of Oromia Television are within the norms of the society when they compared to the other media in the country. They compare it advertisement practices of Oromia Television only with the dominant Television (ETV) in the country. The traditional public whose life is without many option of other media message has historically viewed advertising in a more positive way in terms of culture, politics, social and economical. Whereas criticisms of advertising have generally originated from the highest socio-economic classes and educated since the earliest days of the modern marketing era and before, lower and middle class people have historically been more positive toward advertising (Bauer & Greyser, 1968 and Fullerton & Nevett, 1986).

Respondents are moderately negative about the promotion of materialism through advertising. They blame advertising for making people buy a lot of things they do not really need. Majority of respondents feel that advertising makes people live in a world of fantasy and it is making us materialistic society, overly interested in buying and owning things. To buy anything is a multifaceted process concerning a number of decisions to be made like what to buy, where to buy, when and how much to buy. The process consists of different stages such as awareness, information, application, trial and adoption. The buyers are aware of the product through one source, yet other sources might provide more information at the information stage. It might still be a different source influencing at the application stage when the purchase is made. Economic competition also depending on the global economic growth between companies a rise is seen from day to day. One of the crucial factors of increasing the competition is type of their products that becomes very similar to each other in the market. It causes to be shown in which aspects the product is chosen by the customers. Therefore the companies try to persuade people that their products are better than similar products. The most well-known way to do this is

through advertising the product. Because it is easier to sell a product if it is known by target consumers. As a fact that choosing a product among alternatives depends on how much information people have about it and thinking of they recognize the product.

Some of the respondents think that advertising benefits the consumer by promoting competition and resulting in better quality of products. They do not concur that advertising results in lower prices. At the same time, however, they do not find it wasteful of economic resources. Rather they strongly feel that advertising helps our nations' economy.

**Table 6. Frequency of Watching OTV \* Extent of OTV Advertisement Influence on purchasing decision cross**

			Extent of OTV advertisement Influence on purchasing decision			Total
			Low	High	Very high	
Frequency of watching OTV	Always	Count	36	70	15	121
		% of Total	15.6%	30.3%	6.5%	52.4%
	Sometimes	Count	17	76	17	110
		% of Total	7.4%	32.9%	7.4%	47.6%
Total	Count	53	146	32	231	
	% of Total	22.9%	63.2%	13.9%	100.0%	

The respondents filled the questionnaire on the extent of advertisement influence their habit of watching OTV and the extent of influence of OTV on their purchasing decision are different. Those who watch always OTV are more exposed to the message and have a great impact on their purchasing decision (52.4%) and those who watch sometimes (47.6%) are less influence than those watch always. The variable that the frequency of purchase increases due to TV advertisements has a significant influence on customers of different gender groups.

**SUMMARY**

Media has a persuasive power on its audiences. One influential way that the media have influence on its audience was through the use of advertisement. The intriguing power employed by advertisements seems capable of influencing and convincing the public to submit to the necessities created by the advertising world around them.

The reality is that advertising is a vital aspect of business and society, and allows necessary communication between industries and their audience. Although advertisers investigate specific ways in order to target a certain audience, using tactics seen as possibly manipulative and corrupt, their intentions are not to instill harm, but to promote and sell their product. This issue seems especially prevalent with the growing and expanding methods of communication accompanying new technologies.

Thus, this study set out to examine the advertisement practices of Oromia Television and audience reaction and it attempted to answer the following basic research questions:

*Does Oromia Television have standards of conduct/guideline/ to make advertising?*

*Are the styles of advertisement practices on Oromia Television according to the norms the society?*

*Has OTV done Audience analysis on advertisement practices of themselves?*

*Do customers rely on Oromia Television advertisements?*

Encoding and Decoding and Situational Ethical theory were employed as the theoretical framework of this study. In terms of encoding and decoding theory the study was based on Hall's conceptualization: "Audiences do not comprise a vacuum to be filled by messages. Instead they must be conceived as being psychologically active in their use of the media and the way they react to media content" (Hall 1980: 45), and in terms of situational ethical theory it was based on Fletcher's conceptualization: "ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they regard as valuable" (Joseph F. & Westminster, 1967:3-9).

Since the study needs description and analysis of the existing situation in the Oromia Radio and Television Organization in relation to practicing advertisement, the researcher used in-depth interview for sales and promotion manager, questionnaire for respondents and document review (ethical guideline and content analysis of some sample advertisement (broadcasts)). The researcher used in-depth interview to extract detailed and reliable data about the subject. To answer the basic research questions and to meet the objectives of the study, qualitative and quantitative research approach was employed. The content analysis of sample broadcast advertisement was crucial to confirm with the interviewees response (especially sales and promotion manager) and evaluate ethical guideline. To do so, the researcher looked at eight broadcast advertisement to support to examine the guideline which focused on different issues.

Based on the objectives of the study the analysis of this paper consists of three elements: document review (ethical guideline and disseminated advertisement) and audience reaction. The questionnaire was distributed to 250 sample respondents selected by a purposive sampling procedure. With the intent of providing the study a qualitative depth, the researcher conducted an in-depth interview with some purposely selected sales and promotional manager.

The quantitative data was managed by the application of SPSS (Statistical Package for Social Sciences) for data analysis. And, the output generated combined with informants' qualitative responses gave relevant answers for the basic research questions.

## 5.2 CONCLUSIONS

The finding of the study were thematically presented and discussed. Based on the findings of the study the researcher has drawn the following conclusion.

1. Even though, Oromia Television has relatively professional employees in Marketing Development and Promotion section, still the marketing concept and practice are at infant stage. There is no strong regulation code of conduct at the government level. The manual which was produced by Oromia Television and the government have not given attention to the problem (Marketing concept and professionalism) of advertisement ethics. The procedures followed by conducting advertisement focused on revenue generation. There are unethical advertisements such as exaggerating the quality and services of products.
2. As the finding of the content analysis of sample of eight disseminated television ads from Oromia Television advertisement practices shows, Oromia Television advertisements are problem of imitation from the local language and direct dissemination advertisements with foreign language (standardization). This shows that lack of consideration for the culture, language and norms of the society.
3. Lack of simplicity in advertising is at the very heart of the industry's misconception: to promote a brand, service or product as clearly and efficiently as possible to generate or maintain consumer interest. As observed from content analyzed the sample broadcast advertisement, advertisements and keywords does not directly relate to the content on the landing page of ads.

Generally, Oromia Television advertisement practice lack clarity in communicating the features of the product, the service/ distribution location and other customer service related matters. The advertisement message is not adequate. Moreover, some advertisements contain information which is totally irrelevant to customer's product knowledge. Saying it differently, advertisers could not understand what messages are worthwhile to customers. In other word, some advertisement messages have no logical link with the product or products being communicated.

4. The obvious exaggerations or false claims made in Oromia Television advertisement and the opportunities the audiences have to try most of the advertised consumable products contribute to the formation of negative attitude about Oromia Television advertisements. Consequently, the commercials are not considered as reliable sources of information. As far as the impact of the emotional involvement is concerned researcher states that if one likes the Television spot of a given brand there is a fair chance that he/she will develop a positive attitude towards the brand. In this regard, according to the respondents most Oromia Television advertisements are more irritating than enjoyable to initiate purchase. Some of the reasons mentioned by respondents include presenting different products with different features in similar manner; the tone of the presenters used is not pleasant and appealing to positive emotion; and presenter in general lack creative power to show emotion and initiate audiences to buy.
5. The facts in different Oromia Television advertisement as per the respondents are obviously exaggerated and misleading. This may have two interpretations. First, Advertisers may want immediate high volume of sales rather than long run favorable image. Second, this may be due to lack of creative message design and presentations. For audiences such as the subjects of this study whom usually judge the characteristics of advertisements and evaluate the attributes of the advertised brand the emotion in the ads, the consequence is the formation of immediate unfavorable feeling for the ads, on Oromia Television.
6. Moreover, the contents of Oromia Television ads, as per the finding, are inadequate in terms of the cues communicated and most ads are difficult to understand. The problem in understanding the message due to lack

of clarity, results in interpretation of the message in a way other than the advertiser wants them to be interpreted. The reason may be due to lack of professional's touch in identifying the relevant message content and presenting it accurately and clearly for carefully identified target.

### **5.3 RECOMMENDATIONS**

On the basis of conclusion drawn, the following recommendations are forwarded in order to improve advertising practices.

- ❖ Those who design the message should have adequate training on the advertising and customer behavior subjects by the organization (Oromia Radio and Television Organization) with those professional who have knowledgeable in marketing and media related issues. In addition, it is quite advisable for the message designers to have clear understanding of the major objectives of the organization. In other words, capacity building training and workshops should be conducted to business organizations including Oromia Television and advertising agencies that were work with Oromia Television on market related issues and so that enable them provide the quality products and tell the fact to consumer.
- ❖ Oromia Television should collect feedback on advertisements transmitted on the channel. The effectiveness advertising program should frequently be accessed through market research. Through effective market research, it is possible to identify consumer's attitude towards the message and then the advertised brand.
- ❖ Oromia Television should concern about values, norms and cultures of the society rather than running after money. As the government institution, Oromia Television has duty to promote good values and discourage the bad ones.
- ❖ Oromia Television must have to follow the ethical guideline that was enacted by the government especially the Federal Advertisement Proclamation. Proclamation No.759/2012

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