

THE IMPACT OF TELEVISION ADVERTISING ON THE CONSUMER BEHAVIOUR – THE CASE OF ALBANIA

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Abstract

Advertising is a very powerful and persuasive tool for the marketing of products and services, while commercials are claimed as incredible means of persuasion (Berger, 2015). It is an aspect of people's lives and public sphere that is difficult to ignore. The Albanian consumer consider advertising an invader and its nature as inescapable (Kekezi & Kruja, 2013). As a result, consumers are exposed to numerous advertisements on various media outlets. Out of the many platforms, the television seems to be the most popular with the advertisers worldwide and in Albania. Besides, the current society has been highly criticized for its massive consumption. Albania is no exception. A major role of scattering this culture is played by media. In this thesis, the effect that television advertising has on consumer behaviour in Albania is investigated. The author chose this topic to explore deeper how the Albanian consumer was impacted by TV advertising leaded by three main reasons i) the author is an experienced professional marketing and advertising with over 15 years of work experience in television industry; ii) due to the researchers call for studies on the impact the advertising has to the consumer in developing countries and iii) due to deficiency of academic researches and literature for advertising in Albania. Television in Albania is revealed by studies and researchers as the most influential and most trusted medium in country. European Commission (2014) reports that 90% of the Albanian citizen watch TV on daily basis, IDRA (2015) reports that the main information source for 98 % of Albanians is television, while EBU (2018) reports television as the most trusted media for Albanians during 2017. In order to understand the concept, different theories are explained, as well as the role of advertising in the purchasing decision process. To

understand this social process, the methodology used comprises case studies, quantitative and qualitative research methods. Focus groups, questionnaires and in-depth interviews, structured only, are applied. The case studies include dominating industries in the country and key international companies and top brands in the advertising market in Albania: Vodafone and Telecom (in the telecommunication industry), and PepsiCo and Coca-Cola (in the FMCG industry). Media Observatory (2012, 85), Likmeta (2013), Monitor (2018), McMonitoring (2018) suggest that the advertising market and television advertising is dominated by telecoms and FMCG industries. From the results of this research, it appears that television advertising actually impacts consumer perception for the product/service that is advertised which might affect its behaviour. The conclusion of the study is that the possibility to influence or even manipulate a consumer's mind depends on the ability of the marketer to use the most appropriate advertising tools.

Key terms: *television advertising, consumer behaviour, impact, effectiveness, media, developing countries, Albania*

DEDICATION

To my sons Kristian and Teodor, who blessed our lives and made the world a better place to me. To my beloved husband Julian, who made life such a joy for me, to my mother Vjollca who never tires to show us that path toward education is the path of light, to my sister Evisa for the immense support and priceless encouragement given during all these years of my research and my sister Alba whom I'm blessed to have in my life.

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1 CHAPTER I

1.1 Introduction

‘Advertising, more than any other institution, has been seen as responsible for this shift in values’ (Belk & Pollay, 1985, 887)

Advertising is one of the major ways in which a company makes its products or services known to the public and as researchers suggest is quite puzzling (Berger, 2015). If a company/entity does not advertise or communicate its products, it becomes very difficult for it to penetrate the market and aware its target for the products/services it offers. Normally, competition is inevitable in the world of business. As a result, business corporations turn to advertise, as an important element of the traditional promotion mix and as a way of enhancing their competitive edge. Advertising not only informs people about a product but also persuades them to go for it (Belch & Belch, 2004). It also reminds people about the product thus creating brand awareness, changing the attitudes of customers and expanding the consumer base (Baker, 2016). In the contemporary world, companies are often involved in cut-throat competition for customers and according to Kotler & Amstrong (2017) customers are considered as the most significant actors in the business’s microenvironment. According to Hackey (2005, p.5) advertising is claimed by researchers as the most important form representing our contemporary world. Considering the impact that globalization has had on the economy, businesses have had no choice but to devise ways that can help them gain a competitive edge in the world of the economy (Andrews & Shimp, 2017). They want information about their product to reach the consumer as fast as possible. Additionally, they want the consumer to get convinced, that

their products and services are superior thus are worth trying. Yet, advertising is considered as a high cost element to produce and distribute and critics claim that they doubt on its efficiency in communicating with certain target audiences.

Definitions by American Marketing Association (AMA) as the key concepts for this study are presented as follows:

Advertising - The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas. (AMA, 2018)

Advertising effectiveness - An evaluation of the extent to which a specific advertisement or advertising campaign meets the objectives specified by the client. There is a wide variety of approaches to evaluation, including inquiry tests, recall tests, and market tests. The measurement approaches include recall of ads and advertising themes, attitudes toward the advertising, persuasiveness, and impact on actual sales levels. (AMA, 2018)

Advertising media - The various mass media that can be employed to carry advertising messages to potential audiences or target markets for products, services, organizations, or ideas. These media include newspapers, magazines, direct mail advertising, Yellow Pages, radio, broadcast television, cable television, outdoor advertising, transit advertising, and specialty advertising (AMA, 2018)

Television (TV) - a mass advertising medium which combines moving images and sound (Govoni, 2004).

Television is a media vehicle able to reach a massive audience at once therefore is one of the mediums most preferred from businesses which operate mainly at national level. It is a medium that differs from other mediums for its creativity and flexibility, providing entertainment and causing excitement to its audiences.

The current society has often been viewed as a consumerist society. This is because of the high volumes of sales, especially of fashion items, that manufactures witness every day (Kumar, 2015). On the other hand, advertisers have discovered the potential that there is in advertising. They use all manner of manipulations to influence consumer behaviour. In consumer culture researchers suggest that people are more worried for the things that cannot have, than the ones they do have, considering the consumers' needs as finite while their desires as infinite (Arnould & Thomson ; Berger 2015). According to Rani (2014), consumers are often easily manipulated by advertisers who post advertisements that deem to fit their attitudes and needs. This means that consumers are at the mercy of advertisers due to the high demand for goods and services. However consumers of today are much more challenging for advertisers and demanding to companies. Television advertising has particularly been discovered as one of the factors influencing consumer behaviour. However, there are many factors that influence consumer behaviour and each should be studied at a time. Understanding consumer behaviour and what impacts it truly is quite a multifaceted pursuit. Nevertheless, when consumers come across a certain product or service for the first time, they may decide to test it. In that case, advertisements come in handy to inform the consumer of what is available in the market so that they can make the appropriate decisions. Kekezi & Kruja (2019) suggest that a consistent message given by the ad, takes more consensuses from the consumer about brand perception.

It is important to note that advertising is an aspect of marketing. Advertising is present at any moment and quite impossible to avoid, clearly demonstrating its inescapability (Kekezi & Kruja, 2013), even though many times people are not that conscious of its presence. In this research, the main issue being dealt with is television advertising and its impact on the Albanian consumer behaviour. Advertising can be defined as a means by which ideas are presented and promoted by a particular sponsor (Laurie et al., 2017). The American Marketing Association (AMA), defines it as the act of attracting the attention of a target audience towards certain ideas, goods, and services through a paid announcement. Whatever the case, advertising is generally a form of communication that is made with the intention of informing and persuading people to give priority to a certain product, service or idea (Kumar, 2015). The main purpose of using an advertisement is to create brand awareness among targeted consumers aiming to sell the product/service. Advertising can be categorized broadly into print, broadcast, outdoor, digital advertising, and brand/product integration (Laureli et al., 2017). These advertisements aim at informing, persuading, reminding, brand building, the creation of brand awareness, and expanding consumer base.

Television advertising is common in the society. Due to the impact television as a medium has on people's life researchers refer to it as "teleculture". "Teleculture" suggests that people's culture is, to a great extent, shaped by television (Berger, 2015, p. 23). Television advertising is part of the broadcast marketing which is particularly popular with large organizations (Kumar, 2015). Nevertheless, every advertiser carries out the activity with a certain aim. To advertise on television, the advertiser must first weigh the options of media cost, company financial situation, media coverage, nature of campaign,

budgeting, target consumer, reach, metrics etc. This is in consideration of the fact that there are various types of advertising media. Some of the advertising options available include radio, the internet, print media that includes newspapers and magazines, as well as banners and outdoor advertising. These options are available for advertisers to make use of. However, before making use of any of them, there are several considerations that have to be made. Ducey and Samu (2015) suggest that before any other consideration in choosing an advertising media, the marketer must think of the impact that their advertisement is going to make in terms of brand building. This means that issues such as cost and timeframe are not as important as the impact that the advertisement is going to make. Nevertheless, apart from the impact, there are other factors that the advertiser needs to consider in choosing an advertising media. These factors include the cost, duration before getting feedback, and coverage. Some of these factors may help in identifying the most appropriate media choice for advertisement.

1.2 What is television advertising?

“Television is the most effective and efficient advertising medium” (EGTA, 2017)

Television as a media outlet that through its content offers to its audience not only information but also entertainment, leads its viewership to experience a complex variety of emotions. According to Rustagi and Shrum in Solomon & Lowrey (2018) media aims to potentially affect viewers' perceptions, attitudes, values and cultivate the desire to own markers of success and affluence. Literature suggest that television advertising had appeared the United States and Europe by year 1954. The Television Advertising Associations in Europe, UK and US stretch numerous information about the benefits,

effectiveness and social contributions of the medium. They claim that television is trustworthy and has authority. Furthermore, television ensures that consumers get information on new product and services, strengthening the position of existing brands. These Associations claim that television consumers about the choices they make.

Television advertising is generally the aspect of providing televised information about a service or product. This form of advertising is considered with high impact versus other media due to the use of sight and sound. Literature suggest that television advertising is art, as their production is work of art even though they scope is to influence people to use any product or service. Kitani (2017) defines a television advertisement as a span of a television program that an organization produces and pays for with the aim of conveying a message that publicizes a certain service, product, or idea. The seven types of advertising (Sandage, 2001, Solomon et al. 2017) recognized by literature can be broken down as follows.

- The advertisements can contain messages that are purely aimed at marketing various products and services. An organization may decide to use television advertisement to inform people about a new product or service that it has just introduced into the market. The main aim of informing them is to influence their decisions as they go for their next shopping. A company that introduces a new soft drink into the market, for instance, has to publicize it so that potential consumers will think about it as they shop for soft drinks. The organization can also use an advertisement to persuade or remind people to buy a certain product or service that has been in existence. In this section the following types include: Product

advertising, Brand advertising, commerce and retail advertising, advertising with feedback, corporate advertising, and business advertising.

- An advertisement can also contain political messages. Some of these messages may include urging people to turn out and vote during an election. They can also be used to urge people to conduct themselves prudently during and after the election. In this section is included the type known as Political advertising known by marketers and researchers as one of the most influential types of advertising
- Advertisements can also be used to convey religious and social messages. They may be used to persuade people to take up a certain action. A religious organization may, for example, launch a campaign to persuade young people to abstain from abusing drugs and show the effects. In this section is included the type known as Public or Social advertising.

There are 4 main functions of the advertising suggested; which are economic, social, marketing and communicating (Kotler, 2002). These main four functions aim to link business with their customers.

In summary, advertisements have a variety of uses. The advertisers undertake advertisements with the intention to influence the decisions that the target audience are expected to take. However, it is important to note that of categories of advertisements mentioned above, the most common is the advertisement that is made for marketing goods and services. On the other hand, on the four functions as mentioned above that Kotler, 2002 suggests, marketers and professionals emphasizes their attention more to the communication and economic aspects. This kind of advertisement is different in that its main purpose seems to be that of manipulating the consumer so as to influence their

consumption decisions (Kitani, 2017)). Television advertisements come in the forms of product or service placement, integrated advertising, overlay advertisements and commercial breaks (Gatou et al., 2016). The forms are explained below.

- Product placement – thus is the aspect of using the products or services from a certain organization during a given program. A fashion company, for instance, can advertise their products by dressing the presenters during a given program thus being acknowledged. Coca-Cola brands a part of the scenography. The acknowledgment is a way of advertising.
- Integrated advertising – this involves the sponsoring of a certain program. The organization that wants to advertise its products or services sponsor a certain program so that the presenter keep on referring to it. A real estate company, for example, can sponsor a program on property management.
- Short commercial breaks – this refers to the aspect of placing brief advertisements during breaks. The brief advertisements are made regularly in the process of certain programs whenever there is a break. They are brief but regular thus improving brand recall. A candy producer, for instance, can use this form of advertising to set its products apart from the others in the competitive industry.
- Overlay advertising – this includes an overlap advertisement that appears at the bottom or takes up a small portion of the television screen as a certain program is going on. The overlay, which is often referred to as a logo bug or banner blocks some parts of the pictures of the main program. In most cases, this banner does not have sound effects. It is mainly visual. This form of advertising in Albania is common in informative televisions and less used in generalist televisions. This is

also a common form used especially in sport event broadcastings such as football matches or Formula 1 race, coming mainly from the contractual restrictions for the rights of the broadcaster.

- Promotional advertising – through promotional message of the moderator during the content of the program. This advertising has mainly information by content and less visual. This is a form of advertisement heavily used recently (2012 – 2017 vs 2007- 2011) in Albanian televisions especially in the formats of TV Shows (Nurkaj, E, 2018, personal communication)

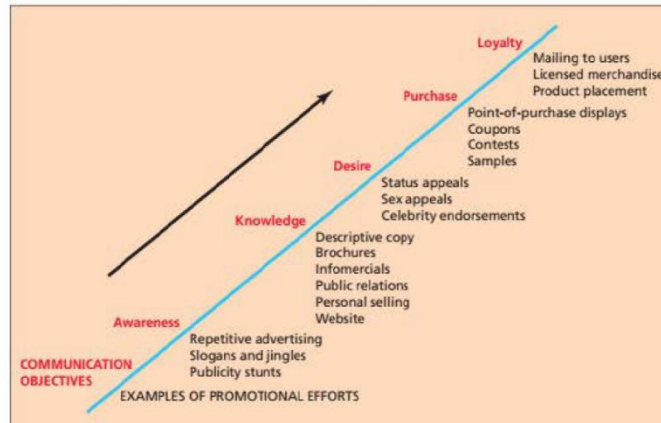
1.2.1 Communication objectives

Advertising is about communicating. According to Berger (2015, p. 60) the famous Lasweel formula is suggested best by McQuail & Windhal (1993). Berger identifies it as the most famous single phrase in communication research. In below is how this phrase offers a perspective on the communication process:

	Says	in Which	with What	
Who	What	Channel	to Whom	Effect
<i>Communicator</i>	<i>Message</i>	<i>Medium</i>	<i>Receiver</i>	<i>Effect</i>

Source: Berger (2015, p. 60)

Professionals in their marketing and promotion strategies aim to reach their communication objectives through the Hierarchy of Effects. Researchers define hierarchy of effects as ‘A series of steps prospective customers move through, from initial awareness of a product to brand loyalty. (Solomon et al. (2017, p. 419).

Figure 1. Communication objectives move consumers through the hierarchy of Effects

Source: Solomon et al. (2017)

1.3 Merits and demerits of television advertising

According to Berger (2015) television commercial is too complex in the way it affects and impact the consumer culture, behaviour and purchase decision. He claims that there is no certainty of how the television commercial or advertising in general affects consumer, but increasing budgets of corporates may lead as to the conclusion that the advertising works (Berger, 2015, p 29). Media leads consumer toward involvement with its content. Television advertising has both merits and demerits. These aspects are expounded below.

1.3.1 Merits; A shotgun approach

Television advertising has various advantages. Some of these advantages are explained as below.

Brand recognition

One major advantage of advertising products and services on television is the aspect of brand recognition. According to Ducey and Samu (2015), a television

advertisement enables mass marketing since it has the ability to attract a huge number of people as long as they are tuned in to a certain channel. This means that many people will see the advertisement even if they are not interested in that product or service at the time. Although Andrews and Shimp (2017) refer to this kind of advertisement as a ‘shotgun’ approach, it has a strong effect on what is being advertised. It is important to note that an excellent television advertisement sends a very strong brand message to the thousands or millions of people tuned in to a certain television station at the time of the commercial. Therefore, even if the advertisement may not be relevant to the viewer at that particular time, there is a possibility that, in future, they may need the product or service advertised. And even if they may not need it, they may make a recommendation since there is a brand message that they are aware of. This aspect makes television advertising an ideal platform.

Target audience

With television advertising, one can easily identify an audience that is highly likely to be interested in their products and services. According to Sobh and Soltan (2018), this kind of prospective consumer is referred to as the target audience and an advertiser can use cable targeting to reach this preferred audience thus tapping this potential. If a company offers certain services to a religious group, for example, they can carry out a research on a television station or stations that are associated with that particular religious group and then place their advertisements in those platforms. Also, if the target for a certain product is the young people, it becomes possible for an organization to target them by advertising frequently on television stations that aim at the youth or are popular with them. Additionally, cable targeting enables an advertiser to tailor the commercial message to fit the needs of the consumer who frequently views a particular channel (Andrews & Shimp,

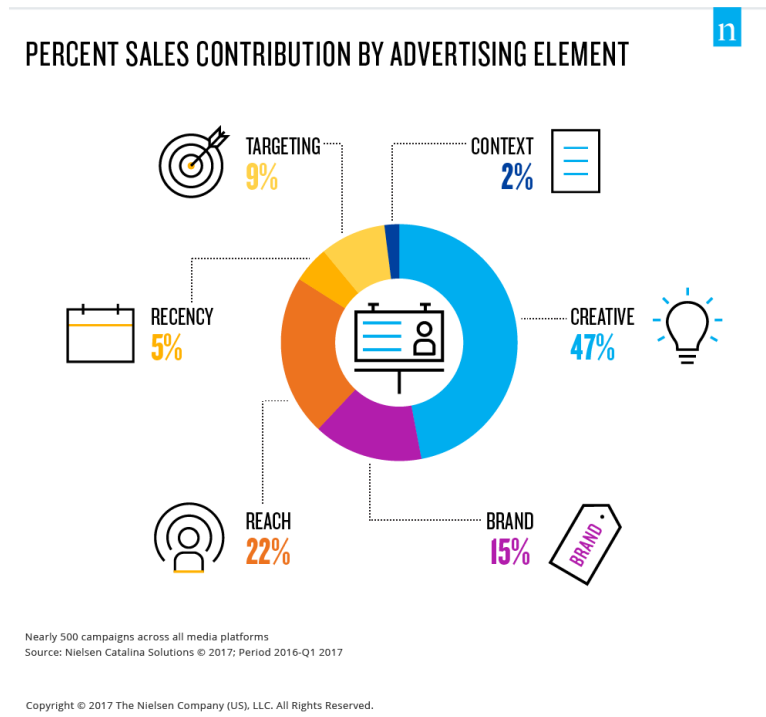
2017). It is important to note that some products and services aim to have consumers of all ages, political, social, and religious affiliations. The banking service, for instance, has a wider variety of consumers as compared to a product such as sanitary towels. While the producer of sanitary towels will mainly target women, the banker will target every adult, irrespective of their socio-political status or education. This means that with cable targeting, the banker will tailor their commercial messages depending on the niche. Therefore, television advertising offers a variety of possibilities.

Audio-visual stimulation

Television advertising provides the advertiser with an opportunity to apply the auditory and visual elements to create a sophisticated commercial that has the ability to instantly attract the attention of the viewers. The main aim of any advertiser is to appeal to the target audience. Johansson (2017) explains that the combination of audio and visuals techniques, realism, camera angles, and progression has the power to make an advertisement extremely stimulating. This stimulation, combined with creativity, brings out a sophistication that lacks in adverts such as those placed on newspapers and magazines thus giving the television a competitive edge. When advertising a food product on television, for example, the advertiser can show it, explain how it is prepared and served using interesting audio-visual techniques that are exciting enough even to make a certain family make a decision to try it out. In case of a product that requires a demonstration on usage, it becomes possible for the advertiser to come up with a suitable commercial that demonstrates and explains so well that the viewer does not need to worry about how to use it. Therefore, television advertising has the ability to arouse interest through stimulating audio-visual creativity.

As Nielsen (2017) states creativity is the King. On the research done with over 500 campaigns Nielsen aimed to find the key of success on advertising effectiveness to drive sales.

Figure 2: Percent sales contribution by advertising elements



Professionalism

A television advertisement requires time and knowledge for it to be produced. Hanssens and Pauwels (2016) demonstrated that a television commercial is considered a professional undertaking and no advertiser is willing to waste airtime on a substandard advertisement. Advertisers buy packages or airtime as they place their orders. Since a lot of resources are used to buy the airtime or package, advertisers often look for experts and advertising agents who can design professional advertisements that are highly likely to meet the objective of the commercial (Ducey & Samu, 2015). This means that before an advertisement is aired on television, it is highly likely to go through a rigorous vetting

process that ensures that it is excellent very effective. The result of such a process is a good commercial that appears professional in contrast to other media such as online commercials. Some of the online commercials are hastily made and may not be as effective and of high quality as television ones (Sobh & Soltan, 2018). As per this researches this means that television advertising is more powerful and effective than some other platforms due to the investment involved in creating them.

Cross-platform advertising

A particular television commercial can also be used to market a product or service on another platform without having to make too many adjustments. A television advert is often made by experts and considering the time and resources dedicated to it prior to going on air, its quality is usually very high (Ducey & Samu, 2015). Due to the high quality of this kind of advertisement, it is highly likely to stand out if used in another platform, particularly in online marketing. In social media marketing, for instance, a commercial that has previously been used on television can make a big impact after a little adjustment. A carefully customized television advertisement has a greater impact than a still image on Facebook or Instagram (Johansson, 2017). The impact would even be bigger than a normal online advertisement because this kind of advert has the possibility of evoking empathy and stimulating the interest of the user. This means that a television advertisement may not be confined to the TV but can be custom-made to also attract the attention of a virtual audience and make an impact thus making it ideal for certain products and services.

Localization of the advertisement

Television advertising helps in customizing a message to ensure that it fits the locality of use. There are numerous television stations, some of which broadcast in local

languages. Data for this study shows that the media landscape in Albania is overpopulated in any of the media channels that exist in country. On the other hand, this means that there is a wide variety of local stations from which an advertiser can choose depending on the locality of their product or service. Take, for instance, a kindergarten school which is situated in a certain town. It will only be practical to place the advertisement of such a school in a local television or radio station or local web portals, where those who can reach the school live. This is because the school is targeting local customers, and not interested on a national targeting. Therefore, only the local people can access it and enjoy the services it offers. In that case, there will be no need of placing an advertisement on a national television, even though in Albania the secondary data of this research from monitoring agencies show that business that operate in Tirana, capital city of Albania that . If the advertiser chooses a local station, then it means they will pay less since the coverage area is small as compared to that of a national television (Johansson, 2017). However, this is to the advantage of the advertiser who will not have to pay so expensively for a television commercial.

1.3.2 Demerits of television advertising; Financial implications

Cost

A television advertisement is often rather expensive. This is because it has to be a professionally made item that will not taint the name of the organization running it because it reflects on it and its products and services. This explains why a television advertisement requires the input of time and financial resources. According to De Mooji (2018), it can take more than \$300,000 to produce a good advertisement spot that can run for thirty seconds on a national television. De Mooji adds that although it may be cheaper to produce

the same thirty-second spot on a local TV station, it will still cost thousands of dollars. While in Albania representatives of advertising agencies claim that the production of a TV spot in Albania has a range of from 3.000 euro up to 100.000 euros, given the low costs the country offers. Professionals state that a good TV ad in Albanian market is usually considered to have an average cost of 10.000 – 15.000 euro - graphic design 3d only and 10.000 – 20.000 euro including shootings. The high cost TV ads that are produced locally are affordable mostly by international companies that operate in country (Bejo, 2018, personal communication). Bejo (2018) states that not necessarily the most expensive cost production TV ads during these years have been the ones resulted as the more appealing ones to the Albanian consumer. Johansson (2017) emphasizes that any attempts to take a shortcut in television advertising is highly likely to backfire since it will result in an ill-produced spot that that reflects poorly on the organization. Therefore, marketers who place advertisements on television, whether on a national or local station, are supposed to take a lot of factors into consideration because they know that this is their lifeline. One of these major factors is the financial implication of the advert. To increase the return on investment, the commercial has to be professional. The high cost is a turnoff factor for small firms. However, these small firms can opt for other platforms such as online marketing, which is cheap, instead of cutting costs and ultimately posting a poor television advertisement.

Spot frequency

For a television advertisement to make a considerable impact, it has to be repeated several times. If not it risk to be forgotten. Brand awareness cannot be achieved by placing an advertisement that runs minimally on television. According to Johansson (2017), the

television commercial is more effective when running for several times in a day or at premium times such as news time. Running the advertisement several times in a day means purchasing a more comprehensive advertisement package, which, in turn, means investing more money. Andrews and Shimp (2017) emphasize that a television advertisement must create the impression that the advertising company is stable and established if it is to enhance its credibility. To create this impression, there must be repeated advertisements that not only create brand awareness but also leave an imprint in the mind of the viewer. It does not matter if the viewers need the service or product at the time. Johansson (2017) emphasizes that as long as an enduring presence of a product has been created through repeated advertising, the viewers will most likely think of what they are aware of in case the need for the service or product arises. This creates the essence of long-lasting television advertisements. Unfortunately, this approach is not only time-consuming but also costly and risky. The frequent and repeated advertising is not always a guarantee for success.

Distraction of viewers

Television advertisements are susceptible to distractions by competitors and other items of programming. If a television advertisement is placed at a time when another related one has just taken place, then the viewers are likely to get disinterested in the second one (Andrews & Shimp, 2017). In the same breath, if an advertisement appears in the process of a captivating program, the viewers may get angry with the disruptive commercial thus fail to pay attention to the advertisement. This means that the advertisement is likely not to attract the intended attention of the viewers or the target audience. Additionally, Hanssens and Pauwels (2016) state that many young people in the contemporary society have moved to channels such as Hulu and Netflix that offer

subscription services for movies and television shows which are not as expensive as cable TV. In the context of Albania, cable TV is not This means that apart from the distractions, fewer young people are watching television as compared to previous years since they have been distracted by the entities offering subscription services. Therefore, distraction is one of the challenges facing television advertising.

Change of message

In case the advertiser wants to change the initial message they had, it becomes very difficult with television advertising. The difficulty comes in because the advertiser has to get a new spot, and this can be both costly and time-consuming. A new service, product or idea that an organization introduces has to get a new spot (Johansson, 2017). This means that even changing the message is not as convenient as in some other forms of advertising media such as online marketing. According to Johansson (2017), it is expected that a television advertisement production is so thorough and professional that there will be little or no need for changes and adjustments. However, sometimes the company may start dealing with a new product or service as soon as the advertisement starts running and they may want to include it. Additionally, the advertisement may not be as effective as initially thought thus the organization may consider revising it. In such cases, the commercial will have to be pulled down and a new spot purchased. This becomes both inconveniencing and expensive.

Audience tracking

In television advertising, it is quite difficult to accurately track the target audience. According to Andrews and Shimp (2017), TV advertisers mainly engage in a kind of gambling game since television advertising does not offer them the necessary tools to

accurately track the target audience. In online marketing, for instance, the tracking technology offers accurate performance and audience tracking so that any advertisement placed is almost sure to get to the targeted audience. This makes the television lag behind since a company is not able to directly see the return on investment but has to rely on third parties for tracking services. Although digital television has helped improve matters, the issue of poor tracking is still a drawback to television advertising.

In summary, television advertising has both advantages and disadvantages. Some of the advantages include the audiovisual stimulation associated with the advertisement and this enables easy brand recognition. Brand recognition is possible since the consumer is able to see the brand that is being advertised. The other advantage is that the advertiser is able to reach the target audience since they are the one to make the choice of whether to advertise in a local or national television station. The audience reached is wide thus in the process, the target audience is reached. Additionally, the television advertisements are made by experts thus are highly professional and likely to influence consumer behaviour. As a result, it becomes possible to use the same advertisement on another platform such as online marketing. Also, it is possible to localize a television advertisement thus making it more accessible even to unreached demographics. For example the advertisement can be made in a local television station that broadcasts in the local language thus reaching even the illiterate viewers who form part of the potential consumers

On the other hand, television advertising has disadvantages. One of these disadvantages is the high cost of designing and broadcasting the commercial. The television advertisement is designed by experts so that it creates the right impression thus costs a lot of money and time to design. The marketer then buys packages that allow the

commercial to be aired. The other demerit is that the spot has to be frequent. Considering that a television has to be repeated several times for it to be effective, the aspect of spot frequency is disadvantageous to the marketer due to the cost involved. Also, viewers are distracted either by their attitudes towards advertisements or other television options. This may make the number of people watching the commercial fewer than expected. Audience tracking is also an issue that negatively affects television advertising since the marketers have to rely on third parties unlike online marketers who can easily track their target audience. Additionally, changing the message or getting an overhaul of the advertisement is rather expensive and time-consuming.

Finally, it is clear that television advertising is not necessarily a perfect method of advertising. The advantages are as many as the disadvantages. It is, therefore, upon the marketers to come up with a method of advertising that will favor both the advertiser and the consumer. This means that the advertiser should get value for their money and, at the same time, the consumer gets enough information that can help the make consumption decisions that are based on evidence, not manipulation.

1.4 Television advertising and the media landscape in Albania; Media - the most trusted entity by Albanians |

“Ever since the fall of the old regime and its myth of the ‘new man’, the Albanians have lived with a new myth: the affluence, consumerism and opulence seen in the advertising on Western television. the Albanians were asked to assess the market economy; the Albanians were the most enthusiastic of all eastern

Europeans about the shift to capitalism....” (Morozzo della Rocca, 1998, 70).

This thesis aims to investigate the impact that television advertising has on the Albanian consumer behaviour. Albania is a country that have suffered the communist regime for around five decades 1944-1990 and during this period only one television was on air, the state television and no advertisement was allowed as no private sector was existing. Everything during that time was the property of the Albanian People, which means of the state. The first advertising after the fall of communism in country is reported to have been broadcasted in 1994 in television public broadcaster RTSH (Kadisi, 2017). While the first private television in country Shijak TV was licensed in December, 1995. Nevertheless, the total isolation of the country and the total absence of forms of advertising in country, the consumer was impacted by the advertising and Albanians have been aware of its form accessing it from western countries televisions (Mai, 2004). Albanians were reaching the frequency of Italian TV stations illegally and they were aware of what was beyond the thick wall that surrounded them through these TV stations such as RAI or Mediaset. According to Mai (2004) advertisement accessed in Italian TV affluence the Albanian consumer who had the chance to try the advertised products after years 1990.

In Albania, the media structure for advertising and promotion has fully-fledged and been transformed rapidly over the last 29 years in country. Researchers suggest that media is reported as the most local trusted entity by Albanian citizens (Bertelsmann Stiftung, 2018, p. 18). Yet nowadays, the media and advertising market in Albania have minimal regulation and the size of media market in Albania is not yet assessed due to lack of public

data from all actors, including advertisers and advertising agencies themselves. The only media outlet that makes fully transparent the incomes from advertising, taxes and other forms, as obliged by law, is reported by the professionals in the market to be the public broadcaster - RTSH.

This has seen the rise and fall of numerous media outlets in the relatively small country. IREX (2015) reports that in Albania are over 160 active media in print, radio and televisions. While AKEP (2016) reports, the lack of regulation is not only the recipe but also the cause of chaos in the Albanian media market. As a result, in the market there is yet no financial transparency, inconsistencies in charges on advertisements, discrepancies in journalists' salaries, and the establishment of many TV stations without proper licensing (Kaziaj & Van Bauwel, 2017; Londo, 2015). These challenges have made the media market in Albania seem informal, chaotic and rather unstable, especially to international companies that operate in the country. Nevertheless, television stations seem to continue surviving with only a few closing shop as compared to the print media. Due to the ability of the television to withstand the harsh business environment, many advertisers have turned to it for airtime. The secondary data of this research demonstrate that television advertising attracts over 70% of planners and advertisers due to its wide coverage and feasibility. However, there is little or no regulation in terms of the advertising market share. This demonstrates that television advertising is still the preferred mode despite the challenges. INSTAT (2011) reports Albanians citizens have the use their spare time mostly to watch TV and videos with an average of 2 hours and 20 minutes, while OSFA (2014) on their national survey found that Albanians spend in front of the TV, an average of 2 hours and 40 minutes. According to (Çela et al., 2015) Albanian young people are reported that on 2014, spend on average 3.2 hours watching TV on a daily basis. The study identifies

that young people in the capital of Tirana differ from the rest since spending less time, about 2.6 hours (Çela et al., 2015)

Albania is a relatively small country and with a living population of less than three million people, consequently the Albanian market can be regarded as rather small. This aspect is highly likely to affect the operations of the media, especially with regards to advertising. According to Kitani (2017), the Albanian government practices what can be referred to as liberal politics when it comes to the media field. This means that the field is open for anyone and the regulation is so minimal that it does not help in undoing the resultant chaos. In 2015, for instance, the television advertising market in Albania was reported to be approximately thirty-three million Euros, yet a bulk of this advertisement revenue went to the giant players in the industry (Kitani, 2017). Coupled with the market size, this liberalization makes the advertising market rather unfavorable. The concentration of media outlets is particularly an issue of concern since it highly fragments the media and makes it difficult to share the market equally. Although there are regulations on sharing the market, it is not strict (Axxhami et al., 2015). This means that only a few large TV stations benefit for real from the advertising industry. Additionally, there is no accurate measure for the market share and this remains a major challenge. Generally, the government is partially to blame for the poor media regulation in Albania. Despite the challenges facing the media in Albania, television advertisements, in particular, are rather popular with planners due to feasibility and wide coverage of the electronic media.

In Albania there are two main sources of advertising for the media (Pergega, Miranda, 2018, personal communication; IREX, 2015) commercial advertising and state advertising. State advertising has been much more dominant before year 2013, and this

presence have been very much criticized as considered to make TVs to serve to the government agenda. After year 2013 there is reported a lower dominance of state advertisement by budgets declared, even though yet remains a concern.

In country, as secondary data this study offers, the money matters. The marketing metrics and agency finances are yet focused around television. As illustrated in the Albania's top 30 advertisers list (see Annex 7), Vodafone and Telecom are the top advertisers in terms of media value on television advertisements. It is, therefore, a vital tool since it penetrates the different segments of social classes in society. According to official data of INSTAT (2017) the accessibility to television in Albania is estimated at 98%. Apart from the three national television stations in Albania namely RTSH, TV Klan and Top Channel, there are +65 regional and local ones. This means that almost all people in Albania have access to a television station on a regular basis. That being the case, television advertisements have the ability to reach a decent number of consumers in Albania. Due to that, the concern is how these advertisements impact them. A major impact is the aspect of brand awareness. Researchers have often argued that there is a strong link between brand awareness and consumer behaviour (Hanssens & Pauwels, 2016). The argument here is that there is no way a consumer can have a certain perception about a given idea or product if they are not aware of it. While some companies advertise to introduce new products, others do it to attract new customers or remind them on their product. Ducey and Samu (2015) state that an advertisement can be made effective through the communication process, monitoring of consumer reaction, and influencing the customer's decisions. In this case, advertising can be viewed as both informative and persuasive. Consequently, it is likely to have something to do with consumer behaviour.

There are professionals that see that the era of TV is ending. Katz (2011) in an interview proposed that social media would be the future claiming that “the Television is dead”. He proposed the television as an intruder to people’s homes and life.

As advertising experts interviewed for this study and local Albanian researchers Luku (2013) reports, on prime-time programs of Albanian national broadcasters the presence of the advertising is dominant and heavily usurping the content space, especially by indirect advertising. Kekezi (2018) suggest that in Albania that the classical form of Out-of-home (OOH) (mainly billboards) advertising is “disappearing” and same way with the print media, considering the advertising spending at national level and as the research reports the biggest journals in country can merely sell 1,000 copies/day at national level. Online with its components of new media is becoming dominant as a medium channel to the Albanian consumer. Data show that during 2017 Albanians have consumed 143 minutes/day on social media and 91 minutes/day on online news portals and web portals (Kekezi, 2018).

Researchers suggest that Albania market is playing with no clear rules, advertising data spending from advertisers are not yet transparent, and the market suffers from the missing of the publicly available data on media ratings and shares (IREX, 2015; Media Observatory, 2015; Balkan Media Barometer, 2013) . There are two companies that operate in the market Abacus Research and Telematrix Albania to track audience measurement of televisions in country but their data are not yet largely acknowledged by the advertisers and televisions themselves. On November 2018 is reported that Top Channel, national TV, one of the leading TV’s on country, officially notified Telematrix not to include in their audience measurement tracking this TV. “We can’t accept to be

tracked by companies which are not officially accepted by this market” stated for this research a representative of Marketing Department, Top Channel TV (Female, Marketing Manager, 38 Age)

While in European countries for year 2017 the most trusted media from the consumer is chosen radio, in Albania the most trusted medium in the recent years is reported to be the television (OSFA, 2014; EBU, 2015; EBU, 2016; EBU, 2017; EBU, 2018). Even though data and researches report the rapid increase of the internet usage in Albania, yet social networks are evaluated by Albanians as the least trusted media in the net trust index for 2017 of the EBU (2018) report. Studies report that Television watching is one of the top main alternatives, by 81 %, that Albanian young people choose during their free time (Çela et al, 2015).

Internet and social media in country have witnessed over the last decade an outstanding level of access to internet (Kekezi, 2018) becoming a key communication medium channel, as the consumer is reported to heavily using them as tools for information, entertainment and socializing. During the last decade World Bank (2017) reports show a rapid growth of individuals as internet users. World Bank reports that in 2006 only 9.6% of the Albania’s population was using the internet while in 2016 is reported 66.36% of the country population. Furthermore, Kekezi (2018) reports that advertising budget share of digital media at the national level has increased from 3% in 2012 to approximately 12 % in 2017. Albanian youth is reported to spend 3. 2 hours /day on web, mainly on social media (Çela et al., 2015)

The print media has particularly found it difficult to survive while the television has become flooded with private local stations that may not be adding any substantial value to

the media market. Print media is facing recently a crises, not far from declaring the bankruptcy and the sole readers are reported to be the third age (Fuga, 2014; IREX, 2015). Karaj (2018, personal communication) states that their real battle for readers and as a result for incomes from advertising has shifted in their online space.

According to Londo (2015, p. 6) there is “lack of transparency on the media shares and ranking, there is also a lack of transparency regarding the advertising market. While some market research companies monitor and estimate the size of the market, their data are not public and, in the best case, they remain just estimates”. As on the table below the author (Londo, 2015) offers an overview of the Albanian market from 2004- 2011, which clearly shows that the lion’s share goes to the television, even though this vehicle shows a decrease during the 7 years as per Abacus Research report.

Figure 3: Advertising market distribution (2004-2011)

Advertising market distribution (2004-2011)								
Media	2004	2005	2006	2007	2008	2009	2010	2011
Television	86.3%	81.1%	78.2%	63.6%	63.8%	68.7%	65.4%	66.8%
Radio	1.2	1.4	1.2	1.4	1.4	1.3	1.4	1.4
Press	6.4	8.1	5.8	20.1	17.8	8.5	10.7	8.5
Outdoor	6.1	9.4	14.3	15.6	17.4	21.8	20.8	22.4
Cinema	NA	NA	NA	NA	NA	NA	NA	NA
Internet	NA	NA	NA	0.5	0.8	1.1	0.9	0.9
Ad Market (million euros)	14.5	19.8	24.38	27.18	42.23	49.3	57.4	54.34
Source: Abacus Research, November 2012.								

Media outlets in country as per the latest reports are as in the scheme below designed by the author.

Media	Description	Source	Notes
PRIVATE AUDIO VISIVE BROADCASTERS - TELEVISIONS	5 national digital licenses 56 local television stations 98 cable	Audiovisual Media Authority (AMA)	2018 data http://ama.gov.al/
PUBLIC AUDIO VISIVE BROADCASTERS	8 national programs 4 local programs	RTSH	Kadiu, E (personal communication, May 2018)
PRIVATE RADIO BROADCASTERS	51 Radio 4 community radios	Audiovisual Media Authority (AMA)	2018 data http://ama.gov.al/
PUBLIC RADIO BROADCASTER	5 national programs 4 local programs	RTSH	Kadiu, E (personal communication, May 2018)
ONLINE MEDIA OUTLETS	Approx. 800	Union of Albanian Journalists qtd as per Revista Monitor(2018)	
TOTAL ADVERTISING SPENDING	38,4 million euro	IDRA Monitoring qtd. as per Revista Monitor (2018)	2017, reported as 2.2% less than in 2016
TV ADVERTISING	30,4 million euro (79.2% of the total ad market)	IDRA Monitoring qtd. as per Revista Monitor (2018)	
	21. 8 million seconds	IDRA Monitoring qtd. as per Revista Monitor (2018)	2017, 2% less advertising in seconds than in 2016 (monitoring 8 main TV stations)

1.5 Statement of the Problem

The television is a popular entertainment tool in contemporary society and claimed as the most important form, including Albania. Considering its wide coverage, it can be used by advertisers to inform potential clients on the availability of certain goods and

services. Apart from informing, advertisers use the television with the intention of manipulating the consumers so as to influence their purchasing decisions. At the same time, the modern society has been largely criticized for its inclination to consumerism (Gatou et al., 2016). Many corporations have, therefore, often found it imperative to place their advertisements on television. In the process, viewers have frequently been subjected to a variety of advertisements. With a variety of television advertising options for companies to choose from, the television has been flooded with advertisements of all kinds (Axhami et al., 2015). Unfortunately, most of the television viewers are not aware of the influence that television advertisements have on their perceptions and choice of products and services. It is important to investigate how these advertisements affect consumer behaviour with a focus in Albania. There is a growing concern among local researchers that the television viewers in Albania have little or no information concerning the impact that TV advertising has on their lifestyles.

There are also problems in trying to establish the consumer attitudes created by the television advertisements made by telecommunication industry players namely Vodafone and Telecom as well as the fast consumer moving goods from Coca-Cola and PepsiCo in Albania.

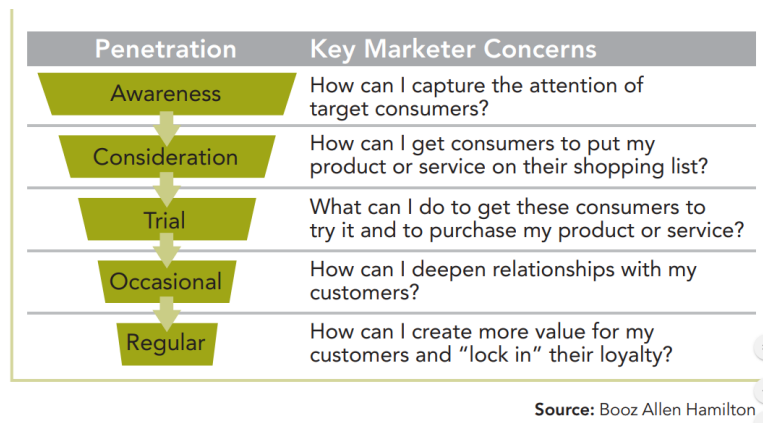
1.6 Research Objectives

The key objective of this research is to find out the influence of television advertisements on consumer behaviour among the Albanian consumers. This will be aimed to be achieved by going through various theoretical concepts so as to understand the process of consumption and the factors that influence it. The role of advertising will be of

particular interest in trying to establish whether it has any impact on perceptions, attention and reactions of the consumer in Albania. Considering that marketing is an inevitable aspect of peoples' lives, this study will aim to demonstrate how it affects consumer behaviour.

1.7 Research Questions

To achieve the objective of this research, the researcher has implied the concern of marketers for the real impact their advertising have in television, as researchers suggest by the metrics inform and improve the purchase funnel (Vollmer & Precourt, 2008, p. 111)



The research questions include:

Main research question:

- What is the impact of TV advertising on consumer behaviour?

Sub questions:

- Are television viewers in Albania influenced by TV advertisements in terms of product/brand awareness thus making certain product choices?
- Does TV advertising have an impact on the product perception of consumers?

- How the TV ad aspects such as quality, price, name/brand, testimonial, benefits affect the consumer behaviour aspects as perception, awareness, recall and attention?
- How stands the impact that TV advertising have over other modes of advertisement in Albania to the Albanian consumer?

1.8 Hypotheses

For the purposes of this study and given the 15 years of marketing work experience the researcher has, four hypothetical statements were formulated, based on the research objective and questions:

H1- TV advertising impacts positively the consumer behaviour on how he perceives the product service

H2 – The aspects of TV advertising as quality, packaging, brand, benefit and testimonial impact positively the television viewers in Albania when making choices to use certain products

H3 – The audio-visual effects of TV advertisements have a significant impact on the product perceptions thus consumer behaviour.

H4 – Television advertising has a greater impact on consumer perception and awareness of products than other forms of advertising.

1.9 The significance of the Study; A drought landscape

As media landscape in Albania has rapidly changed during the past two decades (from 2000 – up to date), so the advertisement did. Measuring advertising effectiveness and the return on advertising spending is a scorching subject for most professionals, marketers and advertisers operating in Albania. There are many factors that affect the advertising effectiveness. Some of them are measurable and some are not, therefore researchers claim it as an inexact and imperfect science (Kotler & Armstrong, 2018; Vollmer & Precourt, 2008). Due to that marketers worldwide have faced frustration in measurement of advertising. Furthermore, insufficient studies specifically on advertising and consumer behaviour may be identified in Albania. It may be considered as a drought landscape the research on these areas.

Every company usually endeavors to reach its goals and objectives. In that case, the customers play a significant role as there can be no business without customers. Decisions by consumers are, therefore, very crucial in the growth of a company because the bigger the customer base, the more a company is able to grow. Therefore, information on the attitudes and goodwill of consumers is very important for any business. This study will be very significant in informing the consumers about the impact of the TV adverts that they watch thus making them make informed choices instead of being swayed by what they see. In the process, they will develop a certain perception or attitude towards certain products thus becoming loyal customers and this will benefit the companies offering the products they choose.

Marketers should make some major decisions when it comes to advertising. According to Kotler & Armstrong (2018) the major decisions start with objective settings on communication and sales to conclude after these decisions with action and after with the

advertising evaluation. The concluding phase along sales and profit impact, should also evaluate the communication impact and put the marketer in front of the decision to return on advertising or not

Loyalty is important as it enhances customer goodwill and helps in company growth. The industries and companies involved in this study, that is Vodafone, Telecom, Coca-Cola, and PepsiCo, but not only, will greatly benefit from the information provided by this study particularly in terms of buying airtime for their advertisements, especially considering that they are multinationals. Additionally, marketing practitioners, research firms and students pursuing consumer behaviour in marketing and advertising studies will find this research very useful for their studies, not only in Albania but also outside country for the ones that are interested to understand the consumer behaviour in developing countries. Also, the study will lay the foundation for further research on the influences that advertisement have on consumer behaviour around the world.

1.10 Design

Empirical research always has either an implicit or an explicit research design. The design refers to the logical sequence that establishes a connection between the initially formulated research questions and the empirical data as well as to the conclusion that would be drawn thereafter (Yin, 2009). Execution of a research design involves a number of activities such as collection of data followed by analysis of the same. The adopted definition of the research design is that it is a plan that an investigator uses as a guide during the collection, analysis, and interpretation of observations. It is a logical proof model that enables the investigator to draw inferences with reference to the casual

associations among the variables that are being studied. The extent to which the findings of a research can be generalized that is its generalizability is also dictated by the research design whether the interpretations can be applicable to a larger population or to specific situations.

During research studies, different types of data are usually consulted. As Robson & McCartan (2016) suggests the research questions define which data to use and when research questions needs both quantitative and qualitative he proposes the multi-strategy design. The three well-known data sources include; primary, tertiary and secondary sources. It should however be noted that classification of data as either primary, secondary, or tertiary depends on the subject and the manner in which the material is being used. After collection of data from both the primary and secondary sources, it was then presented statistically so as to be able to offer a precise explanation of the same. The presentation was in the form of tables which utilized words, percentages, and numbers. The tables were settled on since they can accurately present data which could not be presented by the use of graphs. This, therefore, means that the following measures were used; mode, median, and the mean. The text was principally used to explain the findings, citing contextual information, and giving an outline of the trends. Tables were found suitable for presenting individual information which consisted of both qualitative and quantitative. T-test scores and the means were used to validate the dependent variables that impacted the buying behaviour of the consumers and the advertisement (Robson & McCartan, 2016; Bryman, 2008)

1.11 Overview of the Study

This study investigates the impact of television advertising on consumer behaviour in Albania. It begins by giving background information concerning marketing, advertising, and consumer behaviour. The research objectives and questions are articulated, as well as the significance of the study.

The literature concerning television advertising and consumer behaviour is reviewed in Chapter 2. From the literature, research gaps are identified and this study aims to address these gaps. After literature review is Chapter 3 which expounds on the methodology and design applied in gathering information, ready for analysis.

Upon gathering the relevant data, it is presented and analyzed in Chapter 4. As literature suggest the qualitative data are presented first and quantitative data after (Creswell, 2014). Chapter 5 then embarks on discussing the data after which conclusions are drawn depending on the findings. The limitations of the study and future directions are also highlighted in this chapter. Finally, Chapter 6 provides a summary of what has been found. It gives a powerful conclusion that wraps up the thesis.

2 CHAPTER II

2.1 Literature review

Every advertiser aims at influencing the viewer in a certain way. Although there is no standard measure for the effectiveness of television advertisements, Ducey and Samu (2015) assert that it builds brand awareness thus influencing the attitudes of consumers. According to Strong (2017) we should believe that humans are both driven by learnt associations or are persons that meaning and cultural context determine their behaviour. In what context we understand their behaviour is upon questions that we try to answer (Strong, 2017). Academics and researchers suggest that advertising has power and they believe that it not only influences but, in some cases, they shape people's behaviour, by its mass persuasion form (Berger, 2015). This means that the more exposure a consumer comes across, the more they become aware of the brand. The question then is, if brand awareness directly related to consumer behaviour. Sobh and Soltan (2018) argue that with the rapid globalization that is currently taking place, consumers are already aware of what they are likely to see in an advertisement, and this does not necessarily mean the information is enough to guarantee their loyalty towards a certain product, service, or idea. What is commonly happening in the world is that companies are engaged in stiff competition to attract the attention of the consumer with the hope that their advertisements will make an impact. They, therefore, apply all manner of manipulations to win customers.

Advertisers do tailor advertisements so as to enhance their capacity to attract the attention of consumers and maintain it throughout the commercial. According to Lantos (2015), Telemetrix (2017), Abacus (2017), a television commercial is not watched by 100 percent of viewers. There are some who become bored thus switch to other channels while

others keep themselves busy doing other things. This explains why some advertisers ensure their advertisement is aired as many times as possible within a certain period of time so that even if the consumer switches it off or distracts themselves, they will still find it at some other time when it will be inevitable. Advertisers who place their advertisements on television have the intention of influencing and evoking the feelings of the consumer thus influencing their consumption decisions.

Corporations pay for television advertisements because they believe in the advantages of television advertising. They place advertisements depending on what they produce or sell. Television advertising is a rather costly affair (Johansson, 2017). For an organization to choose to use television advertising, it is expected that they have carried out a market survey and realized that the best option for advertising their products or services is the television (Kitani, 2017). Since television advertising is an ideal mode of advertising, it is important to consider its implications for the company. The cost implication is particularly crucial.

Every corporation has to make its products and services known to the public. As a result, Companies turn to advertising in order to attract consumers. Advertising is a mode of marketing. Since it is a marketing tool, advertising aims at stimulating the demand of a certain product by the consumer. According to Solomon et al (2016), consumers are often manipulated by advertisers whose aim is mainly to influence them. This means that, in most cases, consumers will go for what they have been informed about. While some will be on a trial-and-error mission, others will have been convinced that what they are purchasing is the best that the market has to offer. Baker (2016) emphasizes that advertisers take advantage of the consumers' soft spots. They maximize a certain selling

point that makes the consumer believe that they need what is being advertised. This process is equivalent to manipulation. As long as the marketer knows how to manipulate the consumer, influencing them is very easy.

Consumers are often presented with a variety of television advertisements. A consumer is an individual or organization that uses the products or services introduced by the sponsor. Consumer behaviour, on the other hand, is a term that can be used generally to refer to the actions and decisions that influence the buying behaviour of consumers (Solomon et al., 2017). Consumer behaviour mainly involves purchase activities, consumption and disposal actions, behavioural, mental and emotional responses that are associated with the decision to make a purchase (Zhang & Benyoucef, 2016). Since it is a social science, consumer behaviour borrows heavily from both marketing science and economic psychology. The sub-discipline developed in the 1950s as a branch in marketing but due to the rapid and dynamic evolution of the marketplace, elements from anthropology, economics, sociology, psychology and ethnography were integrated so as to help marketers become aware of the forces that influence consumer decisions (Solomon et al., 2017). There is a need for them to understand how consumers use their cash and time, their thinking system and needs, as well as how they carry out various activities. This entails comprehending how consumers make purchase decisions. Advertising is a core aspect of marketing.

2.2 The concept of marketing

The concept of marketing has gone through a transformation with time. In the mid-20th century, particularly 1940s and 50s, classical schools of thought are the ones that

mainly dominated marketing (Baker, 2016). These schools of thought brought out marketing as greatly descriptive. Additionally, they relied heavily on case studies and only used interviews and other approaches occasionally. This means that the approach was rather shallow in terms of identifying marketing gaps and addressing them. This deficiency, then, is probably what brought about the criticism that was launched in the 1950s. During this period, marketing was criticized for lacking in methodological rigor, and particularly for failing to adopt scientific research methods that were mathematically-oriented (Winer & Neslin, 2014). This criticism set the stage for the elaboration of marketing. It gradually began to adopt a consumer behaviourist approach thus becoming more interdisciplinary.

According to Solomon et al. (2017, p. 412) the marketing communication toward the consumer is established in four main pillars: i) inform about new goods or services; ii) remind to continue using their brand; iii) persuade on choosing their branding over others; and iv) building relationships with their consumer.

The acceptance of a consumer behaviourist approach explains why marketing stopped relying heavily on economics and slowly began to move towards other disciplines such as psychology, anthropology, and sociology (Baker, 2016). As a result, two key things seemed to take root. Firstly, the consumer became considered as a crucial analysis unit, and secondly, a very innovative knowledge regarding market segmentation, brand loyalty, reference groups, and opinion leadership was integrated into the discipline of marketing (Baker, 2016). Therefore, the addition of consumer behaviour in marketing demonstrated an increase in scientific sophistication in terms of testing procedures and the development of theory in the discipline.

In the beginning, motivation research is what heavily influenced consumer behaviour. According to Winer and Neslin (2014), motivation research had led to a deeper understanding of the consumer, and this made consultants use it extensively in both psychology and the advertising industry. In the 1950s, for example, techniques such as thematic apperception tests, projective approaches, and depth interviews were borrowed from motivation research and integrated into marketing (Andrews & Shimp, 2017). This integration brought in a new experience with regards to marketing research and implementation of best practices. With time, scholars have come up with an additional set of tools that include phenomenological interviews, photo elicitation methods, and ethnography (Baker, 2016). This has promoted the comprehension of marketing and consumer behaviour. In fact, consumer behaviour is currently viewed as a crucial discipline within marketing thus is incorporated as a study unit in most marketing degree programs (De Mooij, 2018). This shows that consumer behaviour is an important aspect of marketing that cannot be ignored. Not only does it lay the foundation for sales but also the success of any business venture.

One of the most discussed component of marketing in literature and among professionals is advertising. According to Henningsen et al (2011) advertising is the second largest investment to influence consumer behaviour, after personal selling in US. Academics emphasizes as defining the role of advertising for the company toward the consumer.

2.2.1 Types of television advertising – by their primary purpose

“Advertising involves communicating the company’s or brand’s value proposition by using paid media to inform, persuade, and remind consumers”. (Kotler & Armstrong, 2018, p. 450)

There are various types of advertisements that corporations place. Each of these types of advertisements is placed with a certain motive. These types of television advertisements are explained below as expounded by (Kotler & Armstrong, 2018).

Informative advertising

This is the kind of advertising that a company applies when they want to introduce a new service or product into the market. According to Kitani (2017), a company that has a new product or service has no choice but to make it known to the public through advertising. Informative advertising aims at informing the potential consumers about a new product or service that has just been introduced into the market. The advertisement can either be made by a new company or an existing one that introduces a new product. A beverage company such as Coca-Cola, for instance, may introduce a new brand of soft drinks into the market. To make the product known, the company will definitely embark on advertising. This kind of advertising is what is called informative. The consumers are informed but the decision to purchase the product is in their discretion.

Reminder advertising

This is the kind of advertising that seeks to reinforce a previous activity or promotion with the aim of increasing the sales volumes. This means that the product that is

being advertised has already been advertised before, thus, the consumer is simply being reminded about brand. As soon as the consumer hears the name of the product or service that is being advertised, they tend to remember having heard about it (Lauriel et al., 2017). Companies want to remind their customers of their products or services they might need in the future and aim to keep relations with them (Kotler & Armstrong, 2018). This explains why corporations do not get tired of making advertisements even when they are sure that the consumers have high awareness of the item or service they offer. With reminder advertising, a corporation makes their products more popular than before. Expensive TV commercial ads of PepsiCo or Coca-Cola primarily aim to build and maintain brand relationship, rather than aim to persuade their customer or even inform them to buy their products

Persuasive advertising

This is an advertisement which attempts to convince the potential consumer to buy a certain good, service or idea. A company that has had its products or services in the market may decide to create demand for the same items. If a company has been dealing in mobile industry, for example, it may want to increase sales. One of the main ways of increasing the sales may be through advertising. The company will, therefore, embark on advertising with the intention of increasing the sales volume. With an increase in the sales volume, the revenue will rise and, ultimately, the profit margins will increase. Persuasive advertising is mainly applied by companies that realize a downward trend in their sales and are keen on improving their sales (Hanssens & Pauwels, 2016). Depending on the kind of advertisement designed for the product, it may or may not attract the attention of the consumer. According to literature a good advertisement not only entertains but also

informs. A dull advertisement may put off the viewers yet they may form a part of the potential consumers. Persuasive advertising becomes important to the marketers in a market where competition advances and grow.

Institutional advertising

Unlike product advertising where the advertiser tries to convince consumers or inform them about the availability of certain products and services, institutional advertising is not a profit-making venture. Institutions seek to share ideas and concepts with the intention of promoting them. A non-governmental organization may, for instance, decide to promote the aspect of environmental conservation. The institution will do this by showing activities that promote the conservation of the environment. The institution may not necessarily have anything to sell but they will convince the consumers to share their ideas and philosophies with the intention of changing the attitudes of people towards a certain action. People are urged to take action so as to make their lives better.

2.3 Models of Advertising

There are various models of advertising. Generally, there are five models most used which try to tell advertisers to purchase the advertisement in such way that their customer goes through all steps each model proposes. They do include the hierarchy of needs model, the innovation adoption model, information and processing model, operational model and the AIDA model. The steps each model encompasses is explained in the figure below. Literature reveals that Hierarchy of effects model goes through processes exposure, reception, attitude change, intention and, finally, behaviour while the innovation adoption model consists of awareness, interest, evaluation, trial, and ultimately, adoption (Eisend &

Tarrahi, 2016). This model suggest that advertising effects occur over a period of time. This study will try to approach and utilize the Hierarchy of Effects Model proposed by Lavidge and Steiner (1961), but the researcher has taken in considered even what authors suggest. According to them putting advertising within strict frames of models is not right. They claim that advertising is about creativity and not about following a model with strict steps (Kotler & Amstrong 2017, Hackley, 2005, Jobber, 2004).

STAGES	AIDA MODEL	HIERARCHY OF EFFECTS MODEL	INOVATION ADAPTION MODEL	INFORMATION PROCESSING MODEL	OPERATIONAL MODEL
Cognitive stages	Attention	Awareness Knowledge	Awareness	Presentation Attention Comprehension	Non-evaluative thinking
Affective Stages	Interest Desire	Liking Preference Conviction	Interest Evaluation	Yielding Retention	Evaluative thinking
Behaviour Stages	Action	Purchase	Trial Adaption	Trial Adaption	Action

The authors of Hierarchy of Effects model the six stages as explained above, grouped after that them in three main stages of the consumer behaviour.

Cognitive: known as the “thinking” stage, where the consumer gathers knowledge about the product and becomes aware of it. This can be said to be a rational step where pros and cons, product specifications etc. of a product are evaluated.

Affective: known as the “feeling” stage, when the consumer starts developing a liking for the product, or may develop positive/negative feelings toward it

Conative: known as the “behaviour” stage, when the consumer after weighing the pros and cons, and deciding his/her preference actually buys the product.

2.4 Television advertising and consumer behaviour

The television is a popular medium of communication since many people spend a lot of time watching television. EBU (2018) reports that in Europe trust of the consumers in traditional media during 2017 has increased. Television is preferred by advertisers due to its coverage, creativity, and effect, convenience and cost-effectiveness (Johansson, 2017). Television advertising entails the synchronization of audio-visual techniques such as motion, color, sight, and sound to attract the attention of the likely consumer. The effects offer a great flexibility and convey a mood in the viewer that is intended to develop an entertaining or emotional appeal. This dramatic appeal sets the television advertisement apart from others such as radio and print media. According to Heath et al. (2009) consumers are not interested in watching ads, it's the emotive appeal of creativity that encourage attention and makes access to the message to be communicated (Kover, 1995)

To enhance their selling points, producers of television commercials incorporate innovative approaches such as the use of music, cartoons, puppets and live action (Kover, 1995). These techniques are applied in an effort to make the advertisement memorable thus persuading the audience to think of the advertised product. Since it has a wide appeal, many companies in Albania and other parts of the world often opt for television

advertising to market their products (Andrews & Shimp, 2017). This is despite the fact that television advertising currently faces numerous challenges that include, but are not limited to, targeting issues and competition from social media marketing that has resulted due to technological advancement.

Researchers propose that consumers are different. They, therefore, divide them into two categories. While one of the categories is that of those who find advertising fascinating, the other comprises those who consider it morally objectionable and evil (Wanke, 2009). These categorizations demonstrate a reflection of what consumers want or maybe what they believe they want. Some consumers are not even realistic when it comes to the decision to make purchases. They may go for whatever they think is fashionable and is being purchased by everyone who cares about fashion. In the process, they may even find themselves engaging in impulse buying.

However, on the other hand, there are those consumers who will only go for an item after a long decision process. Nevertheless, both of these types of consumers are influenced or even manipulated by certain factors in their decisions. According to Miller (2009), there are products that bring satisfaction while there are others that are associated with status. This means that there are some that fulfill basic needs while others are equivalent to show-off. Miller (2009), for example, asks why a person would go for a Hummer H1 Alpha despite its high cost, poor reliability and high consumption of gas. The conclusion is that such a person is looking for status by keeping the machine as one would an ornament. It is the same case with Albanian students who, for instance, travel in buses holding smartphones worth over 500 Euro. What these examples demonstrate is that the consumer must have been influenced by certain factors to go for such choices.

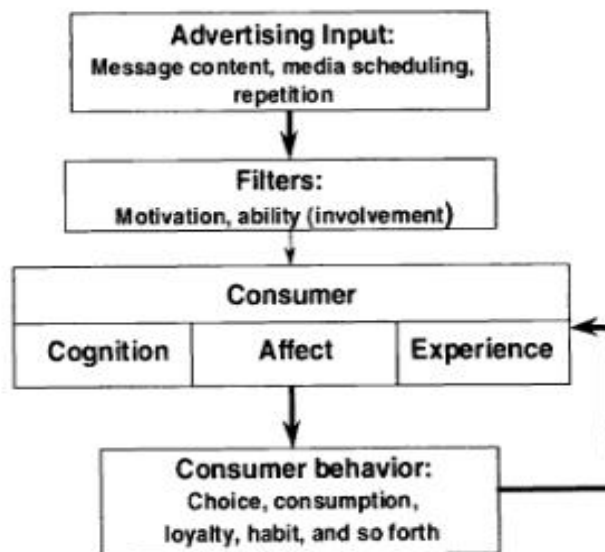
In general, consumer behaviour begins from the concept of 'Marketing Mix'. Miller (2009) argues that it is important to understand the attitudes of the consumer towards the product being advertised so as to explicitly express the difference between informing and persuading in the Marketing Mix. Although television advertising is a powerful marketing tool, planners must consider crucial aspects associated with it such as coverage, environment, cost, and the frequency of exposure to the target audience (Kitani, 2017). There may be other options that do not necessarily need to consider these aspects due to the nature of delivery. The social media, for instance, is highly flexible and dynamic in terms of advertising. Nevertheless, many companies still prefer the television due to its ability to reach a large number of people simultaneously. The good thing is that with technological advancements, it has become possible to target a particular audience due to the invention of the pay-to-access kind of programming for consumers who have access to satellite television. In Albania, as identified in Chapter 1, 1.4 Media Landscape clearly shows that it provides a variety of choices that a company can make in terms of television advertising or other form of advertising. In an effort to reach organizational goals, companies go for the best alternative that can influence consumer purchasing decisions.

The researcher chosen to study the advertising in media and no other communication channels, due to the strong correlation the Albanian population has with trusting the medium. EBU (2018) reports that Albanians are first country in Europe with the highest trust in media. The report states that 42% show high trust in media. As Calfee & Ringold (1994, p. 235) suggest trust in media is an essential element to be considered in credibility of advertising, given the tendency of consumers to distrust advertising. Axhami

(2017, pg. 188) reveals that television is the leading media that takes the lion share of ad spendings with 88% vs other medium channels

According to the research of Vakratsas & Ambler (1999) after reviewing most than 250 journal articles, the authors propose the following framework of how advertising works

A Framework for Studying How Advertising Works



In the Albanian context as studies reveal the general tendencies of consumption in Albanian youth does not differ from the rest of their counterparts in the world (Çela et al., 2015, p. 112).

2.5 Manipulation and perception in television advertising

There are many concerns to the manipulative and untruthful nature of the advertisement. Consumers are at times not aware of what they want. Lantos (2015) argues that it is not until a consumer is informed about the availability of a certain product or

service that they will think about it. Some consumers are just unaware and unwilling to struggle in order to get what they want. This motivates television advertisers to manipulate them and play with their emotions in a bid to win their loyalty. Take, for example a betting company, which in Albania is reported as one of the top industries by yearly earnings (Drejtoria e Pergjithshme e Tatimeve, Republika e Shqiperise, 2017). To advertise their services, they may design commercials that show everybody who plays the game winning. It is clear that there is no way this can happen in real life. However, the company will use this manipulative tool to ensure they have won the trust of the consumers. As soon as they have won their trust, they will influence them to do whatever they want. In the process, the consumer loses while the company gains. This especially happens where the rules of the game are not regulated by a certain national regulatory and licensing board.

In some cases, consumers often wait for information from others so as to decide on what to purchase. Whenever this happens, they may end up not making informed choices since manipulation will take the center stage. Andrews and Shimp (2017) suggest that a consumer who cannot make simple consumption decisions is vulnerable to all manner of manipulation. This is because apart from being bombarded with numerous messages about various products and services, they will be convinced that what is being sold to them is the best. Unfortunately, this may not be the case and the person may end up making the wrong choices. These choices can be quite costly. A confused consumer can buy two smartphones at the same time or in quick succession, for instance. First, they will be convinced that the model they are being given is the best only to later realize that it does not have the features they thought it had. Within no time, it crashes and they realize that the phone had no

warranty. They will have to go back to the shop to buy another one since a phone is a basic need in today's society.

Since the contemporary society is a highly consumerist society, advertisers take advantage of the unaware population. The youth are especially susceptible to manipulation. This is because they want to impress others by owning what is perceived to be the best. They will not mind spending since as Laurie et al. (2017) explains, they seem to have all the time and all the money in the world to spend. This idea is what mainly informs advertising agents who can do anything to win the trust of the youth. According to Kumar (2015), marketing has evolved a lot with time and it is upon the marketers to identify where their wares can sell best. The youth form a very good market since they are the majority. In most nations, Albania included, the youth form over half of the population (Laurel et al., 2017). With such a big number of potential consumers, all a company needs to do is come up with a product or service that appeals to the youth and vigorously advertise it. With forceful advertisement using all the senses that will appeal to the youth, it will be possible to manipulate them hence influence them into buying the service, product or idea.

Peer pressure plays a key role in influencing the young people to buy an idea. What a company needs to do is come up with a scheme that entices a group of youth. If the small group of youth get impressed by the product, service or idea, they will preach to their fellow youth who wish to look like the rest so that they are not labelled as misfits (Laurie et al., 2017). By so doing, these youths will be helping to spread the word. A company that wants to involve the youth in an antidrug campaign, for example, has to appeal to these youths first so that they can agree to buy the idea. Considering that some of these young

people abuse drugs, involving them in the campaign would be a big plus in trying to curb the negative behaviour. Advertising to convince the youth to take a certain action is not easy. However, the moment the advertiser is able to appeal to them it becomes the beginning of their success. Appealing to the youth, however, will require some manipulative tactics and ideas.

Researches reveal that some consumers buy on impulse and many advertisers know this. In some cases, consumers go shopping without a particular decision in mind or any real need. Others may go shopping after having made a decision to buy a certain item. However, upon getting to the market or mall, they find things that impress them and they decide to buy them (Zhang & Benyoucef, 2016). This impulse buying means that these people have money at their disposal. Due to this factor, advertisers aim to take advantage so as to increase their sales volume. They decide to manipulate the buyer in different ways and one of the most important they attempt is through their advertisements. Through repetitive advertisements, an advertiser is able to make the consumer think their product. Repetition of the advertising likely affect consumers to recall and enhance advertising effects on the attitude toward the brand (Schmidt & Eisend, 2015). The minute this consumer reaches the market and realizes that the product they saw being advertised on television is available, they would want to try it out (Kumar, 2015). After buying the item for the first time, the effectiveness is what will determine whether the consumer will go for more or not, as personal experience matters. Nevertheless, whether they go for more or not, the fact remains that they have already been manipulated into buying the product first. In case it is an effective product, then the company will have won itself a consumer who may become their loyal customer after that.

In some cases, advertisers tend to exaggerate the effectiveness of a certain product or service. They mainly employ this technique so that the potential consumer can become interested in their products. Hanssens and Pauwels (2016) explain that marketing is of great value since it attracts customers even from the most unlikely demographics. Nevertheless, an advertiser needs to regulate the information they give so that the consumers do not get overexcited then disappointed in equal measure. Take the example of an advertisement which portrays a cosmetic product as the best. The selling point of this product, for instance, may be its ability to reduce fatness within the first week of use. Those people who have suffered from overweight and have tried various therapies without success may go for this product. Considering that it is a new product, very few or no people may have used it before, there is no one to consult or asking to share own experience. The consumer, therefore, hurriedly purchases the product before it runs out of stock. Unfortunately, after using it for a week, they find that there is no change in their weight. They become disappointed and probably stop using it. What this consumer may not be aware of is that they have to use the product continuously for three months in order to achieve the desired results. The company, on the other hand, will have exaggerated so as to win this customer. There is high risk, the customer may never go for that item again and in the process, may influence other people against it.

Advertisers also manipulate the potential consumers by giving them free samples. Television advertising, for instance, will clearly explain that if you buy one item, you will get another one for free. What the consumer does not understand or is not aware, in such cases, is that the price of a single item covers for both (Kumar, 2015). This means that the consumer will have been hoodwinked to buy two items instead of the one they intended to

buy. Ha (2004) emphasizes that consumers who fall into the trap of 'buy one get one free' kind of promotion is to blame for having too much inclination to free things. This tells that companies are aware that very many people like free things. Therefore, they manipulate them by offering to fulfil this strong desire for free items. It is not entirely wrong to give free samples anyway as Ha (2004) further notes that some companies give free samples whenever they introduce a new product so that the consumers can have a taste before the item is fully introduced into the market. This marketing idea is common all over the world. However, it is important to note that it is done with the intention of manipulating the consumer behaviour and purchase decision of the potential customer.

It seems that many advertisers have realized the value of a good television commercial. A television commercial integrates both the auditory and visual elements so as to come up with a scene that is both interesting and appealing to the eye and ear. According to Andrrews and Shimp (2017), a television advertisement cannot be complete if it does not appeal to the target audience. Research shows that some people hate watching television commercials because they view them as boring and intrusive (Kitani, 2017). What is certain is that if there is a commercial break, some people will engage in other activities or will start to do zapping on other tv channels. These are activities that the viewer engages in only to keep themselves busy rather than watching the boring commercials. However, this need not happen. Researchers suggests that a good television advertisement must involve the audience. Involving the audience here means engaging them through an advertisement that is both informative and entertaining. Most people will remember a humorous advertisement long after it has been aired as opposed to the boring one. Nevertheless, the use of entertaining advertisements aims at manipulating the

consumer so that as they make choices on consumer items, they also consider looking at the items that they have seen being advertised.

Manipulation also occurs when an advertiser seemingly lies to the consumer. The consumer may neither have used nor heard about a certain item. If it is advertised, they become so interested that they want to try (Kotler & Amstrong, 2017). Take the example of a television advertisement on a certain detergent. According to the advert, the detergent is a very powerful stain remover. The advertiser even demonstrates how fast the detergent works as compared to other brands. Sure enough, the detergent removes the seemingly stubborn stains from a piece of clothing while the other brand does not. This may make the viewer believe that this detergent must be very strong and effective. They, therefore, decide to try. When they use it, it, sure enough, removes the stains within the first round of washing. However, the detergent makes the hands of the consumer rough and coarse to touch. What the advertiser failed to inform the client is that the detergent is not gentle on the hands and might cause side effects, and, therefore, should not be used for washing using bare hands. Nevertheless, the consumer has already bought the item so the impact can always be investigated. Unfortunately, it is clear that the advertiser has not advertised the whole story to the consumer with the intention of manipulating them.

Some television advertisements are so manipulative that they have as strong relationship with the choices made by the consumers. While some consumers do not take advertisements seriously, there are others who do. Some of them will go ahead and purchase items or services simply because they watched them being advertised on television and according to them, anything that they watch on television is true and believable (Andrews & Shimp, 2017). These people who take television advertisements

seriously and want to try out every other item that they watch being advertised end up buying items that they may never actually use. At the end of it all, they become frustrated and are not willing to buy anything they watch on television anymore. Unfortunately, the manipulation has already yielded fruit on the part of the advertiser, and to them, the aim has been fulfilled.

Children are also part of the game when it comes to advertising. Researchers claim that although advertising to children has its own ethical codes to be followed, some advertisers still manipulate their advertisements to suit their intentions (Kitani, 2017). Take the example of an advertisement that portrays a child enjoying a soft drink. What will happen is that although this child may not directly tell other children to consider buying the drink, they will have influenced them since they would also wish to have such happy moments. This will make these children pester their parents as they ask for the drinks. In the process, the parent may end up buying the drink for the child even if they may not have budgeted for it or is not willing that its child drink processed juices. The use of a child in this case is a manipulative technique that may have worked very effectively in previous advertisements.

Advertising has to bring forth some fresh ideas full of creativity, if it has to work. Advertisers, especially those who advertise on television, know too well that one cannot keep the same advertisement for too long since it may bore the audience and lower their interests. Although Zhang and Benyoucef (2016) assert that an advertisement has to be repeated several times for it to make an impact, keeping the same commercial for years in row may be boring. First, the commercial should be terse enough to command the attention of the consumer, and secondly, it should be repeated regularly to improve memorability.

However, it would be important to make an alteration after some time so that some freshness is experienced by the viewer. It is important to note that in as much as the advertiser wants their idea to sink into the minds of the viewers and stick there, some viewers are put off by television advertisements that linger for too long. This means that although changing the message or context of a television advertisement is rather expensive, it is an activity that is worth considering.

Researches reveal that in Albania a factor of manipulating the consumer is the heavy presence of the hidden advertising, which is openly accepted by media representatives. In the interviews (Luku, 2016) with program authors and moderators in Albanian television they do consent that indirect or hidden advertising is a reality in the content of the show they do produce. Ardit Gjebra, one of the top TV moderators and show man in country, states that hidden advertising is his own mastery. (Luku, 2016, p. 200) Researchers suggest that the presence of advertising is everywhere in news editions, talk shows, and other programs (Balkan Media Barometer, 2013, 55), while government regulator entities identifies it as a concern (AMA, 2018, 29-38). While official researches due to the official data the market offers claim that media in Albania are not generally profitable business (IREX, 2015). Media experts claim that there are businesses that spent not to advertise their services or goods, but rather to buy the media, influence their editorial lines and prevent any criticism. (IREX, 2015).

The prices for hidden advertising in the dominant televisions in country vary from 1500 euro up to 10,000 Euro (Luku, 2014; Luku, 2016; Media Ownership Monitor Albania, 2018). The researcher herself have worked as Marketing Director for 15 years of some of the main TV's such as Top Channel (2001-2003), TV Klan (2003-2006), Vizion

Plus (2006-2013) and News24 TV (2018 - present). The information of the media market landscape, that the researcher dispose from her work experience may be claimed that the hidden advertising is a generally a wide spread phenonema in TV industry in country. Alban Dudushi, one of the top moderators in Top Channel TV, states there are fully sponsored programs by content (Luku, 2014) where the consumer is not notified or aware priory by the TV channel. The prices of hidden advertising vary from the format the target group the advertiser aims to reach. Considering the unit price/second, the news editions are the most expensive format of hidden advertisement, if considering that a standard paid chronicle is broadcasted not more than 120 seconds. A news chronicle has a standard price in the main TVs from 1500 euro (net) / news chronicle (as in News24 TV) up to 10,000 euro (net)/news chronicle in Top Channel TV.

AMA (2018) identifies that on their survey conducted during 2017, 67% of Albanian citizens are aware of hidden advertising.

Regardless of these evidences television advertising in Albania remains the most popular form of advertising and first choice of advertisers, with television continuing to gain the biggest share of ad spend over other media types

2.6 Factors that influence product perception

The perception of consumers towards certain products and services is normally determined by their attitudes towards them. With a certain perception, it becomes possible for advertisers to manipulate consumers. Perception is defined by Perry and Morris (2005) as the way in which a consumer understands, regards or interprets what they see or hear. Consumers tend to perceive different products and services depending on what they see,

hear or experience. The main factors that influence product perception thus purchasing behaviour include the quality of the product, price, packaging, name, product benefit, and testimonials as real people or celebrities (Perry & Morris, 2005; Stephen, 2016; Solomon et al., 2017; Rani, 2014). These aspects are explained below.

Product quality

Consumers regards those products that are of good quality highly. The perception of product quality depends on the consumer's previous experience or what they hear about it (Rani, 2014). Television advertisers often seek to change the attitude of the consumers towards certain products and services so as to influence their perception of their quality. Therefore, the product quality influences the perception towards it. Kekezi & Kruja (2019) found a direct correlation between advertising and price from the Albanian consumer point of view. They suggest that the more expensive the ad was perceived the more expensive would be the product or service advertised

Product benefit

In most cases, consumers rate the worth of a product depending on how it benefits them. If a product, for example a food product, is beneficial to their health, they are likely to perceive it as good. Their interpretation and regard for that product or service is, therefore, likely to affect their perception of the same.

Product name

According to Stephen (2016), the name of a product plays a certain role in influencing the perception of the consumer towards it. A product, for instance whose name is 'Ololongonjine' is difficult to remember and comprehend as opposed to 'Omo'. In that

case, the consumer is likely to interpret the first item to be as complicated as its name thus not worth trying. Stephen (2016) explains that a product name determines the perception that the consumers will have about it. Therefore, the aspect of product name is important in determining the influence of television advertising on consumer behaviour.

Product price

Consumers are also likely to check and compare the prices of items that fall in the same category. If they want some soft drinks, for example, many may wish to compare the prices offered by Coca-Cola and those offered by Pepsi since the products are related. Depending on the prices, they may create various perceptions within their minds that will determine which products they will choose to purchase. Researchers in Albania claim that in a price competition framework, advertising increases consumer's willingness to pay for these products (Memushi, 2014, p. 70). Societe Generale Bank (2017) identifies the Albanian consumer as price sensitive where price is claimed to be a primordial factor in purchasing decision.

Product packaging

The perception of products and services are also determined by packaging. Solomon et al. (2017) argues that the way in which a corporation packages its product determines the judgment it gets once it hits the market. Consumers interpret and understand the worth of a product depending on how it appears at first sight.

Testimonials

As they gather information about a product, consumers hear a lot from others who may have used the product or heard about it. The testimonies they give influence the way

in which the particular consumer regards, understands and interprets the product or service in question. Therefore, testimonials influence product perception either negatively or positively. Testimonials is claimed as one of the most loved propaganda techniques in advertising, especially when the testimonial is a celebrity. The aim is to use the admiration people have for that celebrity in favor of the brand and company. The presence of testimonials in advertisement is considered as effective-propaganda. There is a numerous literature available showing how celebrity endorsement influences and impact the consumer in its behaving and buying purchase, in many countries.

Clearly, influencing perceptions and manipulation are major tactics used by advertisers to win clients. Television advertisers normally aim at influencing the viewers to choose their products and services over others. In the process, they engage in all manner of manipulative techniques (Kitani, 2017). Some lie while others use blackmail with the intention of manipulating the potential consumers and influencing their perceptions. Since they understand the power of television commercials, advertisers do not want to take chances. They end up achieving their goal through manipulation. Although this technique is not overtly applied, it is implied by the kinds of advertising methods that the advertisers use. If, for example, an advertiser creates the impression that if one drinks a certain brand of wine after every meal, they will not gain excessive weight, many interested viewers may give it a try. Remember the impression is created by having a family of healthy-looking children and parents who look pleasantly slim and fit. If that is the ideal case, the viewer may decide to try the brand and see if it works. Generally, television advertisements employ a lot of tactics with the aim of manipulating the viewer who may end up becoming a loyal customer.

2.7 Factors influencing consumer behaviour – key themes

Researchers suggest that the consumers are in control more than ever before, as the possibility on greater access and command on media consumption (Vollmer & Precourt, 2008). Corporates and marketers' final goal is to return to investment any advertising spending.

“The importance a consumer attaches to worldly possessions. At the highest levels of materialism, such possessions assume a central place in a person's life and are believed to provide the greatest sources of satisfaction and dissatisfaction in life either directly (as ends) or indirectly (as means to ends).” (Belk, 1984, p. 291)

As academics and marketers suggest consumer behaviour changes rapidly and it is influenced by various factors. Before looking at these factors, it is important to understand that consumer behaviour entails the selection process that makes consumers decide and act in terms of purchasing a service or product. To understand this process, one needs to ask questions such as:

- *Who is the consumer as targeted by the marketer?*
- *What do they buy and why?*
- *How, when and where do they buy their preferred products and services?*

Kotler & Armstrong (2017) reveal that marketers in each scenario do have a central question: How do consumers respond to several marketing efforts the company potentially might use?

With these questions in mind, it is possible to understand the behaviour of consumers. From the literature gathered, several themes related to perception, awareness, and consumer behaviour were revealed. Since this thesis is based on the impact of television advertising on consumer behaviour, the themes that were identified were in the form of what in general influences consumer behaviour. The key themes that were revealed included economic, cultural, psychological, personal and social factors. They are explained below and schematized in Table.

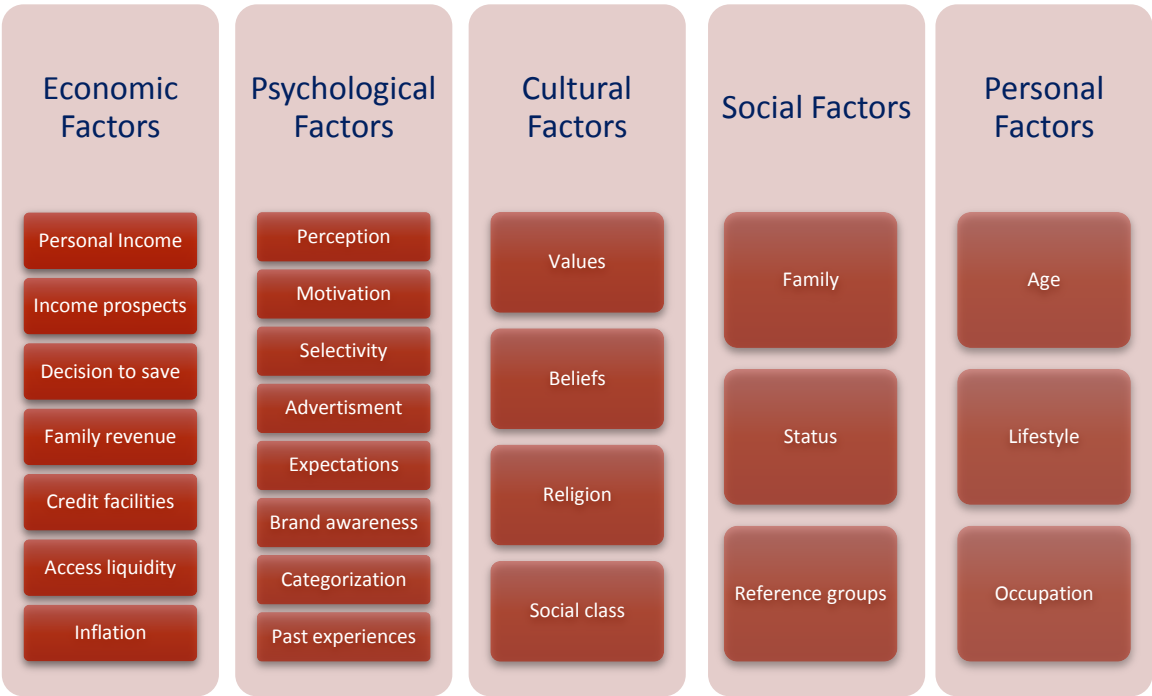


Table 1 :Factors influencing consumer behaviour – key themes (Designed by the author)

2.7.1 Economic factors

“Faced with increasing challenges of employment and economic empowerment, Albanian young people need to find a new compromise between their needs and desires, which keep on rising fed by a restless

global marketing industry, and family budgets from which they are continuously dependent on” (Çela et al., 2015, p. 112)

The economic situation at a particular time influences the purchasing behaviour of consumers. The consumers are highly likely to make decisions depending on the economic and market situations. Various researchers have linked consumer behaviour to economic factors which can further be divided into the following categories. Academics reveal that economic factors might have dramatic effect on consumer buying behaviour (Kotler & Armstrong, 2017)

Personal income

Consumer behaviour can be determined by the income of an individual. Individuals who have a higher income are likely to have a higher purchasing power than those who are not economically empowered. The income of an individual includes both discretionary and disposable income. Disposable income is the net salary that an individual receives while the discretionary income is the balance that remains after the individual meets the basic needs such as providing food, shelter and clothing. According to Lantos (2015), a person's gross salary comprises both discretionary and disposable income thus there is always some money available to make purchases. This view is shared by Rani (2014) who posits that every time a consumer who is not accustomed to saving has some extra cash, they are constantly thinking of what to buy next. This means that an individual's income is a major economic factor influencing consumer behaviour.

Income prospects

The income expectations of an individual is another economic aspect that determines consumer behaviour. Consumers who expect an increase in their income spend more than usual on shopping and other luxuries while those who expect salary cuts or job loss often cut down on their spending especially for luxuries (Ha, 2004; Rani, 2014; Murphy & Dweck, 2016; Zhang & Benyoucef, 2016). This means that the purchasing power of consumers is influenced by their future expectations. There is no way, for instance, that a consumer will forego luxuries when they know too well that they are going to make a lot of money in future. Some consumers go ahead and buy durables such as washing machines, fridge and furniture because they know that soon, they will have a lot of money. To make matters worse, others spend on credit with the hope that they will refund the money as soon as they get their next big salary. Those who have no hope for better remuneration in future are forced to forego the luxuries in an effort to make a lot of savings so as to cushion themselves.

Decision to save

At a certain point, an individual may decide to save some money irrespective of whether they have high income prospects or not, and this influences their consumption behaviour. According to Solomon et al. (2017), a consumer who is keen on carrying out a project without having to borrow is often forced to make minimal purchases as they seek to accumulate capital. This idea is emphasized by Wanke (2009) who explains that saving for a project means sacrifice and soul-searching that must help the consumer decide what is necessary and what is not at a particular time. There are those needs that are urgent such as food, and those that can wait, such as luxuries. Those that can wait may be foregone so that some savings are done. The consumer has to make a choice if they are serious about what

they want. If they are serious about saving, they will definitely try as much as they can to ensure they do not waste money or buy things that are not necessary. Therefore, spending as little as possible is informed by the need to save, and it affects consumer behaviour.

Family revenue

The aggregate income that family members are able to pull together is another economic factor influencing consumer behaviour. In cases where both husband and wife engage in economic activities and agree to pull the resources together, the income is higher than in situations where only one of them is working. Research shows that families with extra income that remains after they have fulfilled all their obligations have the pleasure of using this additional cash for various purchases (Hanssens & Pauwels, 2016; Baker, 2016; Peter et al., 1999; Zhang & Benyoucef, 2016). Consumers who have the advantage of joint accounts, for example, can use the extra income to fulfil their individual needs. In the process, they purchase what they may not have purchased if they were to depend on their income alone. Thus, it demonstrates how family income influences consumer behaviour.

Credit facilities

The accessibility of credit facilities is another economic factor influencing consumer behaviour. According to Zhang and Benyoucef (2016), consumers who can access credit facilities such as bank loans, hire purchase and credit cards are able to purchase more than those who cannot access these services. This opinion is stressed by Lantos (2015) and Oliver (2014) who argue that the availability of credit facilities not only drive consumers into impulse buying but it also gives them a rare opportunity to buy what they desire even when they have no liquid cash. Rani (2014) further emphasizes that consumers are constantly in need of raising their living standards and this makes them use

whatever means is available including buying on credit. Unfortunately, some consumers sink deeper into debt as they try to live beyond their means. This idea of credit facilities, therefore, influences consumer behaviour since the ability to access credit means the capacity to make various purchases. Nevertheless, access to credit can be both good and bad. The good thing is that one is able to access those products and services that they may not have had access to. On the other hand, the easy availability of credit may make a person get tempted to overspend or engage in impulse buying.

Asset liquidity

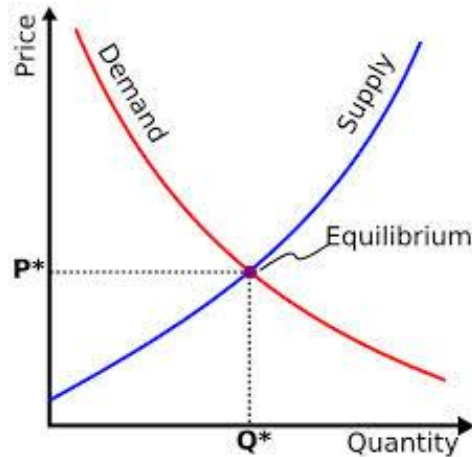
The ability to quickly and conveniently convert assets into cash is an economic factor influencing consumer behaviour. According to Peter et al. (1999), an individual who can instantly convert assets such as securities, bank balances and cash in hand into usable cash has more purchasing power than the one who is not in a position to do so. People who can easily convert assets into cash buy a lot of luxuries since there is enough cash at their disposal (Murphy & Dweck, 2016); Ha, 2004; Oliver, 2014; Andrews & Shimp, 2017). These researchers emphasize that the affordability of liquid assets is a major economic factor affecting consumer behaviour. It means that the consumer's purchasing power will depend on how much liquid cash they can access. Those who can easily access liquid cash, for instance, may make a lot of purchases at a go while those who cannot will have to wait until they are able to get the cash.

Inflation

The rates of inflation also determine consumer behaviour. Whenever the prices of goods rise, the demand falls. However, if these prices fall, the demand rises. This happens

irrespective of the different economic classes of the consumers. Ha (2004) refers to this economic sense as the impact of the demand and supply occurrence. It is exemplified by the demand-supply curve as shown below.

Figure 4: Demand, supply and equilibrium curve



Source: Demand, supply and equilibrium curve: Ha, 2004)

As indicated above, the demand of an item rises as the prices fall while it falls when the prices rise. This shows that inflation has a major role to play in determining consumer behaviour. Most consumers will buy more if the prices are friendly but forego some of the non-essential products and services if the prices are high (Lantos, 2015). Therefore, the behaviour of consumers is highly likely to be affected by inflation.

2.7.2 Psychological factors

There are some internal factors that determine consumer behaviour. Consumers tend to behave in accordance with the psychological state at the time of observation. Some of the psychological factors influencing consumer behaviour are explained below.

Perception

Perception is a psychological aspect that influences consumer behaviour. Researchers claim that this aspect is very affluent and decisive in marketing, as we humans are sensory being. Marketers also agree on the significance of this aspect. It has something to do with the human mind. Every human being has five common senses which include the sense of sight, smell, taste, touch and hearing (Wanke, 2009). However, there are others such as that of balance and direction. Each of these senses feeds the brain with information that is then used to make the necessary reaction. According to Murphy and Dweck (2016), consumer behaviour is normally shaped by perceptions about certain products and services. An individual makes selections from the surrounding environment and sends signals to the brain for the appropriate action. Due to particular perceptions, a service or product can be considered either relevant or irrelevant (Lantos, 2015; Murphy and Dweck, 2016). This means that some consumers rely on their perceptions for decisions to purchase or not. Whether these perceptions can be verified as logical or not is not an issue to them. If a consumer, for example, perceives a smartphone as expensive to maintain, they will end up not having a phone at all so as to avoid the expenses. Another one who perceives it as a show of class will even go for more than one in order to accentuate their level of sophistication. All this means that perception is a major psychological factor influencing consumer behaviour. Albanian youth are reported to a strong influence on their perceptions on what they consider fashionable and which focuses only on appearances.

Motivation

There seems to be a motive or force that induces an individual to act. This force that compels a person to conduct themselves in the way they do is likely to influence their behaviour. Consumers behave the way they do due to both psychogenic and biogenic needs. According to Murphy and Dweck (2016), psychogenic needs arise from the desire for psychological fulfilment such as esteem, recognition and self-actualization while biogenic needs arise from the aspiration to meet the physiological needs such as hunger, thirst, and shelter. These needs are also explained in the Maslow's hierarchy of needs. The needs are the ones that motivate a person to make the decisions they make and behave the way they do. A consumer is usually motivated to make purchase depending on the needs that they want to satisfy (Lantos, 2015). A consumer who is struggling to feed themselves, for example, cannot afford to buy a car but will be motivated to buy food first. The order of priorities plays a key role as one fulfils a need after another. Rani (2014) explains that there are both core and secondary needs. The need for a dress, for instance is a core need but the insistence that it must look stylish or fashionable is a secondary need. The consumer who goes for any dress seeks to satisfy the basic need of clothing while the one who goes for the stylish one wants to satisfy their need for recognition and self-esteem. Therefore, the consumer will go for what they feel satisfies their needs. Albanian youth are reported to be highly demanding to 'looking good/ beautiful' and 'dressing well/ dressing with brands'.

Selectivity

Another psychological factor influencing consumer behaviour is the aspect of selectivity. A consumer selects an item depending on its relevance to them (Lantos, 2015; Murphy and Dweck 2016). This means that even as they make decisions on what to

purchase, a consumer has the ability to make a selection that they feel is best for them. Murphy and Dweck (2016) explain that consumers are both different and dynamic thus will make subjective choices of goods and services that befit their tastes. They make a selection and then assign a value to a certain product. A consumer who, for example, wants a car in general will go for any that they find and can afford while one who wants a specific one makes a selection that befits their taste, fashion, and affordability. Although both of these consumers ultimately own cars, their selections are different and highly subjective. The aspect of selection is, therefore, a key factor that influences consumer behaviour.

Advertisements

Advertisements also influence consumer behaviour. Following an advertisements, the consumer begins to view a certain product or service in a different way (Kitani, 2017). Lantos (2015) posits that some advertisements are so influential that they leave the consumer manipulated enough to look for the advertised item. Television advertisements are particularly manipulative. According to a research carried out by Ducey and Samu (2015), six out of every ten people can recall an advertisement they watched on television even if they never went for the advertised products or services. This means that there is a way in which advertisements appeal to the consumers thus influencing their behaviour.

Expectations

Every consumer has expectations. According to Baker (2016), a consumer chooses a certain product or service depending on their expectations which are based on personal interpretation and world-view. A consumer may, for instance, choose to buy products from

a chain store yet the same products are found at their local shop at a lower price. This kind if consumer expects the products from the chain store to be of superior quality since they view the store products as genuine and those of the local shop as probably fake. Consumers may also go for a product in droves since they have a high regard for it (Stephen, 2016). This high regard is followed by the expectation that the product is useful and superior in quality. Expectations, therefore, influence consumer behaviour.

Brand awareness

A consumer who is aware of the existence of a certain product or service is likely to go for it in case the need arises. According to Lantos (2015), a consumer is made aware of brand existence in various ways such as recommendations, advertisements, and promotion. When confronted with a certain need, this consumer buys what they can remember. If the consumer, for instance, remembers having seen a certain car model being advertised, they will have it in mind as they go to buy one. This means that after deciding to buy a car, they may first look for the one they saw before thinking of other models. Çerri (2014, p. 17) reveals that in Albania “the banks with higher percentage of market share also had higher results in consumer-based brand equity measures”. In his research he suggest that companies that aim to increase the market share must take in consideration even the level and other aspects of brand awareness to the Albanian consumer. This means that brand awareness is a very important factor influencing consumer behaviour.

Categorization

Consumers may categorize items according to their use or quality. By so doing, they prejudge the products and services they are presented with. Consumers normally

chunk information about certain services and products in such a way that whenever they think of anything in that category, there is a particular item that comes into mind (Murphy & Dweck, 2016; Ha, 2004; Lantos, 2015). A consumer may, for example, have a preference for smartphones. In that case, this consumer will classify all smartphones in the same category such that they ignore the fact that there are different models of these phones. In the process of this categorization, therefore, their consumer behaviour is determined.

Past experiences

The experiences that a consumer may have had in the past are also likely to determine their behaviour. Experience is considered as decisive element to consumer behaviour from the marketers. According to Murphy and Dweck (2016), psychologists refer to this behaviour as the law of primacy whereby a past experience determines the kind of decision one makes when faced with a similar situation. A consumer who buys a loaf of bread from a local shop and later discovers that it is stale, for instance, will be hesitant to buy the same product from that shop. Additionally, they may always associate the shop with stale bread and may stop buying bread altogether. Research shows that past experiences are a major determinant of consumer behaviour (Murphy and Dweck, 2016); Rani, 2014; Oliver, 2014). This means that a consumer does not easily forget an experience that they may have had with a product or service before. Therefore, this determines their response to various services and products.

2.7.3 Cultural factors

Consumer behaviour is also influenced by the cultural orientations of the individual. Human beings are social beings and, therefore, they learn all the time from others.

Consumers behave in a particular way because they have learnt something in the course of their lives that makes them make various decisions. Some of these cultural factors that influence consumer behaviour as revealed by the available literature are discussed below. Researchers reveal that within-country are easily identified cultural differences as lifestyles, values, and orientations often vary significantly (Solomon & Lowrey, 2018). Authors state that culture is the most basic root of people's wants and behaviour and on the other hand beliefs and values have persistence at a high degree (Kotler & Armstrong, 2017). Kekezi & Kruja (2013) identify culture as a key aspect dominating in Albanian people.

Values

People grow up in different environments and, therefore, behave differently depending on what they learn to value as they grow up. According to Oliver (2014), human behaviour results from a learning process that is enhanced by the socialization of an individual. The individual learns some values such as success, humanitarianism, freedom, individualism, comfort, efficiency, achievement and progress (Oliver, 2014; Solomon et al., 2017; Ha, 2004; Zhang & Benyoucef, 2016). According to these scholars, the listed values are some of the ones responsible for the different behaviours portrayed by consumers. Wanke (2009) emphasizes that consumers exhibit differences in attitudes, preferences and lifestyle which highly depend on what they value. This means that the cultural orientation of an individual influences their purchasing behaviour as they seek to satisfy their needs. A consumer who values comfort, for example, will go for luxury goods and services while the one who does not will be comfortable even with the most basic necessities. This demonstrates the importance of value in influencing consumer behaviour.

Çela et al. (2015) reports that to Albanian youth personal dignity is considered as a prime value followed by loyalty and correctness. They do believe in values such as courage and altruism.

Beliefs

The beliefs that an individual hold are highly likely to determine their behaviour. As one grows up, some beliefs and perceptions are instilled into them, and this determines the kind of consumption decisions they will make as adults (Zhang & Benyoucef, 2016). According to Ha (2004), these beliefs are, in most cases, rather subjective since they are learned and passed from one generation to the next without any questioning. This means that the individual uses the cultural group mentality as they make decisions to make various purchases. However, these group philosophies cannot be proved beyond reasonable doubt. A food item that may be considered a delicacy in one part of the world, for instance, may be unacceptable in another. This belief is carried on despite the available scientific literature containing the benefits of eating fish. Beliefs, therefore, play a major role in influencing consumer behaviour.

Religion

Another cultural factor influencing consumer behaviour is the religious orientation of the individual. Although a religious group is part of the wider society, there are some cultural orientations that differ from the culture of the wider society. According to Rani (2014) and Stephen (2016), religion determines what the consumers go for due to the dictates of this subculture. A place that is dominated by Muslims, for example, will have more consumers go for religious dress such as hijabs while the one dominated by

Christians will not sell these items in large numbers. In terms of food, there are some religious groups that do not eat pork due to their beliefs. Therefore, it is important for marketers to recognize the role that religion plays in influencing consumer behaviour. According to studies is reported that Albanian youth religious belonging is reported to be just at the level of self-identification, as the levels of practice of religion are quite low. (Çela et al, 2015). Researchers state that while researching the impact of sexual appeal in advertising in clothing industry to the Albanian consumer there is no any real correlation with the religion (Kekezi and Kruja, 2019)

Social class

The social class of an individual is another cultural factor influencing consumer behaviour. Depending on the class of an individual, they are taught what to value from a very early age, and this determines their behaviour as consumers in future. According to Zhang and Benyoucef (2016), the society is stratified into lower and upper classes and this stratification is mostly based on aspects such as property ownership, power, educational levels, occupation, lifestyle, and amount of income. Consumers behave differently depending on whether they belong to the high class, middle or low class. While consumers in the upper class go for high-end goods and services to maintain their standard, those in the middle class buy cautiously and even compare prices before they make a purchase so as to save money, and those in the low class survive on bare necessities since even meeting the basic needs is an issue (Zhang & Benyoucef, 2016; Oliver, 2014; Peter et al., 1999). It is also important to note that the middle class is divided into the upper and lower middle class while the low class is also divided into both upper and lower low class. All these divisions are based on aspects that determine the buying behaviour of consumers. An

individual, for instance, who grows up in the high class is culturally oriented to maintain high standards by purchasing overly expensive goods and services from high-end stores and upmarket shops because they believe that any purchase must be in line with their class. This means that class orientations highly influence consumer behaviour.

At the extensions of the above, researchers (Sheth, 2018) are convinced that in the cultural factors that impacts the consumer behaving climate is crucial factor (Solomon & Lowrey, 2018).

2.7.4 Social factors

Human beings are a product of the society they live in. Therefore, they often seek approval from those around them so that they behave in a manner that is socially acceptable. Some of the social factors influencing consumer behaviour are explained below.

Family

The family is the basic unit of the society. As such, the members of both the nuclear and extended families influence the purchasing decisions that a consumer makes. According to Wanke (2009), individuals who came from small families have more liberty thus an easier time in making consumption decisions while those from large families find it complicated since the many members provide a diversity of views. Nevertheless, decisions have to be made and the ultimate one has to be approved by a majority of the members. Lantos (2015) explains that the family influences an individual's decision-making process by manipulating their attitudes, ability to evaluate, and personality. If a family member

wants to buy a Lamborghini, for example, the other family members may influence them to go for a cheaper model, and they may end up going for it. Whenever a member seeks approval from their family members, their decisions are affected. According to Oliver (2014), the family influences consumer behaviour in the following ways:

- Family members share what they consume in most cases thus what is to be purchased has to be agreed upon. The food eaten in the family, for instance is shared. This means that the consumer behaviour will be determined by what the family likes best or what they can afford at a particular time. Other shared items include furniture, televisions, and houses. The purchasing behaviour of these items will be determined by the family.
- Since family member meet on a daily basis in most cases, they are able to interact, advise each other, provide information and decide collectively. Therefore, the consumption decision that the individual takes is highly likely to be the product of this interaction.
- The purchasing agent is highly likely to influence consumer behaviour. Considering that a family rides on the concept of shared consumption, there is one or two members of that family who will go out to buy what is needed in the family. In that case, the family makes the decision but it is the agent that does the shopping.
- Specialization of roles among family members also determines consumer behaviour. The member who is tasked with the cooking, for instance, may make most of the decisions on what to buy while the one who mostly drives the family

car is likely to decide on issues such as fuelling and servicing. This makes the consumer behaviour differ since each person has a specialized role.

- The economic situation of the family also has an impact on the family's consumer behaviour. If the family has a lot of disposable income, for example, it will be easier to make decisions since they will not have to forego some of the items.
- Children also have a stake in influencing consumer behaviour. If a child needs something, for example, they will inform the parent or guardian who in turn makes the purchasing decision after consulting the child. Additionally, research shows that children influence consumer behaviour since they are able to convince their parents about a certain need and also have the time to go shopping.

In Albania according to Çela et al. (2015) Albanian youth consider as the most trusted category their family with 99/100 points, identifying so a maximum level of trust. The author reports that young Albanians consider living with their families, an element for emotional stability and economic wellbeing.

Status

The status of an individual in the society also determines consumer behaviour. A member of the society makes purchasing decisions depending on their status and role. According to Murphy and Dweck (2016), consumer behaviour is highly influenced by the perception and need to communicate a certain message to the members of the society. It would be awkward, for example, to find a political leader in Albania walking to and from work. This means that the political leader must look for a car that symbolize their role and

status in the society they live in. The need for such an asset, therefore, arises due to the aspect of status and role. Status is thus an important factor that influences consumer behaviour.

Reference groups

The group of people that a person associates with influences their consumer behaviour. People, for example, form peer groups and each of them strives to fit into these groups by consuming what the others generally do. This is because they influence each other's values and attitudes. According to Murphy and Dweck (2016), reference groups influence each other in the following ways.

- People join normative groups such as those consisting of friends, coworkers, neighbors, and family members. Due to the constant interaction with each other, these people tend to participate in activities that result in analogous values and beliefs. Ultimately, they tend to have similar preferences. If, for example, one of them buys a car, the rest follow suit as long as they can afford.
- There are secondary groups that people join and their consumption behaviour is influenced. These groups may include professional bodies, religious groups and political coalitions among others. Although these groups are secondary this may not be as influential as the normative groups, their influence on consumer behaviour cannot be underrated (Oliver, 2014). If during the occasional times they meet, for instance, the group members discuss the latest car models, they may influence each other into acquiring one.

- People also join aspiration groups that influence the way they look at things. The wish to join such a group is motivated by ambition and the desire to make one's life better. In order to be accepted in these group, one has to adopt a certain form of behaviour. The group, therefore, influences consumer behaviour as one tries to conform so as to be admitted.
- One may also automatically find themselves in a certain group due to their culture, gender, and age. These groupings have a great influence on the tastes and attitudes of the members. A group of teenagers would, for instance, easily influence each other into buying and putting on jeans while a group of elderly people may not have such a taste as they may find it inappropriate.
- Consumer behaviour may also be influenced by comparative or indirect groups. The individual may not necessarily join a certain group but they tend to behave as they do in an effort to look like they. If a pop star, for example, adorns a certain hairstyle, the individuals who look up to this star may want to look like them. In the process, their consumption decision changes as they constantly compare themselves with the person of their interest.

Generally, consumers are likely to be influenced by the people they regularly interact with. Whether these people are consulted or not, they end up influencing the tastes and attitudes of prospective consumers. Social factors are, therefore, very crucial in influencing consumer behaviour.

2.7.5 Personal factors

Some personal factors also influence consumer behaviour. Since people are very different in terms of genetic composition and cultural orientations, their perceptions are

diverse thus making their personal preferences very different (Lantos, 2015; Ha, 2004; Murphy & Dweck, 2016). These scholars assert that the following personal factors generally influence consumer behaviour.

Age

The age of a consumer influences their tastes and preferences. The preferences of the young people is entirely different from those of older ones (Ha, 2004). While the main intention of dressing for a young person is to look fashionable, for instance, the intention of an elderly person would be basically to keep warm. Such a difference is brought about by their age differences. Lantos (2015) hypothesizes that the age difference between people is what determines the difference between their preferences. Life-stage segmentation is considered a powerful marketing tool for marketers on how to better find, understand, and engage consumers (Kotler & Armstrong, 2017). Therefore, age is a personal factor that deploys consumer behaviour.

Lifestyle

The lifestyle of an individual is an important factor that influences consumer behaviour. According to Murphy and Dweck (2016), the way of life that a person exhibits in their day to day activities is a portrayal of that person's interaction with the environment. Kotler & Armstrong (2017) suggest that consumer don't just go there to choose a product, by purchasing that one product they buy the lifestyle that product represents. Therefore, the person's tastes and interests depict who they are. A person who, for example, hates walking will endeavor to buy a car as soon as they are able to secure the necessary resources. With the car, they will need to look for servicing and fueling services and their

lifestyle changes. Therefore, lifestyle is a key personal factor that influences consumer behaviour. According to studies lifestyle in Albanian youth has dramatically changed due to major changes country has faced during last years. Family and friends are considered as key factors of success (Çela et al, 2015). According to Çela et al. (2015) looking fashionable is reported as highly important to Albanian youth. They associate it mainly with dressing education and other elements. What is identified in this survey is that international brands are important to them.

Occupation

The job that a person does also influences their consumption behaviour. In most cases, workers want to keep up with the profession. A lawyer, for example will have needs that are different from those of a factory worker. Ha (2004) argues that if one switches professions, they have to behave appropriately or risk being termed a misfit. In the process of trying to play the part, the individual's tastes change, thus their consumption behaviour. There is no way, for example, a farm worker will go to work in a suit and later go for lunch in a high-end hotel in town. Their job does not allow for such extravagance. Therefore, consumer behaviour is likely to be affected by the occupation of an individual.

In summary, it is evident that there are various factors influencing consumer behaviour. The factors are numerous but the classification makes it easy to understand them. From the evidence gathered, and for the purpose of this research, these factors are classified into five categories. The categories include economic, social, cultural, personal, and psychological factors. The economic factors influencing consumer behaviour that were identified included the consumer's personal income, saving decisions, income prospects,

family income, inflation, the availability of credit facilities, and asset liquidation. The personal factors influencing consumer behaviour were identified as the aspect of age, occupation of the individual and their lifestyle which, in most cases, is determined by their income. On the other hand, the psychological factors identified included the individual motivation to purchase a product, their perception about certain products and services, their expectations, how selective they are, advertisements, categorization, past experiences, and brand awareness. The social factors included family, status, and reference groups. These factors were posited by various scholars as determining consumer behaviour. The category of cultural factors influencing consumer behaviour consisted of factors such as beliefs, values, religion and the social class of the individual. These were some of the general factors that were believed to influence consumer behaviour.

2.8 Television advertising and other media

There are many forms of advertising that a company can choose from. Some of these advertising platforms include online marketing, radio advertising, newspaper advertising, and advertising on magazines, outdoor advertising, direct sales, banners, and direct promotions among others. These advertising platforms are utilized by companies to sell their products and services. Before choosing a certain mode of advertising, companies make several considerations to ensure that the advertising they undertake is both efficient and cost-effective. What researchers and practitioners agree is that television advertising is the most engaging form versus other forms in media vehicles. In this section, there will be a review of the comparison between television advertising and other forms of media advertising.

2.8.1 Television advertising vs. radio advertising

Radio advertising is also a preferred method of promoting goods and services in some cases, especially in seasonality. According to Andrews and Shimp (2017) radio advertising is a term used to refer to the promotion of products, services and ideas on radio. Radio advertising generally utilizes the sound effects to communicate advertisement messages. Since radio advertising does not involve visual effects, the designers of these advertisements usually make a deliberate effort to make the sound effects so efficient that although the listener cannot see what is being advertised, they are able to create mental pictures of that service or product (Oliver, 2014). The advertisements utilize description and musical sounds to make the advertisement interesting. As compared to television advertising, radio advertising is cheaper and does not require as much time to design as the television advertisements. Actually, it is even possible to change the message on a radio advertisement without taking too much time and resources as compared to the television. Since what is being advertised cannot be seen, the voice overs can even be changed instantly as long as the person or persons involved are present. Radio advertising is, therefore, comparatively cheaper and accessible, even to small corporations. However, television advertisements are more effective and appealing as compared to radio adverts. Television commercials utilize both sound and visual effects to produce very captivating commercials. Although it is more expensive than radio, television advertisements have a greater impact since the advertiser can even demonstrate the process of unpacking or using a product. Also, it is more difficult to forget what one has seen and heard than what they have only heard. The television advertisements provide an opportunity for one to see and

hear while the radio only provides a chance for one to hear only. This aspect puts the television advertising ahead of radio. But radio advertising is considered by Albanian marketers as a cheap one worth to keep track on as an efficacy communication channel targeting segmented consumers (Monitor, 2012), while Axhami (2017, p.25) states that radio is a reasonable cost form of advertising that makes possible the emotional involvement, therefore the data of McMonitoring reveals that 2011-2015 the ad spending in radio, in Albanian market have not changed much (Axhami, 2017, p. 163).

2.8.2 Online marketing vs. television advertising

Online marketing has become a rather popular marketing tool in the contemporary society. With advancements in technology, online marketing has become more accessible and affordable as compared to any other media for advertising (Laurie et al. 2017). Considering the fact that over half of the educated mobile phone users are able to access the internet on a daily basis, online marketing becomes the ideal platform. The young people, for example, form part of the biggest consumers for online marketing. The good thing with online marketing is that one does not need a lot of capital to utilize it. The only thing that one needs is a smartphone at the bare minimum. With a smartphone, one can post the products and services they deal in on social media such as Facebook and other online platforms for reviews. Online media is particularly effective since one is able to track their preferred audience and make a big deal of sales. By using the appropriate technological tools, one is able to determine exactly where they can post their items for sale and get reviews. Audience tracking is a bit difficult with television advertising since they have to rely on third parties for the service. With online marketing, one is also free to choose what media they want to use for their adverts. One may choose to use still pictures

or videos. There are many alternatives with online marketing as compared to television advertising. However, television advertising has the advantage of having the commercials made by experts thus they appear to be more professional than the online ones, most of which are homemade as entrepreneurs seek to cut on advertising costs. Kekezi (2018) claims that influence of new media is becoming quite a factor in the Albanian society. Albanian citizens are randomly using it as source of information and on the other hand government perspective has rapidly changed shaping the communication with their citizens more and more toward online. Monitor (2018) report that online defeats print is being a fact in the Albanian market.

2.8.3 Newspaper advertising vs. television commercials

In most cases, newspapers are produced daily by the concerned companies. After production and preparation, a daily newspaper is then distributed to the various parts of the country so that by the time people wake up, they are able to access them. As compare to television advertising, newspaper adverts are cheaper and the charges vary depending on the graphics used and location of the advert in the newspaper (Kumar, 2015). However, newspaper advertising is a bit challenging since they only appeal to the visual effects. A newspaper advertisement is usually in the form of still pictures and words. They are also limited in terms of viewership since newspapers are not accessible to the illiterate people and most of those who live in the rural areas (Kumar, 2015). Unlike the television that has a wide coverage and accessibility, newspapers are limited. This means that the advertisement that one places on a newspaper reaches a limited number of people. In that case, it may not be as effective as that aired on television. Therefore, it has a smaller audience than the television advertisements although television advertising is expensive.

As per the Albanian market, the newspapers each year have less access to the audience and have immensely lost the dominance of informing the Albanians. The high decrease of ad spending in this media channel clearly shows (Axhami, 2017, Monitor, 2018) and professionals claim that in Albania print media is dead.

2.8.4 Television advertising vs. magazine advertising

Some corporations place their advertisements on magazines. Magazines are periodical in nature since they are not produced everyday as happens with newspapers. Some of them are published weekly, others quarterly, and others annually and so forth. In most cases, magazines have target audiences. A social magazine, for instance may target women, men, or the youth while an economics magazine may target business people. Depending on the target audience for one's services or products, magazines can be a good bet according to Hanssens and Pauwels (2016). A company that targets the business world, for instance, can place their advertisements in the Forbes magazine. Advertising in magazines is also relatively cheaper as compared to television advertising. Those who advertise in magazines are targeting a particular audience that reads the magazine periodically. This means that if the magazine is published monthly, for example, the advertiser has enough time to make the best advert and they will also pay less. This is unlike in television advertising whereby for an advert to make an impact, it has to be repeated and this ends up being too costly for the organization. Nevertheless, the television has the advantage of wide coverage as compared to magazines which are only accessible to those who can read and write as well as afford the money to buy the magazine. The television is also advantageous in that it presents appealing and exciting commercials that result from the careful combination of sight and sound.

Magazine ad spending in Albania are quite insignificant (Axhami, 2017)

2.8.5 Television advertising vs. direct sales

In some instances, advertisers choose to sell their ideas, products and services directly to the consumers. This is the oldest form of sales and marketing (Kumar, 2015). In direct sales, the advertiser approaches the potential customer and talks to them about the goods or services they have. The customer is then given the discretion to buy the product or not. This method is mainly effective where the potential consumers are found around the same area. It also applies to corporations that offer very many services and each is unique to a certain individual. A good example could be the insurance industry. In this industry, there are numerous packages on offer and each may fit an individual and not another. Take the example of a health scheme. While some of these schemes are available at some work places, others have to be taken by individuals. The company or individual also must make a decision on whether to take the comprehensive one or not. Direct sales is also a very effective advertising technique since the feedback is normally instant. In every communication cycle, feedback is very crucial. In fact, the cycle cannot be complete without feedback. Unlike television advertisements where the feedback may take long to be received, it is instant in direct sales. However, as compared to television advertising, direct sales is disadvantageous in that it is tedious and time-consuming. The persons doing the sales have to move from one place to another, and this not only makes them tired but also forces them to use a lot of time. Additionally, direct sales is quite costly as one may need to take a cab that can conveniently take them to all the places where they need to see clients. To make matters worse, the client may not be available at the agreed time and this may force the two parties to reschedule the meeting. This is unlike in television advertising

where the only thing the corporation needs to do is design the advertisement, identify the spot, and buy the package that will enable the television company to air the advertisement.

2.8.6 Banners vs. television advertising

Some companies use banners to advertise their products, ideas and services. The banners are prepared and placed at strategic places where the target audience can easily view them. The banner is usually carefully designed by the advertiser whose main aim is to attract the attention of the consumer and communicate the intended message in the shortest time possible – usually in a few seconds (Kumar, 2015). Banners are often viewed by passersby. Therefore, an advertiser who prepares a banner should consider the time constraints involved yet the passerby needs to get the message. One main advantage of a banner is that as long as it is judiciously designed and displayed, it will communicate the message in the most efficient manner. The banner is also fixed and stays at its location for quite some time. It can be used to communicate an idea, encourage people to take a certain action such as voting, announce a meeting, and publicize a sales promotion, among other uses. This gives the potential consumer time to view it again later in case they are in a hurry when they see it for the first time. This is different from the television advertisements which are brought very fast. As organizations seek to cut down on advertising costs, they limit most of their television advertisements to thirty seconds (Johansson, 2017). It comes and goes so fast that in case of a distraction, one is not able to view it. Again, there is no fixed times when the television advert will appear. Therefore, it is possible to miss it. Nevertheless, there is a limitation in the number of people who are able to access the banner. The banner is only accessible to those who pass by it, and are able to read and write. This makes the television a better option since its coverage is wide.

For the case of television, there are local stations that broadcast in the local language. Therefore, whether one is literate or not, they can still access the information offered by the television advertisements.

2.8.7 Outdoor vs. television advertising

Some organizations opt for outdoor advertising due to various reasons. According to Belch & Belch (2004), outdoor advertising involves the publicizing of ideas, services and products on the interiors and exteriors of vehicles, benches in the park or bus station, sign posts, and billboards. Since these are public places, it is expected that the advertisements will get to the appropriate audience. Baker (2016) asserts that outdoor advertising is particularly popular in urban centers where buses and commercial vehicles are painted or pasted with advertising messages. This mode of advertising is not as expensive as television advertising. It is also very convenient for marketers who wish to make their products and services known without having to approach potential consumers, one at a time. A sign post, for instance is a very cheap and convenient method of outdoor advertising. Nevertheless, compared to the television, outdoor advertising is limited in terms of viewership. People who cannot access the buses and commercial vehicles, the premises, the billboards among other forms of the outdoor advertising are not reached by the message. This means that a limited number of people will access the outdoor advertising messages as compared to the television which has a wider coverage and ease of accessibility. Also, not everyone is able to make sense of a billboard message. Some people will see the graphics and fail to interpret it as appropriate. This is different from the television advertisement where an explanation and even a demonstration may be offered.

Yet in Albania Kekezi & Kruja (2013) report that the Albanian consumer is influenced by OOH advertising due to its nature of inescapability

In consideration of the various types of advertising media that have been discussed, it is clear that an organization usually makes a choice of advertising media depending on various factors. Main factors are target aiming, budget spending, communication objectives, and seasonality. The radio, for instance is preferred due to its convenience and affordability as compared to the television. Online marketing seems to be the most convenient and affordable. It requires very low capital and changing the information to fit the introduction of a new product, for example, is only a click away. It is particularly popular with the youth due to the advanced technology and intrigues that characterize it. Newspaper and magazine advertisements are also existent and popular with different potential consumers. The main problem with these print media platforms is that although they are relatively cheap to procure, their coverage is limited since they are only accessible to those who are literate and are able to afford the resources to buy them.

Additionally, other aspects such as direct sales have been considered. As discussed, direct sales are advantageous in that there is instant feedback but the method is tedious and time-consuming as compared to television advertising. Although television advertising is rather costly, it is not as limited as direct sales. The other media platforms for advertising considered include banners and outdoor advertising. These platforms are costly to design but cheap to maintain. They also endure for longer as compared to television advertisements. Banners and outdoor advertising, however, are a bit limiting in terms of accessibility and viewership. They are mostly found in urban centers and are only useful for those who can read and write. Although they may influence consumer behaviour, the

impact of these platforms is not as pronounced as that of television advertising (Baker, 2016). This may explain why big organization choose television advertising as their primary marketing tool. They may still choose other forms of advertising media to supplement the television advertising. The main reason for advertising in any media platform is to inform the potential consumer about a product and influence their decisions to purchase various products and services or buy a certain idea.

2.9 Aspects of television advertising that influence consumer behaviour

It then becomes clear that television advertising is not the only factor influencing consumer behaviour. However, television advertisers seek to stamp their authority by manipulating the feelings of the consumer so that they change their perception thus become inclined to their products and services (Kitani, 2017). By exploiting the high potential that is entrenched in television advertising, the advertisers aim at influencing the decisions of consumers with regards to buying. They use the sounds and visual elements to attract the attention and to appeal of the potential consumer and hold this attention to the end of the commercial (Kodak, 2017). Considering that television advertising is a common phenomenon all over the world, it is important to look at the reasons why companies choose to advertise on television over other media platforms. Some of the reasons, according to Johansson (2017) are expounded below.

Recognition of the brand

According to Kekezi and Kruja (2019) brand has an impeccable role in the market to distinguish one product from another. One major advantage of advertising products and services on television is the aspect of brand recognition. According to Ducey and Samu (2015), a television advertisement enables mass marketing since it has the ability to attract a huge number of people as long as they are tuned in to a certain channel. This means that many people will see the advertisement even if they are not interested in that product or service at the time. Although Andrews and Shimp (2017) refer to this kind of advertisement as a 'shotgun' approach, it has a strong effect on what is being advertised. It is important to note that an excellent television advertisement sends a very strong brand message to the thousands or millions of people tuned in to a certain television station at the time of the commercial. Therefore, even if the advertisement may not be relevant to the viewer at that particular time, there is a possibility that, in future, they may need the product or service advertised. And even if they may not need it, they may make a recommendation since there is a brand message that they are aware of. This aspect makes television advertising an ideal platform.

Audience targeting

With television advertising, one can easily identify an audience that is highly likely to be interested in their products and services. According to Sobh and Soltan (2018), this kind of prospective consumer is referred to as the target audience and an advertiser can use cable targeting to reach this preferred audience thus tapping this potential. If a company offers certain services to a religious group, for example, they can carry out a research on a television station or stations that are associated with that particular religious group and then place their advertisements in those platforms. Also, if the target for a certain product

is the young people, it becomes possible for an organization to target them by advertising frequently on television stations that aim at the youth or are popular with them. Additionally, cable targeting enables an advertiser to tailor the commercial message to fit the needs of the consumer who frequently views a particular channel (Andrews and Shimp, 2017). It is important to note that some products and services aim to have consumers of all ages, political, social, and religious affiliations. The banking service, for instance, has a wider variety of consumers as compared to a product such as sanitary towels. While the producer of sanitary towels will mainly target women, the banker will target every adult, irrespective of their socio-political status or education. This means that with cable targeting, the banker will tailor their commercial messages depending on the niche. Therefore, television advertising offers a variety of possibilities.

Stimulation of the audio-visual senses

Television advertising provides the advertiser with an opportunity to apply the auditory and visual elements to create a sophisticated commercial that has the ability to instantly attract the attention of the viewers. The main aim of any advertiser is to appeal to the target audience. Johansson (2017) explains that the combination of audio and visuals techniques, realism, camera angles and progression has the power to make an advertisement extremely stimulating. This stimulation, combined with creativity, brings out a sophistication that lacks in adverts such as those placed on newspapers and magazines thus giving the television a competitive edge. When advertising a food product on television, for example, the advertiser can show it, explain how it is prepared and served using interesting audio-visual techniques that are exciting enough even to make a certain family make a decision to try it out. In case of a product that requires a demonstration on

usage, it becomes possible for the advertiser to come up with a suitable commercial that demonstrates and explains so well that the viewer does not need to worry about how to use it. Therefore, television advertising has the ability to arouse interest through the stimulating audio-visual creativity. Researchers claim that creativity of advertising messages have strong positive effects on customer's purchases. (Kehinde et al. 2016, p. 16)

Expertise

A television advertisement requires time and knowledge for it to be produced. According to Hanssens and Pauwels (2016), a television commercial is considered a professional undertaking and no advertiser is willing to waste airtime on a substandard advertisement. Advertisers buy packages or airtime as they place their orders. Since a lot of resources are used to buy the airtime or package, advertisers often look for experts and advertising agents who can design professional advertisements that are highly likely to meet the objective of the commercial (Ducey and Samu, 2015). This means that before an advertisement is aired on television, it is highly likely to go through a rigorous vetting process that ensures that it is excellent very effective. The result of such a process is a good commercial that appears professional in contrast to other media such as online commercials. Some of the online commercials are hastily made and may not be as effective and of high quality as television ones (Sobh and Soltan, 2018). This means that television advertising is more powerful and effective than some other platforms due to the investment involved in creating them.

Advertising on other platforms

A particular television commercial can also be used to market a product or service on another platform without having to make too many adjustments. A television advert is

often made by experts and considering the time and resources dedicated to it prior to going on air, its quality is usually very high (Ducey and Samu, 2015). Due to the high quality of this kind of advertisement, it is highly likely to stand out if used in other platform, particularly in online marketing. In social media marketing, for instance, a commercial that has previously been used on television can make a big impact after a little adjustment. A carefully customized television advertisement has a greater impact than a still image on Facebook or Instagram (Johansson, 2017). The impact would even be bigger than a normal online advertisement because this kind of advert has the possibility of evoking empathy and stimulating the interest of the user. This means that a television advertisement may not be confined to the TV but can be custom-made to also attract the attention of a virtual audience and make an impact thus making it ideal for certain products and services.

Advertisement localization

Television advertising helps in customizing a message to ensure that it fits the locality of use. There are numerous television stations, some of which broadcast in local languages. According to Kitani (2017), with the digitization of the television, over 60 local television stations exist in Albania apart from the three national stations. This means that there is a wide variety of local stations from which an advertiser can choose depending on the locality of their product or service. Take, for instance, a kindergarten school which is situated in a certain town. It will only be practical to place the advertisement of such a school in a local television station where those who can reach the school live. This is because the school is a local, not a national one. Therefore, only the local people can access it and enjoy the services it offers. In that case, there will be no need of placing an advertisement on a national television. If the advertiser chooses a local station, then it

means they will pay less since the coverage area is small as compared to that of a national television (Johansson, 2017). However, this is to the advantage of the advertiser who will not have to pay so expensively for a television commercial.

Television is one of the most trustful medium in Albania for the audience according to Çela (2015) and researches of EBU during 2015, 2016, 2017, 2018. On 4 years public reports of EBU Albanians citizens are clearly identifying the Television as the most trustful medium to them. Albania is clearly ranked on the top 5 countries where citizens have a high trust in television. Same is identified by OSFA (2014) on its national survey suggest on its findings that Compared to EU countries, Albanian citizens are listed among top 6 populations that watch television on a TV set every day or almost every day, with 89% of Albanians watching television on a TV set everyday or almost every day. Another suggestion on OSFA (2014) findings is that Albanians are listed among top 7 populations of Europe that have the highest level of trust towards TV, with 73% of the share.

Research shows that some of the above are the main reasons advertisers go for television over other modes of advertising. However, from the information, it is clear that manipulation plays a key role in the television advertisements. The advertisers seek to manipulate the consumer so that they go for their products and services. A case in which an advertiser, for example, uses a scene whereby after a person takes a certain type of alcoholic drink, they win a lottery, is likely to influence people to take that particular brand. This means that in case a consumer comes across this brand, they are likely to try their luck. In this sense, manipulation will have taken place. Television advertising is an expensive affair as revealed by the information above. However, organizations still prefer it despite the many options that have come with the advancement in technology. If all the

marketer wants, for example, is to make an advertisement in the form of a video, it is possible to do it online which is cheaper by far. Yet, organizations, particularly the big organizations, opt for television first. This is probably because, apart from the wide coverage, they are able to manipulate individuals and influence them into making certain decisions about consumerism.

2.10 Theories of consumer behaviour

Marketers need to understand the processes of human behaviour so that they can make their marketing communication effective. Without efficient communication, marketing cannot be fruitful. Various scholars have come up with theories that attempt to explain why consumers behave the way they do. The models are mostly based on the existent theories of human behaviour. This is because consumers tend to generally behave in the same way any human being behaves. Berger (2015) reveal that researchers suggest that consumer cultures are built on appeals to our emotions (Zaltman, 2003). Perugini & Bagozzi (2001) link emotional reactions of the consumer with the effectiveness of advertising, specifically to the overall persuasiveness of the ad (Perugini & Bagozzi, 2001).

Advertising agents play a major role in the promotion of products and services. In Albania, the major advertising agencies include Mandarin, Ogilvy Group, and Vatra (Kaziaj et al., 2017). These agencies help advertisers in identifying the most suitable media for their advertisements. Although there are many media outlets such as newspapers, radio, magazines, billboards, and outdoor sales promotions, the television remains the most popular, considering that e-commerce is still underdeveloped (Kitani, 2017). Albanians are

quite sensitive to advertisements and in most cases, the market determines the prices of products. Their purchasing power is also relatively good since the per capita income has been steadily rising for the past ten years despite the comparatively low salaries of employees (Johansson, 2017). Nevertheless, the private consumption in Albania cannot be ignored. Advertisers take this advantage to manipulate and influence these consumers. The issue of concern is, therefore, how television advertising affects this consumer behaviour. Although most consumers make decisions on what they want to purchase depending on their budget or disposable income, there are other factors that influence these decisions. Consumer behaviour and advertising are based upon the various following theories and models that underpin this thesis.

2.10.1 The Freudian psychoanalytic theory

This theory of consumer behaviour is based on the works of Sigmund Freud who founded the concept of psychoanalysis. According to the psychoanalytic theory of human behaviour, human beings do not choose how to behave. Their behaviour is determined by their unconscious mind. Freud states that the unconscious mind is made up of three major aspects: the id, the ego, and the superego. The id is the most basic and dwells on fulfilling any desire that the human being has, irrespective of the impact of that desire. The ego, on the other hand seeks to reason and negotiate so that it balances between needs and wants while the superego seeks for perfection (Murphy and Dweck, 2016). The three have to work together for the human being to behave rationally. The id, for instance, may make the person want to buy a fridge irrespective of whether they have the money or not. However, the ego then argues that the money available is not enough so the superego reasons that the fridge can wait. Although Sigmund Freud was not interested in consumer behaviour when

he came up with the psychoanalytic theory, it is a theory that perfectly apply to the behaviour of consumers. Marketers borrow heavily from the theory. The theory implies that human beings are motivated to behave the way they do by internal factors that they too, may not understand. This means that factors such as social class and age may not necessarily determine consumer behaviour. It may be determined by advertisements that appeal to their emotions, aspirations and hopes as opposed to rational messages. Marketers may, therefore take advantage of the emotional appeal that a certain advertisement evokes to market their products.

2.10.2 The Marshallian economics theory

This theory was mainly propounded by an economist named Alfred Marshall. Marshall believed that consumers buy what they do to satisfy their most personal needs. The theory assumes that as long as consumers can afford a good or service, they are likely to buy it. The hypothetical situation that this theory provides is that if the price of a certain superior quality product is lower, and the consumers can afford it, they will go for it (Oliver, 2014). Although this theory seems too straightforward and mean with explanatory information, it lays a foundation for marketers to identify how consumers behave in the presence of a variety of goods and services that are almost complementary.

2.10.3 The Veblenian social model

According to this theory, human beings behave according to the standards of the group they are in. They often seek to conform to group preferences since they are social beings. The main advocate of this theory is Thorstein Veblen, an economist who believed that the desires and needs of human beings are shaped by those that they often interact with (Murphy and Dweck, 2016). Although there are critics who find this theory rather

exaggerated in scope, the model influences product demand as people tend to prefer what they feel is acceptable in their social circles and gatherings.

2.10.4 The Pavlovian theory

This theory was propounded by Ivan Pavlov, a psychologist who studied human behaviour through an experiment commonly known as classical conditioning (Lantos, 2015). In this experiment, a dog was conditioned to salivate every time a bell rang because from previous experience, the bell was associated with food. So, every time the bell rang, the dog knew that it was time to eat since the ringing was followed by food. Therefore, if the bell was rung later, the dog salivated even in the absence of food due to the conditioned response. The same conditioning could be applied to consumer behaviour. According to this theory, human beings tend to behave in a certain way in response to certain conditioning. If they have been using a certain product, for instance, they are highly likely to go for a new one that the same company introduces. This theory implies that consumer habits can be shaped, created or even reinforced as a result of previous experiences.

2.10.5 Theory of Revealed Preference

This theory was propounded by Paul Samuelson, an American economist, in 1938. According to the theory, the consumer is rational in decisions thus their behaviour can only be analyzed through observation of what they prefer depending on their income and prices of various items (Solomon et al., 2017). Samuelson came up with the strong and weak maxims that revealed consumer behaviour. While the weak maxim suggests that the consumer continues to choose a certain product or service until they get a better one, the strong axiom proposes that the consumer chooses a variety of products depending on their prices and affordability, as long as they satisfy the anticipated need (Solomon et al., 2016).

The maxims explain how consumers behave whenever they are presented with certain situations such as in a case where there is no bundle that is unique. They provide a theoretical framework for clarifying the behaviour of consumers.

The theory of revealed preference seems to suggest that although the consumer's preference can be revealed by what they go for, in case they are faced with the continuous advertisement of a certain product or service, they are likely to make a certain choice due to the lack of a better alternative (Gatou et al., 2016). However, despite the making of such a decision, the issue is that consumers do not make rational choices. The choices they make are dependent on various factors. This theory, therefore, offers the necessary conditions that can be sufficiently used to empirically test consumer preferences and behaviour.

2.10.6 The Purchasing Decision Model

The purchasing decision model assumes that buying is a process that is basically stimulated by both internal and external factors. According to Zhang and Benyoucef (2016), there are several steps the consumer takes in the purchasing of any product or service. These steps are explained below.

- It begins with the identification of the problem or need. The consumer identifies the need they want to satisfy and defines it. At this stage, they are still looking for options that can satisfy this need. They will, therefore, be keen on what they come across.
- After identifying the need, the consumer then searches for information regarding the product or service they want to buy. The search is rather intense as they want to

get the best. The search for information may be from friends, family, social media, and other forms of advertising media.

- The consumer then identifies the choices or alternatives that are at their disposal. There will many alternatives to choose from but they must ultimately make a choice. At this point, they may decide to consult others who may or may not have used the service or product. Recommendations also play a role during the choice identification.
- After that, they weigh the evidence so that they are able to choose from the alternatives. The evidence they get from their research is mainly what they base their choice on. If the information they get is not enough, they may either look for more or give up on a certain choice altogether.
- They then take action. The action that the consumer takes is based on their final choice. If they choose to go for a certain product, that is what they are likely going to purchase.
- Finally, the consumer reviews their decision and its consequences. This means that as soon as the consumer uses the product or service, they review it to see if they made the right choice. They do this by weighing the advantages and disadvantages of the product then evaluating the usefulness of their choice. If the effect is good, they will most likely go for the product or service next time but if the impact is negative, they will shun the service or product.

This model portrays the consumer as a rational person who is able to make independent decisions. Hanssens and Pauwels (2016) explain that since the consumer is able to make rational decisions, the marketers devise ways of persuading them to get

interested in their product or service. They, therefore, identify what motivates the consumers to make certain decisions with the hope of influencing them.

2.10.7 The Indifference Theory

This theory, which is based on indifference curves was advanced by Francis Edgeworth in 1881. The theory proposes that an individual has the ability to rank a variety of consumer products and services according to their preference (De mooij 2018). The preferences are represented in an indifference curve. The curve presents a connection of points on a graph that represents diverse amounts of products to which a customer is unresponsive (Ducey and Samu, 2015). The indifference curves are mainly used to represent demand patterns that are potentially observable for consumers (De Mooij, 2018). This means that the consumer becomes interested depending on what they think they prefer. If they do not prefer a certain product or service, there is no way they are going to purchase it.

2.10.8 The Game Theory

Oskar Morgenstern, John Nash, John von Neumann were the proponents of the Game Theory. According to this 1944 theory, the three economists suggested that, just like a military personnel in the battlefield, a person determines and employs the best and most useful strategy whenever they face a challenging one from another (Andrews and Shimp, 2017). The game theory applies assumptions such as complete information, rationality in decision-making, intelligence, competition and dynamism, independence and interactivity (Andrews and Shimp, 2017; Belch and Belch, 2004). Although the game theory has limitations, marketers apply it as they strategize on the most effective marketing decisions

such as television advertising. The consumer is then left to decide since it is assumed that they can make rational decisions.

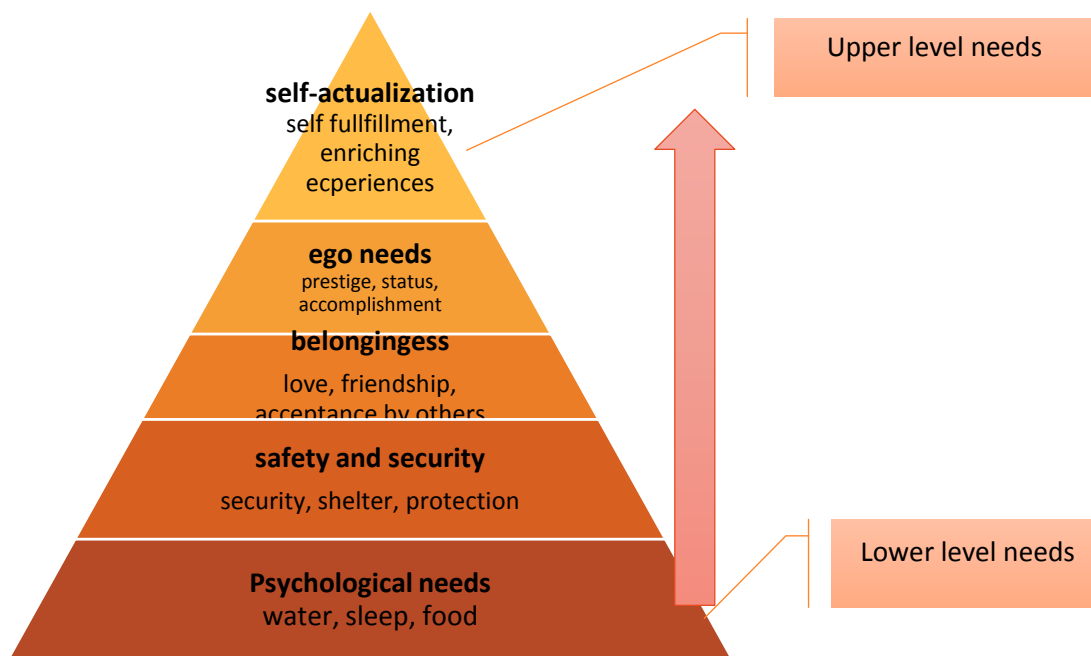
2.10.9 The Cultivation Theory

This theory was initially propounded by Gerbner and Gross in 1976. According to the theory, those who frequently watch television are vulnerable to TV messages and end up believing that what they watch is real (Solomon et al., 2017). The proponents of the theory suggested that heavy television viewership cultivates certain attitudes among viewers, and these attitudes can be either correct or wrong (Laurie et al., 2017). The Cultivation theory suggest as heavy viewers the consumer that watches television for an average of 4 hours/day. However, the viewers are either not aware of the effects of believing in the effects of believing in what they watch on television or are happy with these effects. The Cultivation theorists argue that TV has has long-term effects which are gradual and indirect, but cumulative and significant (Chan and Xiao, 2009). The theory emphasizes that watching television is one of the ways in which a character's attitudes are shaped. Some people spend so much time watching television that they start believing in what they see. If a viewer, for example, constantly watches a television commercial showing a betting game in which people win a lot, they may start believing that the only thing they need to do is play and win. Since they will believe that it is as easy as that, they may decide to give it a try. Unfortunately, they may end up losing a lot of money. This means that even television advertising has a certain effect on viewers. This research is based on this as one of the theories.

2.10.10 Maslow's hierarchy of needs

It is also imperative to note that many marketers utilize the Maslow's hierarchy of needs. In marketing, Maslow's hierarchy of needs can be applied and is divided into five categories. These categories include physiological, safety, social, esteem needs and finally, self-actualization (Solomon et al., 2016) as shown in the figure below.

Figure 5— Maslow's hierarchy, levels of needs



Source: (Solomon et al., 2016))

As shown in the figure above, the physiological needs include food, sleep, water, as the most basic human needs without which they cannot survive. The safety and security needs include aspects such as family, property, employment, social stability and health. These come after the basic needs have been met. The next need entails love and belonging which include family, friendship, intimacy and a sense of connection. These needs must be met for one to move to the next step that entails self-esteem. Self-esteem involves the respect of others, achievement, confidence, and the need to be unique. Upon meeting these

needs, the individual heads towards self-actualization. This is the topmost need and not many people get here (Bamossy and Solomon, 2016). This need includes aspects such as excellent creativity, acceptance, morality and spontaneity. At this point, one experiences a deep meaning, purpose of life and inner potential.

Before a consumer moves to the next step in the hierarchy of needs ladder, they must have the necessary motivational levels so as to fulfil the needs of the previous one. Safety needs, for instance, cannot be met if the physiological needs such as food, clothing, shelter, and other basic needs have not been met. The consumer moves on until they reach the highest need which is self-actualization. As they move up the ladder, their behaviour of the consumer changes and marketers seek to take advantage of these changes. Andrews and Shimp (2017) state that as a point of their selling point, most marketers often tailor their marketing messages with the intention of creating an artificial need within the consumer. The consumer is then left vulnerable to messages such as those that are aired on their televisions.

In summary, the literature gathered for this research reveals a lot of issues that require scrutiny. One thing that is clear is that advertisers seem to favor some advertising media platforms over others. Research shows that there are many advertising media platforms that a company can use to advertise its products and activities. Some of the platforms identified in this review include television, radio, newspaper and magazine advertising, online marketing, direct sales, banners and outdoor advertising. Each of these platforms were found to have their own strengths and weaknesses. Apart from radio and television, all the other advertising media platforms were found to be quite limited in terms of coverage and readership. For example, although they are cheap, the newspaper and

magazine advertisements were limited to those potential consumers who could read and write as well as afford the money to buy them. While direct sales proved tedious and time-consuming, it brought the advantage of instant feedback. The banners and outdoor advertising, on the other hand, had a very limited coverage since most of them could only be accessed by those in urban centres. Generally, compared to the television, the impact seemed to be higher than all the other platforms due to aspects such as coverage and the integration of audio-visual elements.

The literature review revealed that the audio-visual effects of television advertising give the advertiser an array of advertising options. When the graphics are effectively combined with sound, the product or service being advertised is likely to draw attention (Kitani, 2017). This means that some aspects make television advertising superior to other forms of media advertisements. Although the consumer will make choices based on the product name, price, testimonials, benefit, and quality, television advertisements that are captivating also play a role in influencing these decisions. Television advertising in seclusion may not necessarily have an impact on consumer behaviour unless it is combined with other effects such as product price, and quality (Gatou et al., 2016). This implies that consumer behaviour is influenced by many factors, each of which needs to be investigated further.

As an aspect of marketing, advertising seeks to manipulate the consumer. However, the literature that has been reviewed reveal different aspects of consumer behaviour. It reveals that there are five major categories of factors that influence consumer behaviour. These categories include social factor, psychological, economic, cultural and personal factors. Each of the categories has subcategories that are more specific in terms of

influencing consumer behaviour. Although some of the factors are more influential than others, none of them can be ignored since they all play a part in determining consumer behaviour. What is specifically clear from the literature is that even before the advertising is done, there are already various factors affecting consumer behaviour. The theories of consumer behaviour are also important in underpinning this research. The theoretical framework reveals that there are motivations behind each decision in the process of consumer behaviour which need further investigation. Although television advertisements seek to manipulate the decisions of the individuals, there are theories that sufficiently explain why consumers behave the way they do.

Considering the information gathered from the literature review, it is clear that advertisers make a deliberate effort to manipulate consumers thus influencing their decisions. Kitani (2017) argues that a television advertisement that does not capture and maintain the attention of the viewer is not worth the investment. Some people switch to a different channel whenever there is a commercial break while they are watching television. Others switch tasks. According to Johansson (2017), approximately 14 percent of television viewers either change channels or engage in other activities such as checking on their phones whenever an advertisement comes up. This is probably because they perceive the television commercial as a bother since somebody is basically advertising their wares. Those advertisements that integrate both entertainment and persuasive information, for example, are likely to keep the viewer glued to their television as opposed to those that contain mundane messages about a product or service. Therefore, an advertiser must make the advertisement as interesting as possible so that it not only captures the attention of the viewer but also maintains it to the end. In so doing, the impact may be realized.

With the integration of consumer behaviour into marketing, and considering the major role that advertising plays in the marketing of products, this research seeks to investigate the impact of advertising on consumer behaviour. There are various media for advertising. They include print media, television, radio, social media, posters, endorsements, direct sales, contests, hoarding among others (Hanssens and Pauwels, 2016). From the literature gathered, no researcher has investigated how television advertisements impact on consumers in Albania. Therefore, for the purposes of this research, we shall narrow down to television advertising and look into how it influences the behaviour of consumers in Albania.

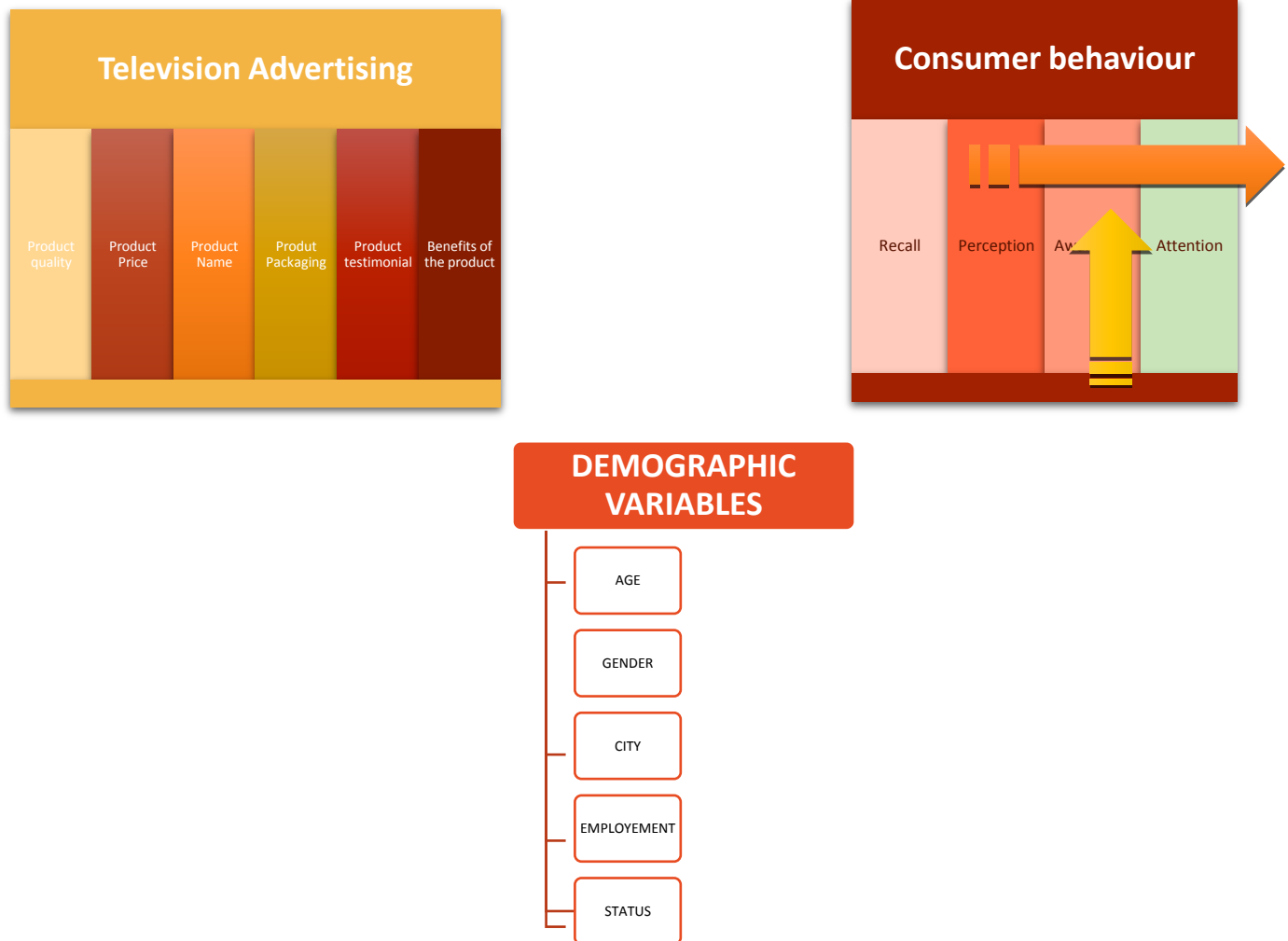
2.11 Conceptual framework

“A conceptual framework explains, either graphically or in narrative form, the main things to be studied – the key factors, constructs or variables – and the presumed relationships among them. Frameworks can be rudimentary or elaborate, theory- driven or commonsensical, descriptive or causal”
(Robins & McCratan, 2016)

Generally, a conceptual framework is a representation of the connection among the particular variables in a research. It is a synthesis of the literature explaining the issue being studied. In this particular research, there are various interconnecting variables related to the study topic. This conceptual framework, therefore, is intended to map out what is to be undertaken in this study in relation to the observations made on the study topic.

The following figure represents this study’s conceptual framework.

Figure 6— Conceptual Framework



3 CHAPTER III

3.1 Research design and methodology

3.2 Introduction

This section presents a description of the design and the various techniques employed in collecting data. It includes the sampling method and the criteria used to select the participants of the focus groups. Also included in this section is the instruments used to collect data, processing of data, analysis, the area of study, study population, sources of data, data presentation techniques, coding, editing of data, and, finally, classification, validity, and reliability of the data and finally the ethical considerations.

The researcher on the design of the methodology has taken in consideration main elements on what marketers seek to understand and obtain from the impact of advertising. Vollmer & Precourt (2008, p. 113) suggest that marketers assess the impact of advertising campaigns through metrics as in figure

- Reach, frequency, and traditional gross rating points
 - Demographics (age, income levels, gender, location)
 - Brand metrics (aided awareness, ad awareness, message association, brand favorability, purchase intent/consideration)
- to metrics that are both behavior-specific and action-focused:
- Engagement: ad recall, session time, traffic-to-marketer Web site, measures of active attention to content, and "transference" (brand halo from media)
 - Quality and concentration of audience (early adopter influence, word-of-mouth/pass-along measures)
 - Impact on purchase behavior (went to store, trial, repeat purchasing)
 - Actual viewership (uniques, click-throughs, downloads, commercial ratings)

Source:

Vollmer & Precourt (2008, p. 113)

3.3 Research design

Both qualitative (open ended data) and quantitative (closed data) research methods were employed in this study as researchers suggest that the combination of both methods may boost scientific thoroughness and enhance the validity of the research findings in a multi-strategy design (Robson, 2002; Robson & McCartan, 2016; Bryman, 2004, Creswell, 2014). Working with a mixed method approach may bounce to several benefits for the study. It may provide more data to understanding the phenomena and addresses a broader set of research question.

Qualitative results may explain the qualitative data offering a deeper understanding of the research (Creswell, 2014) and it is identified as most appropriate when people's behaviour is investigated (Silverman, 2013). The techniques included semi structured interviews, questionnaires and focus groups as well as case studies of the four companies under study. The four companies included i) telecommunication industry (Vodafone and Telecom) and FMCG industry i) Coca-Cola and PepsiCo. The amalgamation of the quantitative and the qualitative methods was employed since it enhanced the comprehension of the topic of study and ensured the maximization of the quality of data obtained. As researchers suggest the results of qualitative and quantitative data are not compared (Creswell, 2014), as make no sense for the study.

Qualitative data by researchers are defined as "rich", "full" and "real" (Robson & McCartan, 2016), even though this method is widely accepted as less objective than quantitative research. In this context they are considered as a very worth source for the

researcher to reach the aim of this thesis. The researcher will aim to make use of these data to explore quantitative findings

This method will help the researcher to benefit in this study from the positive aspects of multi-strategy design such as: Triangulation (Robson & McCartan, 2016, Creswell, 2014), even though as the researchers suggest time on qualitative research will impose a limitation to the study. Triangulation will help the researcher to get different but corresponding data on the same topic and to minimize the effect that the small sample N may have on the study findings.

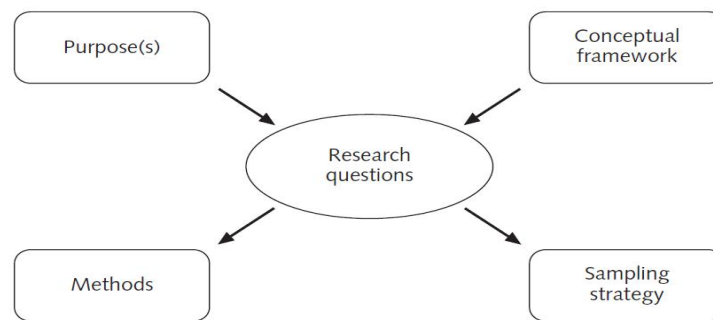


Figure 7: Framework for research design (Robson & McCartan, 2016)

The researcher to give a full picture of the implications of actors involved in advertising market in Albania decided during the timing of working for this thesis, not to limit its research and approach on the Albanian consumer by questionnaires, focus groups and the representatives of the four companies selected for this paper by interviews: but also decided involving other marketing professionals which work directly or indirectly in Albanian advertising industry such as; in media (television and print) industry, advertising agencies and other private business companies.

3.4 Area of study

The research was carried out in Albania, which is located on the southeastern side of the Balkan Peninsula, Europe. Albanian's capital is Tirana where almost 30% of the population live in it and the estimated total population is, 2.870.324 inhabitants (as per January 1, 2018). Statistics show that 59,38 % of the population live in the urban areas (INSTAT, 2018). While the projection of United Nations (2018) is that in Albania will be leaving 66.1% in urban areas by 2025. Albania is relevant to the discourse of this study since its population is sensitive and observant to information found in the advertisements (Kekezi & Kruja, 2013). Various media traditional and new ones used in Albania include print media (newspapers and magazines), television, OOH (out-of-home), radio, and recently taking a considerable advantage the online. However; the television still remains as the most predominant one, considering that ninety eight percent of the population have access to the television as revealed in the literature review. Along to this as revealed from the secondary data of this study the highest portion of advertising budget share in Albanian market goes to the television.

3.5 Study population

The population is defined by Kothari (2006) as the sum of all individuals that form the base that the researcher selects his or her sample from. In this study, the population will include residents of Albania who have access to the television and are potential target of the companies for the products/services they offer in market. In addition, basic demographic information such as the total population size, gender distribution, location and literacy ability were considered. The population was settled upon because it was

considered ideal for helping the researcher get representative answers to the research questions formulated. Demographic environment is considered by researchers as a major interest to marketers as involving people means they do consider the markets (Kotler & Amstrong, 2017). Changes in demographic environment are rapid in Albania especially these last years as per the reporting of INSTAT. Albanians after 2010 tend to move more toward sub-urban areas. These changes directly implicate the business environment and marketers randomly keep under surveillance these trends. Also, the changing of the age structure in Albania is a phenomenon raised during the late years.

3.6 Sampling

Sampling is basically the process of getting a representative part from the whole population with the aim of determining characteristics that is applicable to the whole population. In selecting the sample for this study, care was taken to ensure that what is selected is a proper representation of the entire population. For the sake of this particular research work, both random and purposive sampling techniques were used. This ensured that the sample size was highly representative. The researcher aimed to have a representative sample so she could make an accurate estimate of the whole population considering that cultural, lifestyle or demographic factors may impact. Therefore, she decided to target for her sample people living in different cities of countries. Sampling is very appropriate in this study because it helped the researcher save on time and money that would have been used if the whole population were to be considered for the study. On the sampling the reports of Albanian population for year 2017 (INSTAT) are taken in consideration for the sex gender. INSTAT (2018) reports that the population of Albania in 2017 is 2.870.324 inhabitants, 50,1% males and 49,9% females

3.6.1 Sampling size

To identify best sampling size for primary data (survey) was used the Slovin's formula as most common formula used when the researcher have no knowledge on the behaviour of the consumer

$$n = N / (1 + Ne^2)$$

n = Number of samples,

N = Total population

e = Error tolerance (level)

As per the considerations of the literature review the author used 95 percent confidence level and used 5 % error tolerance. The author identified N given the specifics of aiming target for this study.

Targeted consumer characteristics, to align with the targeted consumers of Albanian advertisers:

- ✓ Albanians
- ✓ Living in urban areas
- ✓ Active buyers
- ✓ +18 years old up to 59 years old
- ✓ Focus on Millennials
- ✓ Potential audience viewer of TV

Total inhabitants in Albania as per the age range as above defined, are 1.701.320 (INSTAT, 2018). Living in urban areas approximately 1.003.779 inhabitants. Access to TV set approximately 98% of Albanians 98,370 inhabitants.

$N = 98.370$

$n = 399$

While according to Krejcie & Morgan (1970) the sample for the given N should be $S = 383$

Which means the researcher in both cases should invite and approach at least 470 people, if considering the estimated response rate approximately 80%.

The researcher to timing and her availability especially in the cities outside Tirana, the researcher approached randomly around 520 potential consumers and managed to have 444 participants disponible to answer to the questionnaire.

To analyse the consumer demographically as per the characteristic of geographically respondents are identified and engaged in six cities of Albania, where municipalities of Tirana and Durres given the official statistics (INSTAT, 2018) represent more than 40% of the total population. If we do consider the fact that under this study will be taken urban areas only and 18-59 years old consumers as the key targeted segmentation by marketers, it means that urban area of Tirana in the sampling should have around 55 – 60 % of the respondents.

According to Kekezi & Kruja (2019) given the consumer demand model (Baines, Fill & Pag, 2008: 224), consumer demographics play a very important part in consumer behaviour and it is suggested by the authors as a potential variable when trying to measure people's attitude toward advertising. On the other hand, demographics are represented by

wide literature as a key element of customer segmentation, which means the study may reveal proper findings for the marketers in Albania. The Albanian marketers will have a chance to understand better the consumer in their main objective using advertising to impact consumers by increasing sales.

3.6.2 Random sampling

This sampling technique was used to pick respondents among Albanians who have a constant access to television (analog signal) and are potential consumers of the products availed by industries of the four companies under review. They were randomly selected from south-eastern part of Albania (Berat), central Albania which consisted of regions such as Tirana, Durres, and Kruja, a northern region which covered Kukes and Tropoja. The questionnaire was face to face to support the respondents with any uncertainty and distributed and collected by the researcher herself during the period of January – May 2018.

As explained by Daymon and Holloway (2010), random sampling is advantageous in that it ensures that the respondents have equal chances of selection thus the researcher's biasness in the process of sampling is reduced. The researcher chose to make a spread demographically on the sampling of the respondents- consumers given the suggestions of both primary and secondary information. The researcher chosen to spread the sample on several cities, guided by the main aim the marketers have, to address to demographic target audience and by suggestions of academic literature on quantitative researches for marketing and advertising. Interviews with executives of corporates, media and agencies revealed that to them location of the consumer is an important aspect when they do set the advertising strategies and campaigns. Literature also suggest that for the marketers

evaluating their campaign, demographics where included age, income levels, gender and location, is one of the key elements they do consider in defining the success or not of their campaign (Vollmer & Precourt, 2008)

3.6.3 Purposive sampling

For the purposes of this research, purposive sampling was used to select respondents depending on the roles they play in advertising companies and the four chosen corporations. The technique was used because the selected respondents were expected to play a crucial role in giving key information concerning the advertisements they place, how much they spend on advertisements, and how often advertisements for the particular products were placed. These respondents included marketing managers, advertising agents, and sales representatives.

In summary, the sample population was as follows:

Category	Number of participants	Method	Detailings
Consumers	n = 444	Face to Face Questionnaires	6 cities: Tirana, Durrës, Berat, Kruja, Tropoja, Kukes
Consumers	24	4 focus groups	Tirana residents
Marketing/Media/Sales representatives	38	Face to Face & Videocall- Semi structured interviews	Coca Cola, Vodafone, Telecom, Pepsi Media (TV, Online, Radio, webportal)
Marketing/Media Managers/Directors	24	Online questionnaire – open ended	Companies operating at national level

3.7 Source of data

Both primary and secondary data sources were used for this research. However, the main data source are considered by the researcher the primary data, which was collected through interviews, questionnaires and focus group work. The secondary data used was from large international literature, few literature and researches that were found implicating Albania, and information or literature collected from the four companies selected to form the case studies and their information recorded in form of articles, books, research reports, and newspapers or thirds parties. The data was used with reference to the subject matter which was to determine the impact that advertising has on buying behaviour of consumers.

3.8 Methods of data collection

During the collection of data, the researcher is required to clearly comprehend what they ought to obtain and the method of obtaining the same (Kombo & Tromp, 2006). In this research, the researcher utilized both the primary and the secondary sources of data, aiming to heavily trust the research on primary data mainly. The information collected was then used to refute or accept the hypotheses formulated for this thesis.

3.8.1 Primary data

For purposes of this research, the primary data collection methods included semi-structured interviews, questionnaires and focus groups.

Interviews

To collect information regarding the impact of television advertising on consumers, semi structured in-depth interviews were conducted with marketers and professionals in media, advertising agencies and private sector. The semi-structured interviews had in

advance the main topics of discussion and key questions, even though during interviews as per the perspective of the interviewees the themes were subject of adaption. Considering the possible risk of the distortion the researcher tried to stay as neutral as possible during the interviews. The writer recorded the responses in writing with key notes and on mobile. The data was then stored for analysis. Interviews were advantageous in that they provided room for clarification and observation of non-verbal cues in response.

Semi-structured interviews

(conducted during September 2017- May 2018)

No. of interviewees	Responsibility	Business profile	Method
12	Marketing and Brand executives, Sales representatives	Vodafone Telecom Coca-Cola Pepsi	Face to Face (9) Phone (2) Videocall (1)
12	Sole decision-maker in decisions about media advertising spend	In-house companies, private sector, operate their business at national level	Face to Face (10) Email (2)
8	Media Marketing professionals	5 main Televisions: - RTSH, Vizion Plus, Top Channel, TV Klan and News24 National coverage by % of population, not license, Top televisions by audience measurement and annual revenues of advertising (as per the secondary data) 1 webportal, 1 newspaper, 1 radio	Face to Face (7) Videocall (1)
6	C-level, senior experienced and accounts	Advertising Agencies	Face to face (5) Email (1)

Semi structured interviews are the used with all participants as the most widely form used in qualitative research methods in multi-design strategy (Robson & McCartan, 2016). The e-mail interviews have been the most common method that the researcher applied, specifically with the representatives in managerial level due to their busy agenda. E-mail interviews propose advantages and disadvantages but the researcher believe that time given for reflection and large number of participants are considered as two main advantages for this study.

Questionnaires – conducted during (January – May 2018)

Surveys are considered by professionals to be often good predictors of behaviour, even though each approach has its own limitation (Strong, 2017). Questionnaires were also administered to the respondents so as to collect information that could help in answering the research questions. The questionnaires consisted of three main parts: the first section covered the economic and demographical information of the participants, the second part collected information on the behaviour of the consumers in the market, the third section addressed motivations, beliefs, knowledge, and the attitudes of the respondents towards the products/services. All the 444 participants were issued with the questionnaires. Despite their limitations, such as being only reachable to those who can read and write, the questionnaires were appropriate because they helped in saving time yet collecting massive information that could be scientifically analysed. The questionnaires were administered to consumers chosen for this study. One of the most important advantages of using the survey is that it helped the researcher to gather data in a standardized way from a large number of respondents living in different areas in a relatively short time (Robson, 2002).

Focus groups – conducted during

Focus groups were very instrumental in data collection for this study to understand the impact and effect of television advertising of the four companies under study. The study made use of four focus groups, as Morgan (2013, pg. 16) implies that for a research it is difficult to determine if three or five focus groups will be the right choice, given that there are a numerous factor that determinate it, while (Onwuegbuzie, 2009, p. 4) indicates that researchers thing an adequate number would be three to six different focus groups. According to Onwuegbuzie (2009, p. 3) literature and researchers suggest that a well-designed focus group is estimated about 1-2 hours and consist in six to twelve participants. Each focus group had eight members who had diverse demographic characteristics and were fifty percent of the participant's female and fifty percent of the participant's male. According to Morgan (2013) the background variables that are considered are sex, race, age, and social class. In this focus group race is not a considered variable given the fact that in is not a present variable in Albania. Age was mainly determined by primary research for the targeted consumer of the four companies under study in this thesis. Focus groups participants were identified to be all Millennials with the age range 21-39. The group members were first asked to share their experiences with advertisements in general through a series of questions. They were then shown stimuli materials as recorded advertisements of the four companies that are selected for this study that had been commonly placed on Albanian televisions and photographed OOH ads and asked to comment on how they felt about certain products and the companies after watching those adverts. Further, they were shown specifically selected adverts (earlier ones in time and at least 2-3 years before) that the researcher considered they may not have seen before then

asked to comment on what they felt about the advertised products and services. The final materials resulted around 67-page text. The data were audio recorded and accompanied also with main notes taken by the moderating team. The results delivered individual and group data. The researcher tried to take note and pertain even on the nonverbal communication of the focus group participant. Even though being in the role of the moderator was not easily to assemble them, and the focus groups were only audio recorded. Video recording from a primary information gathered, with the chosen participants of focus groups was revealed to be an element of discomfort. Matrix as suggested by Onwuegbuzie (2009) were used during the sessions to facilitate the gathering of the data. This method was very significant for this study as it brought out a relatively behaviour of consumers in relation to audio-visual advertisements and brand equity of the four selected companies. The focused group was composed by a moderator (the researcher) and an assistant (the sister of the researcher)

Focus Groups – 21 – 39 years' old	
4 focus groups with 8 participants/group	
Age	Average Age: 28.9
Gender	Females: 14 Males: 10
Years of TV watching :	Average of years: 25
Watching TV:	Average: 3.4 hours/day
Consumers of gas non-alcoholic beverages	100%

Consumers of non-alcoholic beverage with gas	Average: 2.8 times/Week
Use of Mobile phone:	Average: 10.2 years
Use of Mobile phone (different porpoise call, text, access online, usage of new media etc)	Average: 170 minutes/daily

3.8.2 Secondary data

The secondary data that was used to inform this particular research was obtained from a number of sources which included the relevant authorities, scientific articles, journals, and previous research works. Information from the four companies that is Vodafone and Telecom which were telecommunication companies, and Coca-Cola and Pepsi which are basically listed as FMCG (Fast Moving Consumer Goods) industries. Information from specialised companies that monitor medium channels and advertising. The rationale for selecting secondary data sources was that apart from reinforcing the primary data, it helped in saving money and time as compared to the primary data collection methods which required heavily the timing.

3.9 Summary of the research instruments

The following provides a scheme that summarizes the instruments that were used in this study. It also includes the rationale for using each instrument, the objective of each and its development for the purposes of this study.

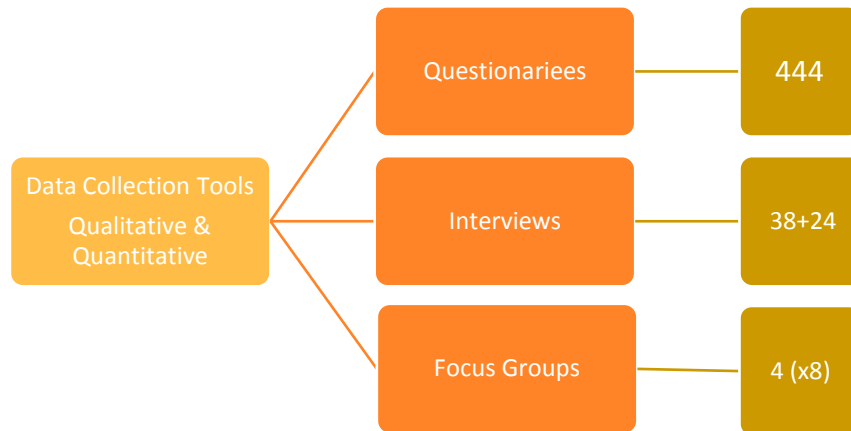


Figure 8: *Research scheme: Impact of television advertising on consumer behaviour in Albania*

Instrument	Participants	Number	Rationale for use	Objective of use	Development
Primary Data <i>Interviews</i>	i. Marketing & Research Executives of 4 companies under study on this thesis ii. Executives of Advertising Agencies iii. Marketing representatives of Media (TV, Print, Online) iv. Representatives of Marketing staff in various companies of private sector	38 direct 24 online	Provides relatively accurate data and room for clarification.	To provide accurate data and perspective on the topic of study	In depth Structured Open-ended questions
Primary Data <i>Questionn</i>	i. Participants/consumers in 6 cities of country: Tirana, Durrës, Kruje, Berat, Kukes, Tropoje	444	Saves time and money	To provide data that is easy to scientifically analyse	Structured closed questions, incl. one open-ended

<i>aires</i>					
Primary Data <i>Focus groups</i>	i. Focus groups participants /group	4 (x8)	Provides immediate response that can be observed and clarified.	To provide information on behaviour and response to ad and understand deeper the effect of commercials of the 4 companies under study.	Four focus groups, each with eight members who share experiences.
Secondary data	i. Literature review ii. Literature, studies and articles for Albania ii. Market data & others - the 4 companies selected v. Data of the audience measurement v. Data of advertising industry (spending, vehicles etc.) in Albania vi. Other data	i. +200 ii. +20 iii, iv,v,vi +40	It is fast, economical and very informative	To provide further information that can be used to reinforce the primary data	A strategically picked collection of previous works and reports

3.10 Validity and reliability of the instruments

3.10.1 Validity

Validity is the degree or extent of the inferences made by the researcher according to the data he or she has collected by use of a particular instrument is supported by other materials (Frankael and Wallen, 2000). To achieve the validity and reliability of the devices applied in this particular research, the study used 444 respondents, from Albania, considered as a very good sampling, who included people that were directly involved or affected by television advertising. An experimental study was first carried out to ascertain the efficiency of the instruments in capturing the intended information for the research. The outcome of the pilot study informed the researcher on the necessary adjustments to be made such as simplification of some of the terms.

3.10.2 Reliability

The reliability of any measuring instrument depends on its capability to yield consistent outcomes when it is used for more than one time to obtain data from varying samples (Kombo & Tromp, 2006). It also implies the degree of consistency or stability of a given concept. In the case of this research, the reliability of the research was the degree of congruence of the findings with those found by other researchers and make sense at the same time (Saunders et al., 2009). Since the reliability of this study is deemed to be satisfactory, it means that the operation used, for instance the methods of data collection, can be used repetitively with minimal variation in the results obtained for each round.

3.10.3 Trustworthiness

Researchers claim that trustworthiness is used to examine and validate the credibility of a research. To achieve a trustworthy study, a consent form was presented to participants on the qualitative study. The researcher has followed the checklist for researchers

suggested (Elo, S. *et al.* 2014, pg. 3), going through three phases i) Preparation, ii) Organization and iii) Reporting. As the study conclusion of Elo, S. *et al.* (2014, pg. 8) propose “the trustworthiness depends on the availability of rich, appropriate, and well-saturated data”

3.11 Data presentation and analysis

The process of data analysis entails the following; editing, coding, classification, and tabulations of the data collected (Kothari, 2004; Robson & McKartan, 2016). In this study, it involved the examining of the data that had already been collected from the interviews, questionnaires, focus groups and secondary sources in order to make inferences and deductions. The researcher made use of both the qualitative and quantitative analysis techniques.

3.11.1 Qualitative data analysis

The researcher given the nature of this research strategy, data-gathering and analysis will go hand in hand. After the data collection and transcribing the interview data, it was significant to keep a consistent structure; therefore, I applied the same set of thematic and keywords when analysing the transcribed data. The analysis was appropriate for the study because it made it possible to transform the collected data into comprehensive, informative, clear, and reliable findings. The contextual generalization of the information, as well as possible emergent theoretical ideas obtained were then evaluated

Participants in relation with Television and other media outlets	<ul style="list-style-type: none"> - General Knowledge - Preferences of advertising forms - Usage habits of media
--	--

	<ul style="list-style-type: none"> - Content value
Participants in relation with advertising in Television and other media outlets	<ul style="list-style-type: none"> - Attention toward advertising - General knowledge of impact of advertising - Perceptions and attitudes towards ads - Previous experiences - Perceived utility of ads - Purpose of use - Situational factors
Participants perspectives in relation with advertising in Television and other media outlets	<ul style="list-style-type: none"> - Privacy concerns - Trust - Intrusion - Manipulation - Knowledge - Transparency - Consent - Control - Personalization recommendations
Perceived ad characteristics in Television	<ul style="list-style-type: none"> - Relevance Accuracy - Frequency - Repetitiveness - Interruption - Ad quality - Ad recommendations
Reactions toward TV ads	<ul style="list-style-type: none"> - Feeling - Thinking - Acting - Ignoring

Table 2: Coding main themes and sub-categories emerging from interviews and focus groups

3.11.2 Quantitative data analysis

In this study, quantitative approach of data analysis entailed the conversion of data into numeric mode to enable the conduction of statistical calculations so that conclusions could be drawn. The quantitative approach deals with numbers that are measurable quantities in systematically investigating a certain phenomenon (Hair et al., 2008). In this case, it addressed the research questions on associations within measurable quantities with the aim of explaining, predicting and controlling phenomena. The collected data was first

dissembled into the constituent elements and patterns, and relationships were figured out in connection to the content of the review of the literature and theoretical framework covered. In this particular research, the quantitative data analysis method was used in analysing data in mean, frequencies, and percentages so as to convert the data into the numerical form and come up with statistical data reflecting the number of respondents that were influenced by television advertising. The software used for data analysis was SPSS- the statistical packages for social scientists.

3.11.3 Editing of data

Data that is collected from the field often contains certain errors. Errors can also be inherently introduced when transferring the data from questionnaires to computers. These particular possibilities, therefore, mean that the collected data should be checked intensively and the necessary corrections be done through a process referred to as statistical data editing (SDE). In this study, the editing of data was conducted in two stages. The first one was the field edition process which entailed a review of the researcher's reporting for the information collected from the interviews and focus groups that had been recorded in abbreviation form. The second one was the post-file edition exercise which was conducted after the completion of the field survey.

3.11.4 Coding of data

All the collected responses for this study were coded. The coding of closed questions involved the assignment of a numerical quantity to each of the responses given owing to the fact that the range of the responses was known (for instance, no = 1, yes = 2, not sure = 3). This made the data entry and subsequent analysis more effective. Coding open questions simply involved establishing a coding frame which in absolute terms was a list

of categories that allowed the allocation of answers. The whole process involved the assignment of either alphanumerical or numerical symbols and, in some instances, both assignments to the answers collected from the participants of the focus groups. Graphs were used to record descriptive statistics relating to the data collected. Some variables such as the purchase of products, age, advertising, and sex were cross-tabulated.

3.11.5 Data classification

The classification of the data collected into classes and groups was done basing on the descriptive characteristics of the respondents. Some of these characteristics included occupation, sex, level of income, and age. These characteristics were crucial in determining the demographics that were affected by television advertisements.

3.11.6 Data presentation

There are various techniques of presenting data. They include; graphical, textual, and tabular forms which are important communication tools. Data presentation is the core of any area of study since, in most cases, the data collected is usually in raw form. In this form, not much can be deduced unless it is summarized and presented as appropriate. In this study, the determination of the form of data presentation was highly dependent on the format of the data itself, analysis techniques which are appropriate for this particular research, and finally on the information regarding the impact of television advertisements on consumer behaviour. Statistical techniques such as variance, standard deviation, and measures of central tendency were applied in testing the hypotheses. However, tabular and textual presentations were used as the main methods of data presentation in this study. These presentations are appropriate. This is because the study requires comparisons of variables and testing of hypotheses thus the mode suitably fits its purpose.

3.12 Ethical considerations

Ethics refers to the moral codes of conduct that stipulate how a person should conduct himself or herself as per the demand of the situation. According to Hsieh and Dwyer (2009), by simply knowing what is wrong and right is not enough and that a person is obliged to do what is right as per their moral states. According to Beekun et al. (2003), ethics refers to a set of moral standards that are not law-related which factors in the consequences of actions. In a business setting, ethics is used to infer to set of instructions that dictate what is right or good, wrong or bad as it pertains the human conduct in business. Ethical issues are crucial in any study research that covers a wide spectrum including the research practices and the interests of the individuals the research addresses. When it comes to the purchasing of commodities, a number of issues concerning ethics were at play. The first one is fair competition which implies that the competitor of any product has the same opportunity to sell his or her products to the buyer and equally access information that the buyer has. Coca-Cola is at liberty to compete with other soft drinks companies such as Pepsi for example in preparation of fair advertisement which adheres to the ethical codes of Albania.

In this study, there were considerations made in relation to research ethics. One ethical consideration in this particular research pertains the confidentiality of the collected information which was meant for research purposes only. The participants were duly informed that the information they give was for the purposes of this study only and that the confidentiality would be highly upheld. They were also educated about the purpose of the research. Consent forms were also availed to them and they were asked to read and understand them then sign as an assurance that they were willing to participate in the study

without manipulation or coercion. The third consideration was that the study was not resultant into any conflict of interest among the study participants, that is, the researcher and the respondents.

4 CHAPTER IV

4.1 Data presentation and analysis

The research findings are presented in this section. The researcher used structured interviews, focus groups, secondary sources, and questionnaires to collect information that addressed the research questions. Data obtained from the quantitative and qualitative research is outlined, analysed, and a comprehensive description and relevant interpretation are given systematically. The analysis process as well as documentation aimed at presenting the data in an interpretable and intelligent manner in order to establish patterns in relation to the research objectives and enable the researcher to inform on the impact of television advertising on the consumer buying behaviour with specific reference to the Albanian population. The data presented will be in line with the research questions that were earlier formulated that guided the research and therefore in so doing will meet the objectives of the research as formulated prior to the study. As was clearly stated in chapter 3, the research used both qualitative and quantitative techniques to achieve a more comprehensive response. The theoretical framework that was presented in chapter 2 under the review of the literature was extensive and gave certainty on the validity and reliability of the measuring tools. The research design described chapter three also provided the rationale for making decisions and the method used in data collection.

The results will be presented in two folds. The first part will give the results of the qualitative research interviews that were conducted on the focus groups regarding their behaviour toward advertising. The results obtained from the research were first presented as an analysis of the qualitative information as collected from the semi-structured interviews. The qualitative analysis was then followed by the quantitative analysis that was obtained

after administering the questionnaires. It is worth to note that data obtained from both quantitative and qualitative approaches are connected which therefore means that the outcome of the qualitative data influenced the procession of the quantitative questionnaire for the consumer buying behaviour.

Basically, data analysis refers to the process of ensuring the collected data has order, the structure as well as meaning. It involves making sense of the data, giving interpretation and theorization of the same as a representative for the search for general conclusions. Regardless of the approach used (quantitative or qualitative); the aim of carrying out a study is to obtain findings which require analysis of data to convert the data collected into findings. In this particular study, the scholar used both qualitative and quantitative approaches for data analysis.

The second section indicates the data collected from secondary sources or offered by representative staff of companies concerning the four companies that are Coca-Cola, Pepsi, Vodafone and Telecom concerning the impact of television advertising on the services and the products that they offer. Obtaining information concerning the corporations was done by interviewing the relevant representatives, and also members of the focus groups. Other information was obtained from the firm's portfolios and other secondary sources such as articles and journals.

Focus groups On all 4 companies the analyzes concluded that to consumers makes inference of their brands not only from what they communicate through their advertisement but also how the message is communicated. Coca Cola advertisement is associated with love, Vodafone is associated mostly with high energy, Telecom with youth and Pepsi with movement

All advertisement exposed from the four companies under studied were perceived as expensive which was strongly correlated with a high perception for the ranking of the company sizes in market.

Coca – cola advertisement was easily identified by the participants even on the cases where the researcher hid the brand or product shown

While marketers report that in developed countries a consumer is exposed to around 4,000 up to 10, 000 advertising messages a day, in Albania we do not have such data statistics, but the study concludes that they are not that much aware of various forms of advertisement which surrounds them in their daily life. Albanian consumer perceive as advertising the classical form of it as Ad in Tv, Ad banners in Online, but they wouldnt have high awareness that if a chronicle in news is shown from how people are enjoying the vacations on the Albanian beaches and company or brand logo that is stamped on peoples hats that are interviewed is a form of advertising

4.2 Part 1 – Qualitative Research; Professionals, Focus Groups and the selected companies, from telecommunication and FMCG industries

In this section, the researcher presents primary such as interviews and focus groups data and secondary data on the four corporations that were selected in order to complete this particular research work. All four companies selected for this study were supposed by the researcher to have a high brand equity in the Albanian market due to their high spending on marketing budgets and they have been able to take great advantage of the communication and economic role of advertising. The firms selected include two

telecommunication companies that are Vodafone and Telekom as well as two drink and beverage companies that included Coca-Cola and Pepsi. Each of the companies selected exists in competition to capture the attention of the people of Albania and, therefore, different advertising strategies are employed by them. Each of companies have a well-established level of brand equity in the Albanian market.

All four companies under study focuses on high-energy commercials and they seem to have become standard in their television advertising recently. As per the definition of Pucinelli et al (2015, p. 1) “High-energy commercials are television ads that are active, exciting, and arousing for the viewer to experience”. Observing their advertisement on the TV and online campaigns during years from 2013 up to 2016, by the researcher is identified that they aim to target mainly the Albanian millennials. According to literature, millennials are those people who have born between 1977 – 2000 (Kotler & Armstrong, 2017)

The researcher first provides profile information for each corporation before embarking on television advertisement strategies employed by them.

Albania’s telecommunications industry generates around 40 billion leks (\$369 million/302 million euro) of revenue, or about 3% of the country's gross domestic product (GDP) (Ministry of Finance, Republic of Albania 2018).

The telecommunication industry in Albania

The data reports that mobile users in country are increased, by 3.9% year on year for Q4 (AKEP, 2018). AKEP (2018) reports that for year 2017 the market leader in Albania

has been Vodafone with 1.731.73 million active mobile users (-0.2%), followed by Telekom Albania with 1.23 million (+8.9%), Albtelecom with 458,656 (+3.0%) and Plus Communication with 205,790 (+13.7%) (SeeNews, 2018).

Deloitte Albania (2018) reports on telecommunication sector mobile for 2014 – 2017 the market share where Vodafone Albania leads each year as per the figures shown below

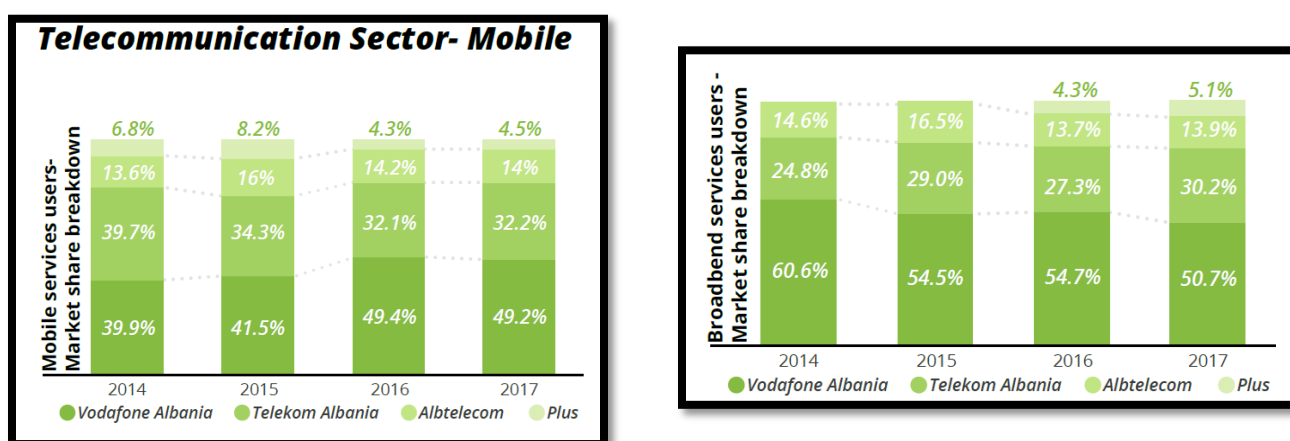


Figure 9: Telecommunication sector mobile (2014-2017)

Source: Deloitte Albania (2018)

The telecommunication industry advertising spending's as per the declared spending's in taxation office are reported as in the table shown 2012 – 2016. The official data report total subscriptions to mobile telephony 3,497,950 (December, 2017 est.)

Table 3: Advertising spending of the 4 Telecommunications companies in Albania 2012-2016

SHPENZIMET E DEKLARUARA PËR REKLAMA E PUBLICITET TË TELEKOMUNIKACIONEVE (LEKË)						
	2012	2013	2014	2015	2016	Ndryshimi vjetor 2016/2015 (%)
Vodafone	916 151 956	779 179 397	921 968 459	1 146 092 690	979 640 489	(14,52)
Telecom Albania	1 296 636 000	1 213 543 000	881 309 000	967 423 000	933 059 000	(3,55)
Albtelecom	n/a	739 450 000	809 507 000	515 732 000	481 656 000	(6,61)
Plus Communication			142 439 000	111 454 000	143 102 000	28,40
TOTAL			2 755 223 459	2 740 701 690	2 537 457 489,00	(7,42)

Burimi: Bilancet përkatëse

Source: Monitor, 2018

Vodafone Advertising spending has increased from 2012 to 2015 and on 2016 a decrease is noticed. While Telecom (formerly before 2015 AMC) from 2012 up to 2016 has each year cut their advertising spending. The raising of advertising spending in 2015 is related with the launching of T in country

Vodafone Albania and Telekom Albania are repeatedly fined by government entities which protect the consumer and control competition in the market for misleading the consumer through their advertising or missing transparency for the prices they do offer.

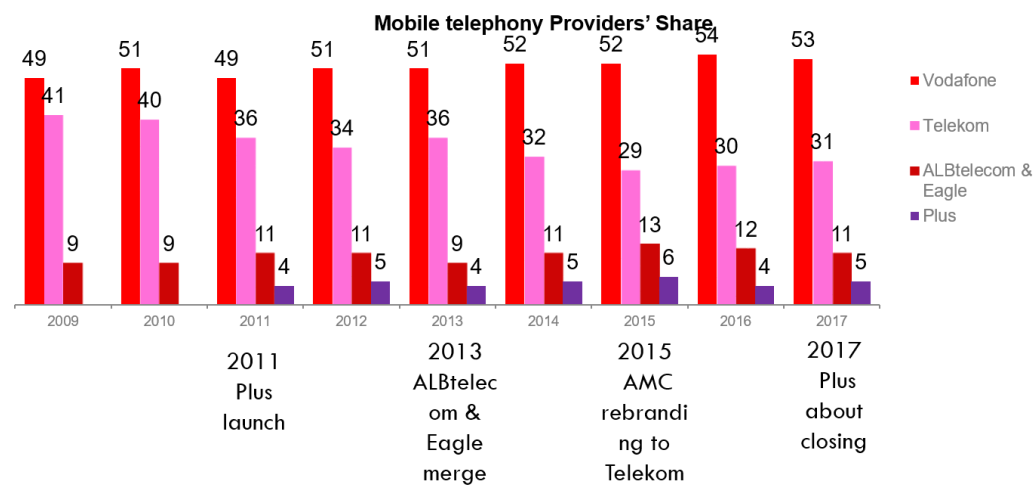
Even though after years of dominance in the Albanian market the 2 biggest mobile telecommunication companies are reporting loses (Monitor, 2018), they yet lead the advertising ad spend market in country budget.



Source: Revista Monitor, 2018

Mobile companies in country should make focus to their image as researches reveal that good image in Albanian consumers' mind build trust to the company and consumers' loyalty (Tabaku & Çerri, 2015)

Table 4: Mobile Telephony Trends 2010 – 2017 in Albania



Source: Datacentrum, 2018

This data will show that the market of 4 main mobile companies have been changing their ownership, while Plus, the only telecommunication company with 100% local

shareholders closed officially on 2018. Vodafone Albania not only is leading the market through years but also it is gaining shares on the market each year.

Company: Vodafone Albania

Vodafone Albania is a telecommunication company that provides its services to the Albanian population. It was incorporated in May, 2001 with its base in the capital city Tirana, Albania and it is a subsidiary firm of Vodafone Group Plc. The company provides a wide range of services which include mobile voice communication, messaging which entails sending of pictures, text and video messaging, internet and data connectivity, and finally fixed broadband services to ensure that the communication needs of the customers are totally met. The market share of Vodafone Group Plc. is as shown in the figure below:

Vodafone Plc. The group is among the leading telecommunication companies globally with a 7 % market share with dominance in Europe, Africa, Asia Pacific, the Middle East and the United States of America via full subsidiaries, associated investments and joint ventures. The worldwide market penetration stands at 70 percent with a significant proportion in the European and US market and faster-growing trend in the emerging markets, for instance, South Africa, India and China.

Vodafone Plc (2017) states that the economic contribution for 2016- 2017 in Albania is -capital investment 18 million-euro, direct revenue contribution 5 million-euro, direct employment 441 staff and a revenue of 119 million euro.

The legislation and regulation in the telecommunication market in Albania become crucial in the progression of this study since it is an important aspect for not only Vodafone but also other mobile operators. Consumers are subjected to reduced mobile

prices due to the wide spectrum of mobile operators they have to choose from. reduction I prices are associated with the industry legislation that set the termination rates at a lower level as well as the emergence of new competitors in the market. The management of the corporation also acknowledges the role played by pricing in influencing the purchasing decision of customers. Vodafone has taken upon this challenge by offering bundles services and giving its consumers an opportunity to optimizing their data and voice plans. This is a crucial strategy for the organization since it enables its customers to personalize their individual prices.

Vodafone Albania was the only company which launched a service for the electronic money call M-Pesa. Launched in May 2015 and awarded as “Best Innovative Product” in 2015 (Vodafone Albania, 2015), M-Pesa was a product considered as success story by CEO of Vodafone Albania (Vodafone Albania, 2016). This product was supported heavily with advertising budget, yet only 2 year after, in July 2017 the product was shut down. Vodafone Albania made no official statement or any press release on this decision. Vodafone Plc reports on tax and contributions that revenues have increased from 115 Euro million for 2015-2016 to 119 Euro million for 2016-2017 and that non-tax contribution

Albania									
	Revenue (€m)	Profit before tax (€m)	Direct revenue contribution: Tax (€m)			Direct revenue contribution: Non-tax (€m)	Indirect revenue contribution (€m)	Capital investment (€m)	Direct employment
			Total paid	Split between: Direct taxesCorporate tax					
2016-17	119	3	5	1	5	13	10	18	44
2015-16	115	7	6	n/a	n/a	8	7	25	42
	We are a significant international investor in Albania where we operate mobile services with 2.0 million customers as of 31 March 2017. We also provide communications services to Albanian businesses. We entered the market in 2001 through the award of a mobile licence. In 2015, we established a financial services business to bring the M-Pesa mobile money service to Albanian society, which ceased operations in September 2017. Non-tax contribution increased in 2017 due to the renewal of and payment for our 2G spectrum licence.								
Number of legal entities	2								
Legal entities	• Vodafone Albania M-Pesa SHPK • Vodafone Albania SHA								

increased in 2017 due to the renewal of and payment for Vodafone 2G spectrum licence.

Source: Vodafone.Com (2018)

Vodafone Albania is reported to be the market leader in country on the mobile telecommunication industry 2011- 2017, in terms of mobile service users and broadband services (AKEP, 2018), with the largest the largest mobile network infrastructure in country, valued at c. EUR 99 million in 2016 (Deloitte, 2018). Vodafone Albania (2018) reports to have reached 2 million customers and covering with 3G internet services 99% of the population. The company reports that its network at national level is 139 shops. An executive staff of Marketing Department in Vodafone Albania (personal communication, November 2017) reported, the target consumer of the company are Millennials (23-40) living in urban areas.

Vodafone Albania in their official website on the About Us sections states itself as one of the most attractive employers in country (Vodafone, 2017)

As Male B, 42 executive staff of Vodafone Albania (personal communication, December, 2017), states *“Vodafone brand is on the highest quotes in Albanian market and the “apostrophe” or “click” of our brand has highly awareness to the Albanian customers, as per the market research on brand equity”*. Monitoring and measuring the brand equity constantly is considered a KPI for the consumer satisfaction and market share of the company, states Male 42.

“Our success is our engagement with the consumer, we do track the consumer and try to best identify how our company or our campaigns have affected or not affected him. I do think a two-way dialogue is the key of success of Vodafone Albania in the market”
Marketer A.VA, 39, Vodafone Albania (personal communication, 2018)

Mobile termination rates for Vodafone in Albania from 2014 to 2018 (in ALL) decreased from 2.66 Albanian Lek in 2014 to 1.48 Albanian Lek in 2018 (Statista, 2019).

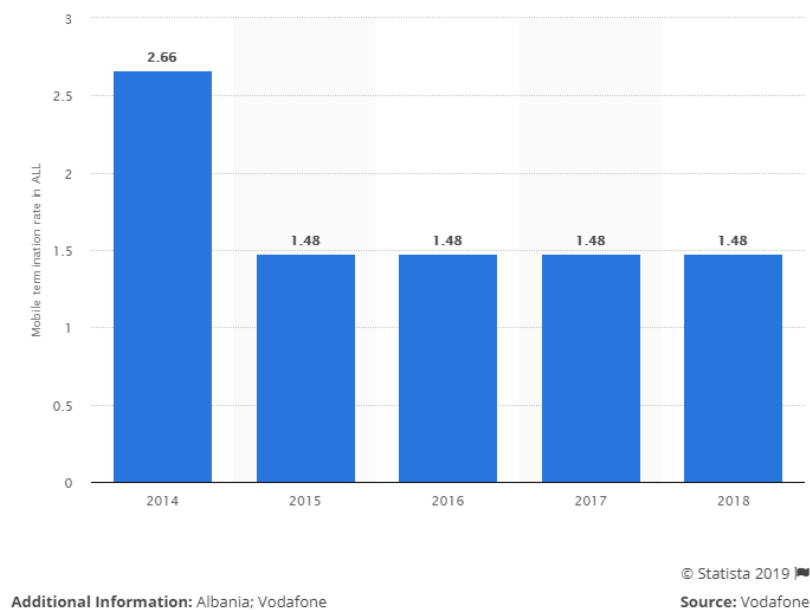


Figure 10: Mobile termination rates for Vodafone in Albania, Source: Statista (2019)

The expenditures of advertising by official rate cards during 2012 – 2017 reported for this research by McMonitoring (2018) are shown as on Annex 7 by year and medium channel

Company: Telecom Albania

Telekom Albania is telecommunication firm that provides mobile telecommunication services to the citizens of Albania. Its operational headquarters is in Tirana, Albania. Telekom Albania first came into operation on July, 2015, after the company changed its name which was initially AMC (Albania Mobile Corporation). AMC has been the first

mobile company in country starting its operations in 1996. Its inception was as a result of a number of changes that took place in the company.

Deutsche Telekom (2018) report that Telekom Albania as per December 31, 2017 have 39 % of the customer market share, 99.8% of population coverage, 385 direct employees. In the highlights for their presence in Albania they do state the retail network as one of the biggest retails in the country - 136 shops.

Telekom Albania is reported to be positioned as the second company in country on the mobile telecommunication industry 2011- 2017, in terms of mobile service users and broadband services (AKEP, 2018), valued at c. EUR 48 million in 2016 (Deloitte, 2018).

According to (Telekom.com.al, 2018), Telekom Albania is a telecommunication company that has its operational base in Albania who are determined to satisfy their customers through the services that they offer. On their CSR Report 2017 the company put focus on responsible marketing approach (Telekom, 2018). The company not only offer telecommunication services but also trade in smartphones and internet connections. Their market performance is as shown in the table below where Telekom (2018) states that have increased their subscribers by 5.4%;

Table 5: Market performance of Telekom Albania

Market Performance			
	2015	2016	2017
Customer base (million)	1.73	1.84	1.94
Internet customers (million)	0.28	0.37	0.49
Post-paid customers (million)	0.1	0.1	0.12
Pre-paid customers (million)	1.63	1.73	1.82
Customer market share (%)	37.3	38	39.5
Population coverage (%)	99.8	99.8	99.8
Territory coverage (%)	92.5	92.5	92.5
Data traffic volume (terabytes)	NR	6,881	12,609
New/improved offers provided (number)	145	75	45
New services provided (number)	15	31	30
Shops (number)	139	152	136
Own shops (number)	20	18	7
Partner shops (number)	119	134	129

NR: Not Reported

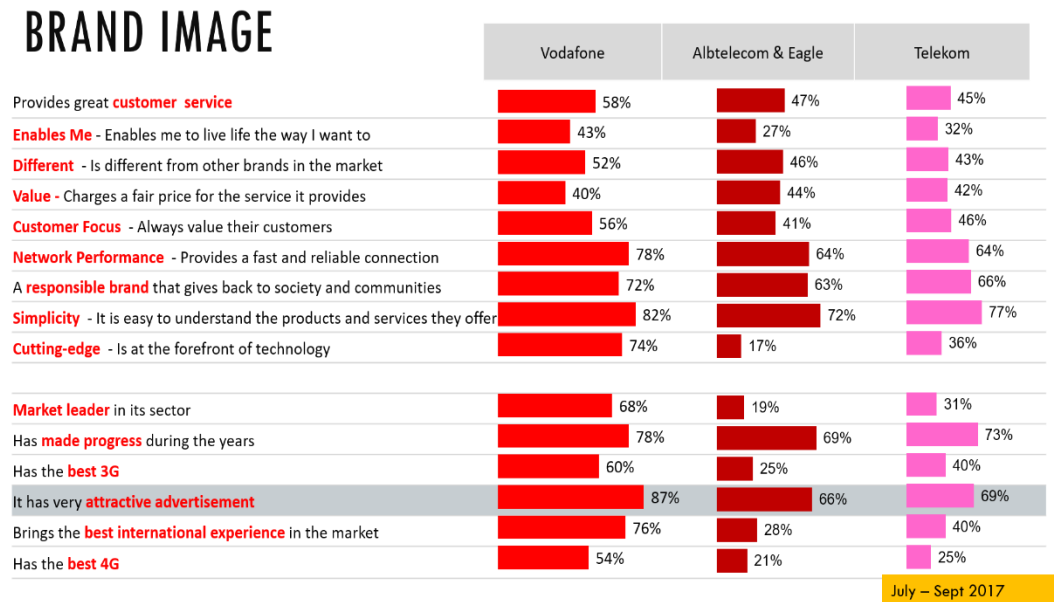
Source: Telekom, 2018

For Telekom Albania responsible marketing and fairness toward the consumer is important. Responsible communication not to communicate to consumers services or products they do not need is a good practice that they do follow, aiming transparency and communication with clarity. *“I’m T – Count on me; it is not just a statement it is crucial to our daily operations and way our company operates in daily basis with consumers in*

market, with stakeholders and internally. Trust is leading our vision” states Bego, O. Corporate Affairs Manager, Telekom Albania (personal communication, 2018)

The researches of DataCentrum (2018) on how the Albanian consumers perceive the services and the companies they get, in the telecommunication industry reveal very interesting details. Vodafone is the leading company in each aspects the consumers are asked for. Benefits of services such as simplicity or network performance are highly domination comparing the 2 other companies Albtelecom & Telekom. Perception of consumers that Vodafone is a market leader in the sector is also very dominating. There is also an finding on advertisement . Vodafone ads are considered as very attractive with 87% , while Albtelecom with 69% and Telekom with 69%

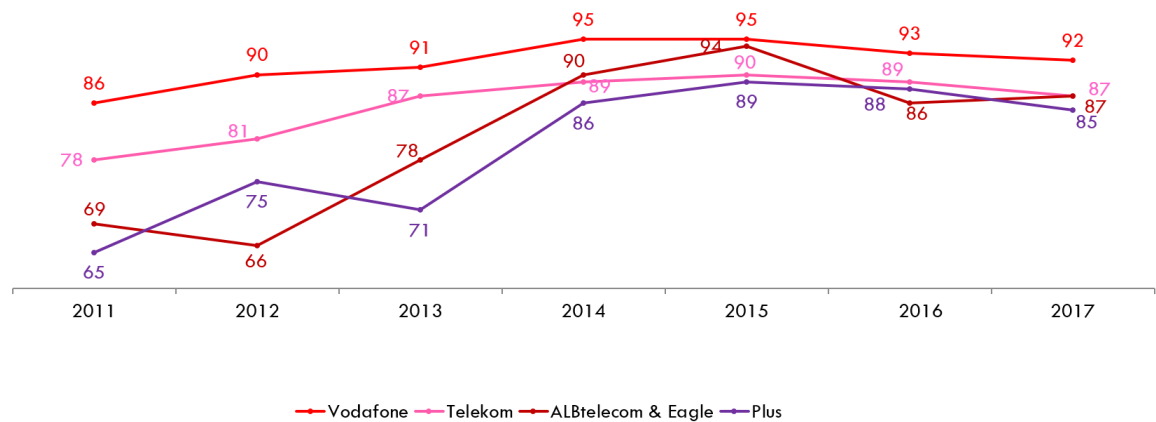
Figure 11: Mobile Companies evaluated by the Albanian consumer



Source: Datacentrum, 2018

Datacentrum (2018) reveals also the loyalty trends of mobile companies 2011 – 2017. It may be noticed that both Vodafone and Telekom have progressed in being able to keep their customers and not losing them. Telekom has best figures as are shown on the Table below. While after 2015 all 4 companies show decrease. This is explained with the fact that in Albania for years’ customers were not the owners of the mobile number, the Albanian law was acknowledging the companies as the owners of the mobile numbers people were using. From 2015 to protect the Albanian consumers, the law changed and acknowledged the consumer as the sole proprietary of the mobile number giving to the consumer the right to transfer it from a mobile company to another.

Table 6: Loyalty trends of 4 mobile companies



Source: Datacentrum 2018

The expenditures of advertising by official rate cards during 2012 – 2017 reported for this research by McMonitoring (2018) are shown as on Annex 7 by year and medium channel

Company: PepsiCo

“Any company that wants to expand should be ready to study the target market in order to have the right product, and then build its plans and strategies to sell, distribute and market its brands.” John Orietta, Franchising Director of PepsiCo for the Balkans, Agna Group-Business News 2009

Pepsi Company has operated in the Albanian market since 1993 through its distributor back then called Alfa Sa, actually named as Agna Group, and since 2000 Pepsi is produced locally in Albania. The company is trading Pepsi products to the Albanians for nearly 25 years. The Pepsi brand has emerged as the most sorted carbonated drink in the Albanian market as a result of the unique quality it has and the unique spirit associated with it. Up to the present day, the Pepsi brand is the leading in terms of market share for most of its products. In line with this research, Pepsi highly regards the impact that product packaging on consumer buying behaviour. Recent developments involve the 2015 launch of the PET packaging that covered the 2.25 liters, 1.25 liters, and the 1.75 liters packaging. The consumer is thus given a chance of enjoying more Pepsi drink while spending less. This move also puts into consideration the pricing of the commodity in influencing the purchasing behaviour of the consumers. The introduction of the new packaging into the market gifted the consumers with a 250ml extra of the Pepsi carbonated drink hence they have more opportunities of enjoying their daily lives on whatever occasion.

“A remarkable moment in our years of collaboration was the first time the Pepsi trademark was transmitted nationally in the Albanian television during Miss Albania contest in the year 1993. It was the first ever national TV transmission for any brand in Albania, and that

brand was Pepsi” John Orietta, Franchising Director of PepsiCo for the Balkans, Agna Group-Business News 2009

The company profile and reputation that distributes Pepsi in Albania is at high level. The company represents over 50 global and international brands in the local market. For over 25 years Pepsi has been operational in Albania, a large number of campaigns have been in place. The consumers have been involved in the campaigns actively thus arousing and capturing their interest. Their most captive slogan has been “Thuaje me Pepsi” – say it with Pepsi inviting so directly the consumer to engage. The Albanian distribution branch has also supported singers, for instance, Scorpions, James Blunt, Akon, Def Leppard, White Snake, Anastasia, John Newman, Zucchero, and Reamon. to promote their brands, Pepsi has also used the important television productions such as Rococo, Summer Nights, Formula 1, Magic Songs, Star Academy, X-factor Albania, and Dancing with the Stars among others. Beauty competitions which are aired in the television programs have also been supported by Pepsi for instance, Miss Albania, Albanian Beauty Ambassador, and Miss Globe among others.

Agna Group for Pepsi Co brands heavily uses the marketing mix focused in both ATL and BTL activities years under study 2012 – 2017. On the advertising spending for Pepsi Co products, Halili, M (2018), reveal TV and OOH are medium channels they spend more, but to the companies BTL activities remain a focus.



Pepsi has managed to build its brand globally by use of intelligent marketing and communication techniques managing to secure its position among the future generations. Music and football celebrities have been showcased on television as Pepsi endorsers. The main intention of using these is to increase brand awareness and impact.

“It is difficult to exploit the human mind. It is difficult to deeply understand with what we research why Albanian consumer choose to buy Pepsi and not one of the other products of the competitors. We do our best with metrics but being inside the deepest thoughts of Albanians and have a clear picture on what affects their behaviour will be always our biggest challenge as we are aware that emotions and subconscious of consumers can’t be tracked” Halili, M, Pepsi Brand Manager, Agna Group (personal communication, 2018)

For Pepsi brand youth is the key consumer target therefore a good proportion of TV advertisement goes for sponsorships of the TV programs. “We chose to go on flagship prime time programs, as we must much the Pepsi brand strategy with the content and audience” Bardho, E (2018), Media Manager, Agna Group



Figure 12: XFactor Albania, Sponsored by Pepsi, 2012

Agna Group during 2018 have applied for the first time in country “Pepsi Taste Challenge (Agna Group, Business News, December 2018). “Pepsi Taste Challenge” is a famous blind test done with similar beverage products from 40 years now around the world. The research revealed that from 10.207 participants at national level, 64.7 percent of participants choosed Pepsi beverage as their most favorite. The Taste challenge revealed that either born on 1970 or 1990 the percentage of participants that chose Pepsi was quite similar from 63 % - 64%.

“Consumers are looking for personal experiences. This is what they want to be communicated. We are in digital era indeed but data show that in western countries, and not only there is a crisis of trust in social media. Same goes in Albania, from our research an advertisement in online would be less trustful to the Albanian consumer than an OOH one or guerrilla advertising. Therefore, we are challenging ourselves each day to know what consumer want from us, how he wants and where, what appeals him and what does not” Halili, M, Pepsi Brand Manager, 2018

The expenditures of advertising by official rate cards during 2012 – 2017 reported for this research by McMonitoring (2018) are shown as on Annex 7 by year and medium channel

Company: Coca-Cola

Coca-Cola is a global famous and biggest brand with its operation concentrated in the beverage industry. The major products this company produces is the carbonated drinks the beverage products the company owner is approximately 3000 and 500 different brands listed in its portfolio. Through advertisement, Coca-Cola has managed to create a demand for its products. The advertisements have been conducted in line with the culture of specific regions.

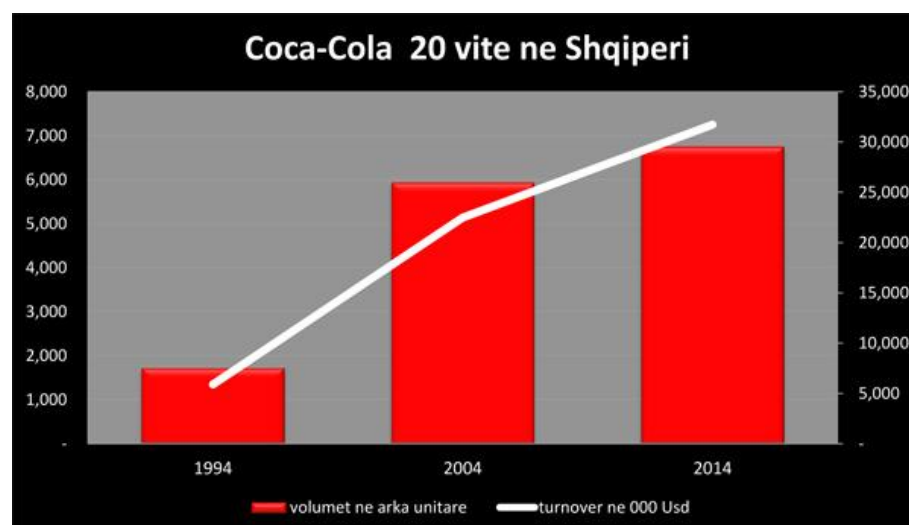
Coca-Cola is the top beverage company worldwide beating its competitors such as Pepsi. In line with this particular research, Coca-Cola recognizes that a product uniquely identifies the company and it's an important asset. Factoring in the benefit that consumers get from the product, Coca-Cola launched the Diet Coke which contains approximately 99 percent water. Diet coke has managed to be the smarter choice for the consumers and a unique brand in its personalized right. Special attention has been paid on the packaging that is bottling of its carbonated drinks.

Coca Cola is one of the products with a huge brand equity in country. Several interviewed professionals [personal communication, 2017, 2018] claim that it is all about what Coca – Cola recalls. “*Coca Cola brand recalls to Albanians an unrevealed world out there*” states Verardo, L, CEO, Coca Cola Bottling Albania [personal communication, 2018],

With over twenty years of operation in Albania, the bottling plant designed the packaging bottle to incorporate a logo oriented with the Coca-Cola spirit. The entire bottle contour was marked by the “20 vite CCBS”. The bottle also featured the dynamic ribbon and the Albanian map made of circles which represented “refreshment”. Coca Cola Albania randomly prefer to use TV ads format advertising in TV

Coca-Cola Company has a total investment during 23 years in Albania are over 50 milion Usd, the company has over 300 employed staff (Verardo, L. personal communication, 2018).

Figure 13: **Coca Cola Albania in 20 years**



Source: Monitor, 2014

Researchers (Kodak et al, 2015) have found that television viewers are actively engaged in reading and interpreting, while receiving Coca-Cola TV advertisement. Researchers suggest that consumers are driven by positive emotions and with emotional benefits while they run a TVC of Coca-Cola, and in other hand they manipulate public

using a persuasive communication (Sanches-Porras & Rodrigos, 2017). “Researches on consumer neurosciences show that employing familiar themes is useful to drive memorability. This is one of a several key elements we believe on the success the advertising of Coca-Cola in country” stated a representative staff of Coca-Cola Albania (personal telephone communication, October, 2018”

Coca-Cola in Albania has advertised several brands as Coca-Cola, Fanta, Sprite, Caperi etc. It is very interesting to see Coca-Cola brand in Enver Hoxha's¹ program of "bunkerization". It looks like this brand has inspired people to Albanians have been meaning of the what is the apple of Eden- the outside world they wouldn't be able to try

Figure 14: Bunkers in Albania branded Coca-Cola



Source: internet images

Packing is being identified as one of prime factor for Coca Cola Bottling in Albania (Mccan Tirana, 2015). Studies reveal that Coca Cola has the highest consumption in

¹ Communist dictator of Albania. <http://albania.al/article/25/comunism/>

warmer countries with young populations and climate is considered twice as important as age of consumers (Solomon & Lowrey, 2018)

The expenditures of advertising by official rate cards during 2012 – 2017 reported for this research by McMonitoring (2018) are shown as on Annex 7 by year, brands and medium channel

Other considerations of Albanian market

Vukanović (2016), notes that Telecom operators form the largest percentage together with banks, big corporations mainly food and beverage companies that is Coca-Cola. According to Vukanović (2016), the telecommunication sector constituted 69 percent of all the advertisements of 2011 that were done via the television. The remaining percentage was shared by the coffee trading organizations which had 14 percent of the total television advertisement done that year. The annual revenue that has been collected from the advertising sector ranges between 48 and 55 million euros with an estimation of 34 million euros for the television advertising in Albania for year 2011. However, such type of advertisement is limited by the absence of a publicly embraced audience and accurate information on advertising. Despite this statistic on Albania TV advertising spending, it represents a drop from its 2004 statistics which was 86.3 percent were, on the other hand, the internet advertising shoots from 0.5 percent in 2007 to 0.9 percent in the year 2011. Other avenues of advertisement such as the newspaper have lost popularity and only a small fraction of people get to read them. The Albania Survey indicates that 72 percent of users of social media platforms such as Facebook, blogging, and twitter which involved approximately 2000 people had the chance of reading newspapers. This implies that the

influence of newspaper advertising on the buying behaviour of consumers in Albania is minimal.

Media Ownership Monitor (2018) indicate that the three top television stations which are TV Klan, Top Channel, and Media Vizion have the highest expenditures of advertisement in Albania which was approximately 25.16 million US dollars while that for radio advertising totaled to 2.3 million US dollars. The disparity indicates that TV advertising has dominated the Albanian market through the small advertising market has stagnated for five years in a row. However, its advertisement is concentrated on a fraction of media companies which include the television, radio and the print media. Vodafone, Albtelekom, and telecom are the three advertisers that dominate the Albanian media market (Media Ownership Monitor, 2018). After these telecommunication companies are international companies such as Coca-Cola, Gamble, and Procter. A contrary development has been witnessed in the decline in revenue among the television media. The government allocates approximately three-quarters of its advertising budget to a television advertisement (Pergega, M, 2017, personal communication). Top Channel, Vision Plus, and Klan which are the top three television stations in Albania have considered allocating an equal amount of airtime towards advertisement but in turn, received a reduced income. Television advertisement still remains the most popular form of advertisement with the print media experiencing the largest cut in budget allocation by the Albanian government.

Television advertisement has continued to show dominion over other media when it comes to advertisement. The printing media in Albania initially experienced an increase up to the year 2008 which was then followed by a decrease as resulted of well now dynamics. This is illustrated by the table below:

Table 7: progress of advertisement landscape in Albania

Authors' Estimates*	2006	2007	2008	2009	2010 Projection	2011 Projection
Media						
Television	78.20%	63.60%	63.80%	68.70%	65.40%	66.80%
Radio	1.20%	1.40%	1.40%	1.30%	1.40%	1.40%
Print	5.80%	20.10%	17.80%	8.50%	10.70%	8.50%
Outdoor	14.30%	15.60%	17.40%	21.80%	20.80%	22.42%
Cinema	na	na	na	na	na	Na
Internet	na	0.50%	0.80%	1.10%	0.90%	0.90%
Total Ad Market	29,095,235	51,955,777	48,000,000	64,124,830	69,210,740	66,540,440

Source (McMonitoring, 2013)

On the other hand, the internet makes its first appearance in 2007. The expenditure on internet advertisement has doubled from the year 2006 yet the weight of television ads still dominates the market. This scenario is well represented in a tabular form as shown below:

Table 8: Advertisement expenditure

Total Media Ad Spend during 2013 vs 2012	2012	2013
Mil - Lek		
Media		
TV	101,821,711	136,933,236
Radio	1,367,288	1,322,913
Print	7,236,715	6,640,760
OOH	8,001,408	9,105,785
Web	716,085	974,952

Source (McMonitoring, 2014)

Television advertisement continues to show dominance while the radio and the print media exhibit a struggle in trying to maintain the trend in comparison to their media and as a result lose popularity in the Albanian advertisement landscape.

Telecommunication corporations in Albania are the main players in the advertisement market with Vodafone and Eagle Mobile as the leading firms. The advertisement expenditures have been dominated by telecommunication companies that make an approximate contribution of 70 percent. Television advertisement shows the potential of continued dominance evidenced by an increase in the quality of the ads made and the number of television stations.

This description is well captured by the table below:

Table 9: Telecommunications companies expenditures for 2010, 2011

Company	2010	2011
Eagle Mobile	780,930,784	754,441,020
Vodafone	681,055,555	700,154,363
AMC	647,520,345	559,685,742
Plus	144.781	376,373,336
TOTAL	2,109,651,465	2,390,654,461
Company	2010	2011
Eagle Mobile	37.02%	31.56%
Vodafone	32.28%	29.29%
AMC	30.69%	23.41%
Plus	0.01%	15.74%
SoV (share of voice) lek	Exp. (lek)	Exp. (lek)

Source (McMonitoring, 2013)

The corporations are sensitive not only on the quality of the products and services they offer but also on the quality of the TV advertisements they make. Having a well laid out programming structure by television station will guarantee a larger audience over other competitors who are in the market.

4.3 Advertising impact to the Albanian consumer, Focus Groups and Advertisers

Companies in Albania local and international ones use various marketing techniques to approach their target consumer. Advertising remains one of the most preferred and high budgeted marketing tools, as per the results delivered by interviews with professional participants for this thesis, stated by 100% of them. Thus, not any company have access to media advertising response data as per the interviews done with marketers and professionals for this research, not including on this result the four companies under study. In Albania there are two companies that offer the service of audience measurement service i) Idra Media through Telemetrix and ii) Abacus Research. Yet international companies and local ones acknowledge that a proper and trustable audience measurement system in country is not existing yet. Similar to their client's agencies in Albania are tense on how to get control on the effectiveness of marketing spending.

According to Panagiotolous, K, CEO of Ogilvy Albania, Advertising Agency (personal communication, 2018) this is a recognized gap from many years in Albanian market and confirms that serious efforts are being made from the Association of Albanian Advertising Agencies to settle in country such a service. Online tracking and measurement meanwhile is a tool that works flawlessly and gives the possibility to advertisers to have and recognize real metrics for the Albanian market.

Bejo, G, (personal communication, 2018) states that the business environment has become quite dynamic, but giving the fact that in Albania are not offered yet properly audience measurement data, makes a non-wise business choice to spend money on buying them. *"We offer to our clients a trend what is happening in TV industry, how positioning of TVs changes, but we do not buy yet what data is offered. To do proper measurement on*

GRPs, reach and frequency for the campaigns of our clients, we should have a unique trustable system and accepted by televisions and advertisers”

According to Civici, E (personal communication, 2018) *“Advertising is only one aspect and but seems to be the crucial one, even though might be not enough. Its repetition persuades customers on choosing or recalling a brand versus another one”*

The interviews for this paper identify that mainly local companies are little aware of theories of advertising and consumer behaviour. 23 out of 24 professional participants interviewed through online questionnaires couldn't identify any theory at the extent of their knowledge. The advertising techniques they do use come mainly from the observing of the market, what other companies do and the way they do sense the market.

Furthermore, the professionals and marketers, as 62 in total interviewed, 50 of them working directly with marketing and advertising, responded that proposals that come from literature might work in western countries but they are doubtful if this could work in Albania, 46 out of 50. According to Bejo, G (personal communication, 2018) *“Businesses that operate in Albania want to have market researches but we do not see they are not ready to invest on them. They do believe more to their own intuition and the way they experience the market”*

Albanian market is considered a small market due to its marketing and advertising expenses and professionals agree that few budgets is dedicated to metrics and measurement of impact of their campaigns. 20 out of 24 marketing professional's interviewed through online questionnaire stated that the main metrics they do consider the impact of campaigns is the sales figures. 24 out of 24 stated that the impact of the advertising was never

considered to be measured professionally by them. *“In cases of some failure, we discuss internally and confront it with the production/advertising agency, but in any case we have not done any testing directly at the consumer”* states Billa, D, Marketing Manager (personal communication, 2018)

“I have proposed several times to the management of the company to gather focus groups to understand if we are doing well or not, as I see sales, but we know or even trust, to few professionals on this field. On the other hand, the costs are considered somehow high and we see more relevant to spend them on marketing” Billa, D, Marketing Manager (personal communication, 2018)

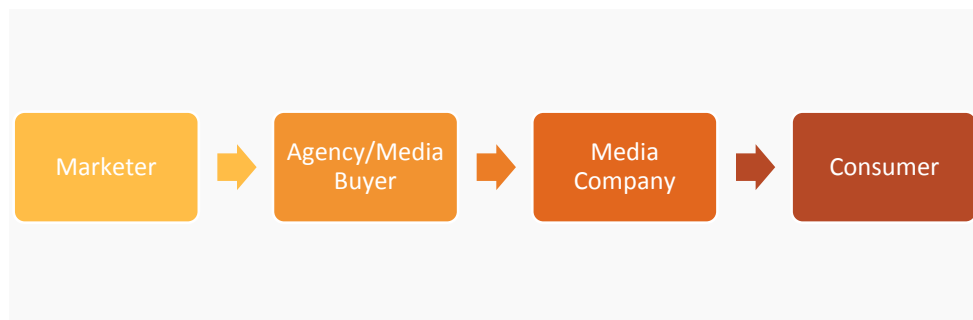
Thanas Goga states that *“Few companies make proper research on their money spend on marketing, but is positive that we may identify at least some local companies that are pioneering the market”*. Goga claims that to the extent of his knowledge none of the companies in country are able to properly identify brand equity, but the international brands in market such as Vodafone is from several years now, measure the brand awareness.

One of the major gaps identified is that senior leadership lacks skills and proper understanding on digital advertising. They embrace the rapid change that is happening on how the consumer is hugging the digital era but are not capable to properly see it.

On the 24 interviews all professionals accepted that they are giving special attention to digital and they are shifting budgets toward it, while in the four companies under study secondary data as shown in this study clearly shows that . *“In 2016 our digital advertising budget was 2.4% of the total advertising spending. In 2017 we decided to go*

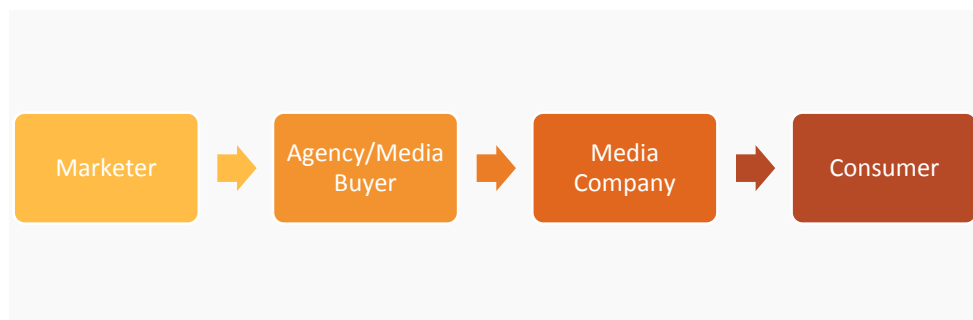
on digital with 14% of the total ad spending. What worries me is if this form of advertising is having the consumer's attention or our ads are just a scroll to them". A, Marketing Manager, Globe (personal communication, 2017)

In developed countries the typical scheme how the value chain works is as following scheme as below (Vollmer & Precourt, 2008), while in Albania direct media buying is preferred most.



Source: Vollmer & Precourt, 2018

Option 1: Value chain in Albania



Option 2: Value chain in Albania



Source: Designed by the researcher

Even though in country lion king size of advertising budgets is managed from advertising agencies, if we go by numbers of advertisers in media, over 60% of the companies, especially local ones do media buying directly. Companies that contract directly with media channels the media buying manage budgets and media plans with their internal marketing departments, where merely we can talk about metrics especially in TV where most of their advertising budget is spend. Companies believe that direct buying is cheaper and makes them possible to have a direct touch with media companies. This might benefit in their PR and a better understanding of the content of the program

“Our company has tried both ways. Go through advertising agency and buy directly as we actually do. The C management level judge that is cheaper buy directly and gives us more direct access to media” Billa, D, Marketing Manager (2018, personal communication)

In the main television's TV Klan, Top Channel, News 24 and Vizion Plus, over 60% of advertisers contract advertisement directly, as interviewed marketing representatives stated.

“The market has no regulations. Even though we go with an extended portfolio, which means an important budget often we identify that a single client with a 10.000-euro budget benefits same discounts from e media, as agencies do. This puts us in clear difficulties.... We are not clear if the Albanian market is ready yet for high expertise as advertising agencies offer.... Is quite impossible for internal marketing departments of the

companies to have a clear picture on the marketing strategies they want to follow. Buy just spending money on advertising, doesn't mean you company will benefit and will have a ROI' Petrovski, O, Managing Director, New Moment Albania (personal communication, 2017)

Though all professionals interviewed believe that is a very complex and expanding market, and the objective and knowhow of third parties as associates is mandatory nowadays.

4.3.1 Factors of advertising impacting the consumer

Marketers and professionals

The interviewed participants on the study agree that there are many factors impacting a consumer where he is facing a form of advertisement. All participants agreed that the most impacting form of advertising is the one with audio, video and voice over, the TV Ad.

"An audio visive advertising such as TV commercial are may easily affect and appeal emotions and the irrational of the consumer than other forms of advertisement. They are catchy to easily get the consumer attention" (Joca, I. 2018, personal communication)

International companies that operate in developing countries such as Vodafone is actually dispose a various wide range of data and have an active focus in market research and adapt to what the Albanian consumer most need and desire.

“We have lots of data, research in all areas. The times have changed, some years ago the main data we did have to understand if we were using advertising wisely or not have been mainly surveys and focus groups. Nowadays we are facing a new challenge to cross and use wisely and understand in deep what the researches suggest” Joca, I, Marketing Department, Vodafone Albania (personal communication, 2018)

Telecom same as Vodafone is focused in prioritizing the needs of actual and potential customers. Telecom entering lately in market with the new brand (formerly known as AMC)

Telecom customer's, participants on focus groups conducted for this research acknowledged that it took months to them to refer to their operator as Telecom.

“Even in the routine talking or even when I was calling customer care support for any problem might have, I was calling the brand AMC. It is difficult to tell your mind quite suddenly that a product that you are using from years now, have a new name. I do believe repetition of advertisement was main element that changes” Female, 33, Focus group participants

Both Telecom customer and non-customer revealed that changing from AMC perceived as a Greek company, to Telecom a Dutch leader European company, impacted positively their awareness toward the company and their products. Telecom users admit that packaging and brand highly affects them. While pricing and benefits that don't really think differ from other 2 mobile operators such as Vodafone or Albtelecom.

Testimonials or celebrities didn't result to impact the consumers in both Vodafone and Telecom. They were neutral toward these elements and wouldn't change the operator because

Participants of Telecom accepted that they have change at least once their mobile operator, while participants of Vodafone were less in number, even though they admitted that why

Costumers of both groups reveal that TV advertisement impacts them more. Both TV advertisement of Vodafone and Telecom was considered as *high-energy* and *inclusive*.

When asked to recall any TV advertisement that is yet on memory was clear that they were recalling TV advertising and the ones with humor

Vodafone was highly identified with one of its most successful campaigns ZOO-ZOO been in their memory

For all 4 companies taken understudy the focus groups revealed that it is difficult to talk about brand loyalty. Costumers identify themselves as smarter than some years ago and

"Each company promises best experience and best prices through their advertisement. But I do trust better my own experience"

"World is full of alternatives and exceptional companies out there. I do want to explore, I don't have a good reason why to stick with a same product or service for years " Focus Group Respondent, 34 years old,

The market today is very competitive, distances from the information in the internet era are not anymore an issue. It is difficult to talk about loyal customers nowadays in Albania differently from before 10 years ago" , Sales Department , Telecom Albania

The representatives of the four companies interviewed claimed that brand loyalty is not anymore a focus or an objective. they try to chase their customers with their brand along with the quality . Vodafone implies that to them have been crucial to success elaborating niche markets.

As per the elements of advertising that professionals see as more impacting to the consumer they are divided in their opinions but all agree at one point “you can’t neglect a single element otherwise you can’t be able to reach your main objective” states Martin Bejleri.

“We do take in consideration many aspects to create a campaign for our client, and message and visual I would identify as quite important. But what I will identify as key of success in advertising is its story, this is what I see as key element” states Gerton Bejo.

Focus groups

The research done on the focus groups as identified even from the questionnaires’ and interviews with professionals in marketing and advertising reveals that advertisement with Audio-Video-Voice appeal most. All three elements are evaluated as important by the participants of the focus groups to recall and influence them on brands.

TV advertisement of Coca – Cola and Vodafone resulted to be easily identified with the brand. While Telecom advertisement participants were confused with the other competitor Albtelecom. Pepsi TV advertisement did not show any strong linkage with the recall of the brand.

Pepsi advertisement was recalling to focus groups celebrity endorsement, but their liked most the Coca – Cola ones. The researcher couldn’t reveal what was the real Why

behind as celebrity endorsement in advertisement is suggested by literature as a factor that highly impact the consumer. The survey conducted for this thesis also revealed that to the Albanian consumer the presence of a celebrity in advertisement was not a high rated element.

As we live on a competitive market and in an era where marketers claim that consumers do not necessarily relate the quality of product with their perception on brand professionals claim that the Albanian consumer in general is more focused on how the Albanians perceive companies.

“The Albanian consumer is very much “big name company” oriented, not typically in favor of their real incomes. Some years ago we would see a poor country with citizens owning massively a Benz-Mercedes car able to afford it or not”, Petrovski, O, Managing Director , New Moment

4.3.2 Tv advertising vs other forms

Marketers and professionals

Companies in Albania trust more on effectiveness of TV advertising than any other forms as secondary data of this study reveal. 24 out of 24 participants responded to the online questionnaire with open ended questions that to them TV advertising is the most impactful tool.

“We are applying different forms of advertising on TV. As online is becoming a competitive media vehicle to the television, we have understood that our viewership may be impacted in various way and therefore lately we propose alternatives such as product placement or advertisement in program content to our clients. These forms have been

before, but we were not pushing them that much. Now we have understood that we should be competitive not only in content but even on the space we offer to the advertisers to buy. We do not want that TV spots or sponsorships be the sole options for the advertiser's"

Daniela Dersha, Marketing Manager, News 24 TV (2018)

Focus groups

Focus groups study reveals that they recall a certain campaign from television advertisement. Focus groups reveals that TV commercials appeal most than OOH, radio or print advertisement. Also, the analyses identify that TV commercial is considered as "most complete" form of advertising in message and information the company wants to promote.

"It is true. Both TV and online such as youtube or Facebook offer you the triple element. But In online I rarely see an ad till it ends, maybe I can catch only the first seconds but I would not wait to see it all. While in TV is different, I can't explain why, to me it is quite common to see even a full advertising break with 10 TV spots", Female, 29, Focus group participant

4.3.3 Aspects of TV advertisement

Marketers and professionals – media and business industry

From the interviews and questionnaires' data there is difficulty to identify clearly how the professionals understand the price effects on the consumer. Generally, they claim that in their competition areas differences on price are low and not considerable

“Name/brand of the company is directly related with the trust on products we offer. We have built a strong brand in the market we operate, through trust of our customers on the quality.” Silvia Panagiotilou; Marketing Director, Lufra Company (2018)

“Companies with a high brand awareness tend to earn more trust from the Albanian consumer, even though they are able to afford or not the prices the companies offer. Perception is quite an element to be considered.” Gerton Bejo, CEO, Vatra Design and Consultancy

“Our brand cultivates to our consumer passion and love for our product”
Marketing representative of Coca Cola Bottling Albania, 2018

Focus Groups

Focus groups reveal that they are highly affected by prices of the product but they can't properly identify what is the difference of the quality.

Participants of focus group were strongly relating high pricing with brands they perceived as top. Vodafone was perceived as a top company in telecommunications in country therefore they would all agree on the idea that they might offer a service or product higher on price, but their judgment was it was worth it.

While for Coca Cola and Pepsi none of participants was sure how much does cost a can in the supermarket but they all were aware of the cost of a 1.5 l bottle. In these 2 companies' participants agreed that these two wouldn't taste that differently and that price was quite similar. 20 out of 24 would have as first choice Coca-Cola rather than Pepsi. The data analyses of the focus grouped revealed that brand of Coca-Cola was a top mind brand to them , it touches their emotions and inner conscious. Eventhough in the advertisements

of Pepsi is always a celebrity such as Beyonce or Messi. Any advertisement of Coca-Cola shown to the focus groups was well known to them. While on Pepsi they would recall more the celebrity as advertisement with Lionel Messi case, rather than product or the brand

4.3.4 Hidden advertising, manipulation the last thought

A highly influencing program to viewers is a well-known program “Histori Shqiptare” by Alma Cupi. As Cupi (personal communication, December 2017) states each episode of her program is fully sponsored by the operators, companies or entities that her program promotes.

“The secret of success how my program impacts the viewers for what I do promote, even if it a private business in agritourism or a local business in FMCG industry is in the content. I try hard to understand what the viewers would be interested to listen or know from the company I will promote, not what the managers of the companies want to promote. I try to see the company through the audiences’ eyes” Alma Cupi, 2017

Marketing representative, TV Klan (personal communication) reveals that 1 episode of Histori Shqiptare costs 10.000 – 15.000 euro/episode depending on the complexity of the thematic and shootings that will take place.

As per the rate cards of TV Klan published in 2017, the costing to air a TV ad in the break of History Shqiptare is 20 Euro/second, which means a standard 30 second TV Ad will be 900 Euro net.

Marketers and professionals – media and business industry

“We randomly use what you consider hidden advertising, but we consider it in fact an effective form of Public Relation. We prefer better a news chronicle or an article in a webportal rather than TV Ad” Marketing professional O.C., Hospital Industry (personal communication, 2018). T

According to representatives of Marketing Departments in Media outlets interviewed for this thesis presence in news editions or content of the program is a form of advertisement that has heavily raised during the last years , after 2012.

The researcher herself during her work experience in Televisions may state that 20% of the yearly incomes, would be classified as hidden advertising

“We have strict rules and guidelines which way to follow the way we communicate. Even though the Albanian market may have not clear rules or medias “closes an eye” when the law is broken, to our company this can’t an accepted standard” Fjora, F, Public Relation Office, Coca Cola Bottling Shqiperia (personal communication, 2018)

Media professionals interviewed reveal that international companies that operate in country take highly in consideration ethics and consumer therefore hidden advertising is the last or no option of advertisement they might use. On the other hand, they think that local companies use this form as they do consider it as most effective and contributively to increase the reputation of the company.

Neither advertisers nor media marketers do not judge that hidden advertising is a manipulation of the consumer. The analysis of interviews show that the main aim of hidden advertising is to raise the credibility of the company toward the consumer.

Focus Groups

While results of the focus groups analysed show that when they view a chronicle of a company in news editions, they perception and evaluation is raised positively toward the company and were not perceiving it as advertisement. Asked for episodes they have might watched in “Histori Shqiptare” program, ABC News TV 24 out of 24 revealed that they have a certain awareness that the business promoted might have paid but they do consider that the program is highly professional and they do have high trust on what moderator Alma Cupi reveal on the content of the program, therefore this fact does not bother them.

Another finding from the analysis is that the Albanian consumer is not that much aware of the hidden advertisement, as what they see in news chronicles on TV they have not consider even a single chronicle as promotion, but as information. Another conclusion of this analysis is that a hidden advertisement would not bother or intimidate them.

“Hidden or not, does it have any importance? We are bombed by advertising everywhere we are in each moment of our day”, Male 26, Focus Group Participant

4.4 Part 2 – Quantitative analyses and findings – Albanian consumer toward TV advertisement

4.4.1 Respondents’ characteristics

The questionnaires were administered face to face to consumers in 6 main cities of the country which were identified nearby supermarkets. A total of 520 questionnaires were distributed to the respective 500 respondents. All respondents were residents in urban

areas only. From what was distributed, only 444 of them were received back. The characteristics of the respondents are as represented below.

4.4.2 Age

The age of the respondents involved in the study is as indicated in the table below;

Table 10: Age of respondents: n=444

Age bracket	Frequency	Valid Percent
18-24	105	23.6
25-30	108	24.3
31-35	84	18.9
36-40	81	18.2
40-50	54	12.2
50+	12	2.7
Total	444	100.0

The reason for the researcher analysing the age profile of the respondents was to ascertain if the influence of television advertising in Albania on the consumer behaviour of the customers is affected by the recipient's age. The motive the researcher didn't choose respondents over 50 years old is that all 4 companies (Coca Cola, Pepsi, Vodafone and

Telecom) clearly target millennials, in their advertisement or “active consumers” as the representatives of these companies interviewed were referring to them. All staff of 4 companies interviewed claimed that their need and focus is on working active age and on early millennials. From the evidence in the table above, only 14.9 are older than millennials from the ages of 40 and 50+ years old of the total respondents

4.4.3 Gender profile

The gender profile of the respondents involved in the research is as represented in the table below, aiming to reach the percentage of gender in Republic of Albania, as per the statistics of INSTAT ;

Table 11: Gender distribution of the respondents

Gender	Frequency	Valid Percent
Female	234	52.7
Male	210	47.3
Total	444	100.0

As indicated above, the female respondents from Albania constituted 52.7 percent while the male respondents constituted 47.3 percent. These statistics could also indicate that the members of both genders have almost equal chances of being influenced by television advertising and that their decision to purchase items is influenced by such.

4.4.4 Level of education

The researcher also collected information relating to the level of education of the respondents. The table below shows the results.

Table 12: The education level of the respondents

The education level	Frequency	Valid Percent
Secondary education	21	4.7
Bachelor	126	28.4
Master	267	60.1
PhD	30	6.8
Total	444	100.0

From the table above, 60 percent of the respondents had Master Degree, 28.4 percent had a Bachelor Degree, only 4.7 percent hold a high school diploma. This reveals that the sample chosen randomly to respond represent the segment of well-educated consumer in Albania

4.4.5 Employment/occupation details

The occupation of the person may impact on the goods and services but also limitation of desires that the consumer would like to purchase. In order to find data on the occupation of the participants, the respondents were required to indicate the same on the questionnaires.

Table 13: Level of employment

Employment	Frequency	Valid Percent
Unemployed	69	15.5
Employed	318	71.6

Self Employed	57	12.8
Total	444	100.0

The table above indicates that 15.5 percent of the respondents were unemployed, while those that had employment were 71.6 percent, and only 12.8 percent of them were self-employed. These statistics mean that the employment details of people in Albania have something to do with advertisements and consumer behaviour. Even though the participants have been approached by the researcher in random choice, the results of Table 4, are quite near the level of unemployment reported by INSTAT as official statistics for December, 2017 as of 13.4 percent at national level

4.4.6 City, residency

City	Frequency	Valid Percent
Berat	57	12.8
Durres	84	18.9
Kruje	33	7.4
Kukes	39	8.8
Tirane	201	45.3
Tropoje	30	6.8
Total	444	100.0

The table above indicates in percentage where participants live in the urban areas of the 6 cities where the survey was conducted. The researcher has tried to evaluate that percentage of respondents be in the same line with the INSTAT (2018) statistics for the population in Albania, age (18 – 50), inhabitants in urban area and access to TV set. Clearly dominates

4.4.7 Incomes, personal and family

Table 14: Net personal Incomes

Net personal incomes in Albanian Lek	Frequency	Valid Percent
No incomes	57	12.8
39.000 - 60.000	114	25.7
21.000 - 38.000	81	18.2
61.000-82.000	75	16.9
+ 83.000	105	23.6
0 - 20.000	12	2.7
Total	444	100.0

Table 13: Net Familiar Incomes

Net Familiar incomes in Albanian Lek	Frequency	Valid Percent
0 - 20.000	15	3.4
38.000 - 75.000	129	29.1
75.000 - 140.000	162	36.5
141.000-170.000	48	10.8
+170.000	90	20.3

Total	444	100.0
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The results as shown in both tables identify that in general the respondents have a middle up standard of life comparing with standard of country. Though there is 12.8 with no personal incomes at all, while only 3.4 % of them are under the minimal standard of life set in country.

1 Euro = 140 ALL, currency rate of Bank of Albania (2

4.1 Statistics and revealed data

Regression

H1- TV advertising impacts positively the consumer behaviour on how he perceives the product service

Table 15: Linear Regression Analysis for Hypothesis H1

The regression analysis shown on Table below could statistically predict the value of the impact of TV advertisement to consumer behaviour. The results of the R^2 is .317, ($p < 0.05$) reporting that 31.7% of the total variability in consumer behaviour can be explained by impact of TV advertising aspects such as quality, brand, price, packaging and benefits. The regression model is statistically significant ($F = 87.790$; $p < 0.001$)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.371	1.84667

a. Predictors: (Constant), tvadv

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.380	1	299.380	87.790	.000 ^b
	Residual	497.890	146	3.410		
	Total	797.270	147			
a. Dependent Variable: behaviour						
b. Predictors: (Constant), TV advertising						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.308	.483		8.910	.000
	Tv adv	1.485	.159	.613	9.370	.000
a. Dependent Variable: behaviour						

H2: The aspects of TV advertising as quality, brand, price, product benefits and testimonials impact the consumer behaving

On H2 after using the stepwise multiple regression and excluded the non-significant variables, as per the model summary, nova statistics it is identified that the consumer behaving is impacted. The aspects of TV advertising considered to influence are quality, brand price, product benefits and testimonial

While the researcher did the multiple regression, we would identify also a positive correlation of aspects of TV advertising quality, packaging, random testimonial, name /brand in the consumer behaviour. The results of the R^2 is .376, ($p < 0.05$) reporting that 37.7% of the total variability in consumer behaviour may be explained by the impact of TV ad aspects. The regression coefficients are positive (.431, .375, .286, .313), showing a positive relationship between the independent variables and behaviour. Quality had the highest regression weight ($\beta = 0.431$), indicating that products advertised with a focus on quality were expected to have a higher impact on consumer behaviour, after controlling the other variables in the model.

Table 16: Multiple Regression Analysis for Hypothesis H1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
4	.628 ^d	.394	.377	1.83796
d. Predictors: (Constant), quality, packaging, random testimonial, name /brand				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	314.203	4	78.551	23.253	.000 ^e
	Residual	483.067	143	3.378		
	Total	797.270	147			
a. Dependent Variable: behaviour						
e. Predictors: (Constant), quality, packaging, random testimonial, name /brand						

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.481	.463		9.677	.000
	quality	.431	.185	.225	2.323	.022
	packaging	.375	.162	.206	2.319	.022
	random testimonial	.286	.142	.155	2.014	.046
	name /brand	.313	.157	.182	1.992	.048
a. Dependent Variable: behaviour						

Multiply regression analysis has been used to analyse the H 1 hypothesis (Beka, 2016). Prior to regression analysis, it is necessary to assess the multicollinearity between the design variables. In a regression model, the multicollinearity exists when two or more predictors' variables are highly correlated (Geralis & Terziovski, 2003). The presence of high values of correlation between variables shows the presence of multicollinearity. To examine the multicollinearity, a correlation analysis with independent variables has been showed as shown on Table below. Referring to Lind et al. 2002, correlation values between -0.7 and 0.7 will not lead to multicollinearity. Based on the correlation matrix shown on Table below, the correlation values are all within the above limits so the analysis of the first hypothesis will continue interpreting the results of the regression analysis in Table below.

Table: Correlation Matrix for aspects of TV advertising impacting consumer behaviour

Correlations					
		quality	packaging	random testimonial	name /brand
quality	Pearson Correlation	1	.633**	.454**	.669**
	Sig. (2-tailed)		.000	.000	.000
	N	444	444	444	444
packaging	Pearson Correlation	.633**	1	.469**	.565**
	Sig. (2-tailed)	.000		.000	.000
	N	444	444	444	444
random testimonial	Pearson Correlation	.454**	.469**	1	.449**
	Sig. (2-tailed)	.000	.000		.000
	N	444	444	444	444
name /brand	Pearson Correlation	.669**	.565**	.449**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	444	444	444	444
**. Correlation is significant at the 0.01 level (2-tailed).					

4.2 Advertising and behaviour

When the respondents were probed to indicate whether they were aware of advertising strategies used by Albanian corporations, a majority of them were found to be aware. The summary is presented in the table below;

Table 17: Awareness and perception of advertisement strategies

Are you aware of any advertising strategy in Albania?	Frequency	Valid Percent
Not at all	171	38.5
Partially	198	44.6
Totally	75	16.9
Total	444	100.0

The findings indicated by Table 5 above reveals that 44.6 percent of the respondents are partially aware of the advertising strategies used by Albanian companies, 16.9 percent of them were partially aware; and 38.5 percent were not. The percentage of not being aware may be considered quite high if we cross the data with Table 3, where the random sample $n = 444$ results as well-educated consumers

Table 18: Recall of advertising through media outlets

Where you have heard for the first time, for a product you have bought recently?	Frequency	Valid Percent
OOH	6	1.4
Online	177	39.9
Posters/Leaflets	33	7.4
Radio	3	.7
Print (Magazine/Newspaper)	3	.7
Television	222	50.0
Total	444	100.0

The statistics reveal that respondents connect what they have bought recently with advertising seen in TV by 50%, followed by online with 39.9 %, other mediums are quite irrelevant.

4.2.1.1 Motivation

Table 19: Motivation to buy a product

Which is the main motivation when buying a product?	Frequency	Valid Percent
A VIP person uses it	3	2.0
Personal experience	72	48.6
Advice of an expert	27	18.2
When I need it	7	4.7
Advertising of the product	10	6.8
referred from a friend or family	28	18.9
All as above	1	.7
Total	444	100.0

This result shows that the consumers have an innermost certainty considering the fact that all as above had only 1 respondent. This table reveals that personal experience leads dominating with 48.6 % followed by Referring from a friend/family and Advice of an expert with almost same result by 18%.

The researcher crosstab this question with the variables **as full tables on Annex 8, 8.9.4.**

Which communication channel – City; what statistics of Annex 8, crosstabs show is that dominating cities on personal experience, referred from a friend/family and advised by an expert is Tirana the capital city. But there is not a real significance between them as per the chi square table shows

Which communication channels – Gender; what statistics of Annex 8, crosstabs show is that females are ahead but with a slight difference. The variable where Females dominate by 67.9% is referring from a friend/family.

Which communication channel – Group Age; what statistics of Annex 8, crosstabs reveal there is an interesting finding. The younger group ages are affluence more. Personal Experience dominates the group age 18-24 with 31.9%, advised by an expert dominates the group age 25-30 by 29.6% and on referred by a friend/family dominates again the group age 25-30 by 39.3%. Chi square table shows a positive correlation.

Which communication channel – Civil status; what statistics of Annex 8, crosstabs reveal that on Personal Experience and advising from an expert there is not a significance or domination, single or married/divorced show no significant differences. The single respondents are impacted more by references from a friend/family with 53.6% The single Chi square table shows a positive correlation.

Which communication channel – Employment; what statistics of Annex 8, crosstabs reveal that employed respondents lead and dominate in all three key dominating Personal Experience by 70.8%, referring from a friend/family by 85.2% and advising from an expert by 71.4%. Chi square table shows a positive correlation.

Which communication channel – Incomes; what statistics of Annex 8, crosstabs reveal is that can't be revealed any dominant variable on incomes, except the low middle income respondents from 30.000 All – 60.000 all , which by 26% would more motivated from personal experience than others

4.2.1.2 Impact of advertising

Table 20: How advertisement affects Albanian consumers

How advert affects you?	Frequency	Valid Percent
Recalls me	123	27.7
Positive feelings	60	13.5
Reveals my interest	171	38.5
make me desire to explore/buy the product	90	20.3
Total	444	100.0

We can't identify a dominating statistic on what respondents think. Though, it reveals my interest leads with 38.5%. There is no significant difference regarding the influence of TV advertisements based in demographic variables (gender, age, incomes, city, status, employment)

How advert affects you? * Gender

Crosstab

			Gender		Total
			Female	Male	
How advert affects you?	Recalls me	% within How advert affects you?			
			48.8%	51.2%	100.0%
		% within Gender	25.6%	30.0%	27.7%
	Positive feelings	% within How advert affects you?			
			50.0%	50.0%	100.0%
		% within Gender	12.8%	14.3%	13.5%
How advert affects you?	Reveals my interest	% within How advert affects you?			
			57.9%	42.1%	100.0%
		% within Gender	42.3%	34.3%	38.5%
	make me desire to explore/buy the product	% within How advert affects you?			
			50.0%	50.0%	100.0%

Total	% within Gender	19.2%	21.4%	20.3%
	% within How			
	advert affects	52.7%	47.3%	100.0%
	you?			
	% within Gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.016 ^a	3	.797
Likelihood Ratio	1.019	3	.797
Linear-by-Linear Association	.193	1	.660
N of Valid Cases	444		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.46.

The researcher crosstab this question with the variables as full tables on Annex 8 , 8.9.5.

– *City*; what statistics of Annex 8, crosstabs show an interesting result. Data reveal that even though the respondents from Tirana are nearly 50% of the sample, respondents from

Durresf city lead on the Positive feelings that advertising is impacts them by 35%. While on the others the city that lead by more than 50% is Tirana.

– *Gender*; what statistics of Annex 8, crosstabs show that there is not a relevant difference in gender. The only one where females dominates are in the raise my interest by 57.9%

– *Group Age*; what statistics of Annex 8, crosstabs reveal there is an interesting finding. The group age 25-30 leads in any of the variables Chi square table shows a positive correlation.

– *Civil status*; what statistics of Annex 8, crosstabs reveal that on Positive Feelings dominates the married respondents by 60%, while on arise my interested dominates the single respondents by 59.6% . The single Chi square table shows a positive correlation.

– *Employment*; what statistics of Annex 8, crosstabs reveal that employed respondents lead and dominate in each one are the employed respondents but there is not a significant correlation as per the chi square.

– *Incomes*; what statistics of Annex 8, crosstabs reveal is that on recall and positive feelings dominates the high incomes respondents 80.000 All, while on raise my interest the low middle income respondents from 30.000 All – 60.000 all,

4.2.1.1 Form of advertising preferred most

To analyse hypothesis H3 , the reasearcher asked respondents about what kind of ad they do like most

Table 21: What form of advertisement you like most

Which advertising like you most ?	Frequency	Valid Percent
Words & music	27	6.1
Words , video, music,	405	91.2
words only	12	2.7
Total	444	100.0

4.3 Analysis of missing data

Analysis of the missing data was performed by the researcher prior to commencing of the inferential and descriptive statistics. 444 respondents therefore 444 responses from the questionnaire were analysed.

To begin with, the responses of the 444 participants were loaded into the statistical package for social scientists' version 20-SPSS, one after the other, in the computer. The researcher then proceeded to check each and every response thoroughly to make sure that there is no missing data.

4.4 The impact of TV advertising on consumer behaviour

As Belch & Belch (2004) suggest in their study, even Albanian consumers are finding more and more difficult to avoid efforts of marketers, on the various ways they constantly to communicate. Kekezi & Kruja (2013) claim advertising is considered as as inescapable by the Albanian consumer.

On this study the researcher has used statistics and quantitative primary data to present the outcomes which are then followed by discussions as deliberated below.

An aspect that the researcher was interested in was to understand how the consumers were aware or think the advertising impacts them

Table 22: How much impact have the advertising to Albanians decision to to buy a product

How much impact do you thing the advertising has on you?	Frequency	Valid Percent
medium	306	68.9
none	84	18.9
I do not know	54	12.2
Total	444	100.0

68.9 % of the respondents think advertising is influencing them , while 12.2 % of them respond they are not aware.

Table 23: In what media outlets you see more often advertising

In which communication channels you see more often advertisement?	Frequency	Valid Percent
Bilborde / Citylights/OOH	6	1.4
Internet/Online	74	50.0
Television	210	47.3
Radio	1	.7
Print/magazine/newspaper	1	.7

Total	444	100.0
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Online is leading the opinion of respondents by 50% followed by the television with 47.3% Thought OOH is inescapable (Kekezi and Kruja, 2013) the consumer can't make zapping or switch the radio station, by surprisal it is 1.4% only. Considering that the sample is relevant to size population for this thesis, from this result researches on how effective, attractive are OOH to Albanian consumers might be developed considering that advertising spending on OOH are quite a portion.

4.5 Aspects of TV advertisements that have an impact on the consumer awareness and perception of product

Based on the question of what impact television advertising has on the consumer behaviour, the following section will provide data on the different elements of television advertising that have an influence on the perception thus the buying behaviour of the consumers. Responses from the members of the focus groups through interviews and discussions are given.

The researcher made use of four focus groups. The members of the groups were shown pre-recorded advertisements then interviewed on the various aspects of television advertisements and how they influenced their perceptions about the products being advertised. They were expected to give their feedback in relation to their individual buying behaviour as informed from what they viewed in relation to what they perceived of the

products being advertised in their screens. They were generally asked the following four questions:

- What is the impact of TV advertising on general product perception?
- Are television viewers in Albania influenced by TV advertisements in terms of product awareness thus making certain product choices?
- Does TV advertising have an impact on the product perception of consumers?
- What impact does TV advertising have over other modes of advertisement in Albania in terms of perception?

Their responses are documented below.

4.5.1 Impact of the quality , price, benefits, name , product, packaging

The researcher conducted an analysis from the feedback obtained from the respondents on whether the price of the product had an influence on their perception and buying behaviour. The researcher chosen in some questions the Likert scale where 1 = Do not and 5 = too much The feedback obtained is as shown in the table below;

Does the advertisement you watch on TV raise your interest , to desire to buy the product?	Valid Percent
No	12.2
Yes	62.8
I am not sure	25.0
Total	100.0

The data show that 62.8 % confirm that the ad raise their interest of thinking to buy a product

Does an advertised product in TV , stimulate your desire to have it?	Valid Percent
No	16.2
Yes	58.8
I am not sure	25.0
Total	100.0

The data show that 58.8 % confirm that the ad makes them want a product

Does an advertised product in TV, makes you decide to buy this product?	Valid Percent
No	15.5
Rarely	48.0
Often	22.3
Yes, always	10.1
I am not sure	4.1
Total	100.0

The data show that respondents doesn't not necessarily decide to buy a product only because advertised 48% admit that happens rarely while 15% respond with no

Does the quality of the advertised product , impacts your desire to buy it ?	Valid Percent
1	15.5
2	18.2
3	37.2
4	16.2
5	12.8
Total	100.0

The data show that quality is not affecting much their desire on the product advertised

Does the price of the TV advertised product , impacts your desire to buy it ?	Valid Percent
1	12.2
2	13.5
3	32.4
4	17.6
5	24.3
Total	100.0

The data show that pricing is affecting their desire on the product advertised

Does the name (brand) of the TV advertised product , impacts yuor desire to buy it ?	Valid Percent
1	10.8
2	13.5
3	23.0
4	19.6
5	33.1
Total	100.0

The data show that brand is very afflunting to the desire on the product advertised

Does the presense of a random testimonial of the TV advertised product , impacts yuor desire to buy it ?	Valid Percent
1	22.3
2	21.6
3	35.1
4	8.8
5	12.2
Total	100.0

The data show that testimonial is not much afflunting to the desire on the product advertised

Does the presense of a VIP testimonial of the TV advertised product , impacts yuor desire to buy it ?	Valid Percent
1	35.1
2	14.9
3	26.4
4	14.9
5	8.8
Total	100.0

The data show that testimonial VIP is less afflunting than a random testimonial to the desire on the product advertised

Does the presense of benefits in the TV advertised product , impacts yuor desire to buy it ?	Valid Percent
1	17.6
2	16.9
3	38.5
4	21.6
5	5.4
Total	100.0

The data show that benefits have significance to the desire on the product advertised

Does packaging in the TV advertised product, impacts your desire to buy it ?	Valid Percent
---	----------------------

1	24.3
2	22.3
3	21.6
4	24.3
5	7.4
Total	100.0

The data show that packaging have influence to the desire on the product advertised

Does the way a product is advertised, impacts your desire to buy it ? (e.g. tv ad, promotional message, product placement etc)	Valid Percent
1	14.2
2	20.3
3	41.9
4	16.9
5	6.8
Total	100.0

The data show that way of advertising leaves respondents neutral on influence to the desire on the product advertised

4.6 Media preferences

The researcher also sought to know the most preferred media type by the people of Albania. This data was obtained through interviews and questionnaires with consumers and advertising professionals. The consumers rated the media according to individual priority, interests, and needs. There is numerous media outlets, if we consider the population in country that are available in the Albanian market which include television, radio, broadcasting, internet and others. Despite Albania market offer a very rich and complex media landscape, as per the secondary data reviewed in this study, the television is the media outlet Albanians prefer most and their top choice.

As per a very rich and complex media landscape Albania offers, on the other hand the Albanian market poses various challenges and has lack of transparency of the advertising as a whole, data and audience measurement (Balkan Barometer Albania 2013). As the media landscape offers numerous media outlets in the Albanian market, the literature emphasizes that with a rather small advertising market, is difficult be supported the large number of media outlets (Balkan Barometer Albania, 2013; Media Ownership Monitor Albania, 2018).

Also the professionals interviewed for this study, 100% of them acknowledged that the Albanian market and audiences have no need for this many media and 90% out of 100% consented that to their own opinion most media in country do not serve to the public interest, but mainly to the investor interest.

Therefore, the consumer respondents were invited to respond on the media outlets they inform entertain themselves or trust. The respondents from the participants on the most preferable media are as tabulated below, where the results show that differently from

how professionals have their point of view on media, Albanian consumer show trust on media and specifically in Television:

4.6.1.1 Get information on Media

Table 24: In which media outlet Albanians prefer to be informed

Which is the main communication channel you get information?	Frequency	Valid Percent
Word of Mouth	12	2.7
Print	6	1.4
Online	186	41.9
Radio	6	1.4
TV	234	52.7
Total	444	100.0

The data show that Tv is leading as mean of information with 52.7 %, but very close to it is online with 41.9 %. What the data reveal is that Word of Mouth, Print and Radio are quite irrelevant information sources to Albanians

The researcher crosstab this question with the variables **as full tables on Annex 8 , 8.9.1.2**

Which communication channel – City ; what statistics of Annex 8, crosstabs show is that dominating cities on online medium and televisions is Tirana; online with +44.8 %,television with 41%. Chi square table shows a positive correlation

Which communication channels – Gender; what statistics of Annex 8, crosstabs show is that dominating gender on trust of the online media outlets is Female by 59.7 % while on television 59.7%, except in one media outlet in Television Males with a slight difference by 51.3%.

Which communication channel – Group Age; what statistics of Annex 8, crosstabs reveal there is an interesting finding. On online prefer to be informed age 18-30 which dominates, while on television dominates 30-40 years old respondents

Which communication channel – Civil status; what statistics of Annex 8, crosstabs reveal there is an interesting finding. On online the single respondents are the leading group that trust more to this medium by 67.7% , while on television married respondents trust more to this medium by 60.3%. Chi square table shows a positive correlation.

Which communication channel – Employment; what statistics of Annex 8, crosstabs reveal that on both online and television employed

respondents dominate. Online 64.5 % employed and on television 79.5% employed. Chi square table shows a positive correlation.

Which communication channel – Incomes; what statistics of Annex 8, crosstabs reveal is that can't be revealed any dominant variable on media outlets

4.6.1.1 Media outlets that earn attention

Table 25: Which media outlet gets the attention of Albanians

Which communication channels attract more your attention??	Frequency	Valid Percent
Word of Mouth	12	2.7
Print	6	1.4
Online	231	52.0
Radio	12	2.7
TV	183	41.2
Total	444	100.0

Differently from the results we had when opposed the question from which media outlets the respondents choose to inform themselves, when coming to attract their attention the data reveals that online leads with 52 % followed by television with 41.2 %. Word of mouth, Print, Radio result quite irrelevant

The researcher crosstab this question with the variables **as full tables on Annex 8 , 8.9.1.3**

Which communication channel – City ; what statistics of Annex 8, crosstabs show is that dominating city even in online, tv and total is capital city of Tirana. Chi square table shows a positive correlation

Which communication channels – Gender; what statistics of Annex 8, crosstabs show is that dominating gender on trust of the media outlets is Female by slight difference with 52.7%, in online females dominates with 64.9 % while TV is the only media outlet where dominate males with 59.4 %

Which communication channel – Group Age; what statistics of Annex 8, crosstabs reveal there is an interesting finding. On online dominates 18-30 by 62% while on television dominates 30-40 by 55 %. In total we can't identify a relevant difference between group ages.

Which communication channel – Civil status; what statistics of Annex 8, crosstabs reveal that, on online the single respondents are the leading dominating group by 62.3 %, while television married respondents trust lead by 59%. Chi square table shows a positive correlation.

Which communication channel – Employment; what statistics of Annex 8, crosstabs reveal online is leaded by 67.5% from employed, while on Television 45.3 employed and 32.7% self-employed, only 32% the unemployed.

Which communication channel – Incomes; what statistics of Annex 8, crosstabs reveal that there can't be found any significant relevance.

4.6.1.2 Trust in Media

Table 26: Which media outlets Albanians trust more

Which communication channel you do trust more?	Frequency	Valid Percent
Word of Mouth	81	18.2
Print	9	2.0
Online	60	13.5
Radio	3	.7
TV	291	65.5
Total	444	100.0

On the final question on understanding the consumer we reveal the data about trust on media outlets. Television is leading and dominating the trust of respondents by 65.5. It is interesting to notice that second after Television is chosen Word of Mouth with 18.2 percent. While online has lost ground differently from what the data revealed as shown in Table 8 and Table 9, ranked 3rd with 13.5%

The researcher crosstab this question with the variables **as full tables on Annex 8 , 8.9.1.1**

Which communication channel – City ; what statistics of Annex 8, crosstabs show is that dominating cities with +80% are Kukes, Tropoja,, Kruja, therefore considering the northern

part of Albania , leaded by Kukes with 92.3% . Chi square table shows a positive correlation

Which communication channels – Gender; what statistics of Annex 8, crosstabs show is that dominating gender on trust of the media outlets is Female, except in one media outlet in Television where Male shows more trust 51.5 % with a light differences from females

This finding support hypethesis H4

Which communication channels trust more? * City

Crosstab									
			Qyteti						Total
			Berat	Durrës	Krujë	Kukes	Tiranë	Tropojë	
Which communication channels trust more	Word of Mouth								
		% within Which communication channels trust more?	11.1 %	14.8 %	3.7 %	0.0 %	70.4 %	0.0 %	100.0 %
		% within City	15.8 %	14.3 %	9.1 %	0.0 %	28.4 %	0.0 %	18.2 %

	Print								
		% within							
		Which commun ication channels trust more?	66.7 %	0.0 %	0.0 %	0.0 %	33.3 %	0.0%	100. 0 %
		% within	10.5 %	0.0 %	0.0 %	0.0 %	1.5 %	0.0%	2.0 %
	Online (
		% within							
		Which commun ication channels trust more?	10.0 %	20.0 %	5.0 %	5.0 %	45.0 %	15.0 %	100. 0 %
		% within	10.5 %	14.3 %	9.1 %	7.7 %	13.4 %	30.0 %	13.5 %
		Qyteti							
	Radio								

		% within Which commun ication channels trust more?	0.0 %	0.0 %	0.0 %	0.0 %	100. 0 %	0.0%	100. 0 %
		% within Qyteti	0.0 %	0.0 %	0.0 %	0.0 %	1.5 %	0.0%	0.7 %
	Televi sion								
		% within Which commun ication channels trust more?	12.4 %	20.6 %	9.3 %	12.4 %	38.1 %	7.2%	100. 0 %
		% within Qyteti	63.2 %	71.4 %	81.8 %	92.3 %	55.2 %	70.0 %	65.5 %
Total									

	% within Which commun ication channels trust more ?	12.8 %	18.9 %	7.4 %	8.8 %	45.3 %	6.8%	100. 0 %
	% within City	100. 0 %	100. 0 %	100. 0 %	100. 0 %	100. 0 %	100. 0 %	100. 0 %

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.876 ^a	20	.248
Likelihood Ratio	25.323	20	.189
Linear-by-Linear Association	.879	1	.348
N of Valid Cases	444		
a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .07.			

Which communication channel – Group Age; what statistics of Annex 8, crosstabs reveal there is an interesting finding. On online only age 18-30 have responded trust, any respondent from 30-50+ have no trust on online media. Chi square table shows a positive

correlation. The respondents who have trust in media are 213 out of 444, considering the random choice of the participants.

Which communication channel – Civil status; what statistics of Annex 8, crosstabs reveal there is an interesting finding. On online the single respondents are the leading group that trust more to this medium, while on television married respondents trust more to this medium. Chi square table shows a positive correlation.

Which communication channel – Employment; what statistics of Annex 8, crosstabs reveal Television leading with 65.5 % is more trusted by employed respondents. Chi square table shows a positive correlation.

Which communication channel – Incomes; what statistics of Annex 8, crosstabs reveal an interesting finding. On online the unemployed respondents lead with 53% while on Television we may identify the low-middle class

Table 27: How many hours you do watch TV

How many hours /day do you watch TV?	Frequency	Valid Percent
0 - 1	81	18.2
1 - 2	99	22.3
2-3	138	31.1
+ 3	84	18.9
I do not watch TV on daily basis	42	9.5
Total	444	100.0

Respondents for this thesis are spread on their habit to watch TV and the researcher can't emphasize a certain dominance, but though 31.3 % declared they watch 2-3 hours/day. From the sample the researcher excluded +50 years old target group. The middle to third age in Albania is considered as heavy viewer, + 4 hours TV watching/day (Representative of Idra Media, 2018 personal communication).

On the other hand, the available secondary data from 2 different companies that make market research on media and advertising, indicated the following preferences. Both companies clearly show the dominance of TV as a media outlet in coverage and spend time. What is clearly noticed is that none of the companies reveal same findings as in country no real measurement exist.

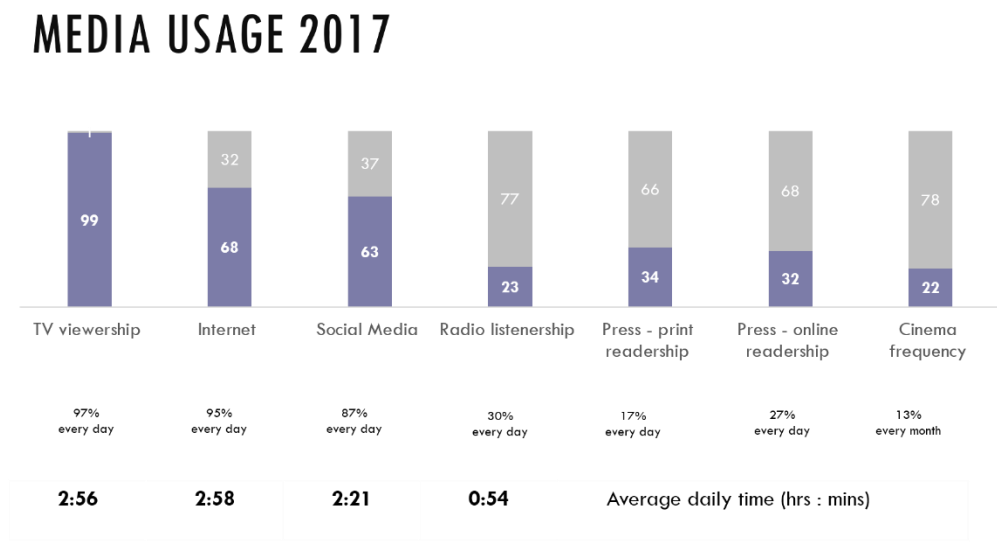
Table 28: Preferred media channels

TV	182'	89% of population
RADIO	62'	52% of population
NEWSPAPERS	47'	11% of population
MAGAZINES	7'	4% of population
*INTERNET (SOCIAL MEDIA)	229' (130')	79% of population
**OOH	102'	68% of population

Source: 'Albanians for 2017', Abacus Research

The research of Abacus explained: TV consumption based on Abacus, research, other media radio, print on Total Media research. Internet on mobile devices as more of consumption come from mobile, and OOH only city lights in city centers.

Table 29: Media usage 2017



Source: Datacentrum, 2018

While Çela et al (2015) on their study suggest that Albanian youth at national level watch television by an average of 3.2 hours, an increased timing vs 2011 where is indicated 3.1 hour watching.

Overall, television advertisement, as seen, is ranked as the most popular media by the Albania population, as referred also in this study the findings of national survey of OSFA (2014) although the aim of the study had a different subject.

The researcher also collected the response from the participants concerning their television watching routines. The responses collected are tabulated s shown below:

Table 30: Television watching routines

Gender	Frequency	Valid Percent
Female	234	52.7
Male	210	47.3
Total	444	100.0

Table 31: Watching TV while Tv ad blocks are broadcasted

Gender	Watching	Not Watching
Male	160	50
Female	195	39
Total	355	89

The table above presents data on the television watching habits of the people of Albania. 80 percent of the participants indicate that they prefer watching television when advertisements are made. 75 percent of the male participants while 85 percent of the females indicated that they find themselves watching television. The percentage for females is, however, higher as compared to that of the males by 10 percent. To give further explanation, the bar diagram below is used:

4.7 Summary of the chapter

This section has presented the research findings as obtained by the researcher using the three methods that are interviews, participant observation, and administering of questionnaires. The analysis tool used is SPSS the Statistical Package for Social Scientists, as the most used tool from researchers in analyzing the quantitative data (Robson & McCartan, 2016). The demographic statistics as well as the descriptive statistics both give results that support the aims and the hypothesis formulated. To ensure that the data collected was reliable, the researcher ensured that there the missing data on the questionnaires were accounted for. It can be reported that the Albanian population is highly influenced by the advertisement are on television and they make their purchasing decisions based on what they watch on their screens. The four companies selected also utilized the TV ads to create their brands and put into consideration aspects of television advertisement such as the quality, name, packaging, benefit, and the testimonial of the products. Such corporations also consider the advertisement model used as it has an impact on the total expenditure and the subsequent market share.

Robinson & McCartan 2016, suggest that researchers make use of technology to analyze even the quantitative data such as Computer Assisted Qualitative Data Analysis (CAQDAS) packages. Given the fact that language is a barrier to make use of this programs the researcher analyzed them by going

5 CHAPTER V

5.1 Discussion

“The old consumer was an easy target at whom the corporate marketers of America could aim and push all and sundry. The new consumer, however, is a mobile media maven who pulls required content from a variety of resources in a virtual multitasking frenzy” (Jaffe, 2005, p.48)

This particular section gives a connection between the research findings and the literature review. This section also outlines the impact that the research findings have on various sectors such as business practitioners, public policy formulators, and its contribution to consumer education. The research limitations and the direction to be undertaken by future research are also outlined. The hypotheses that were formulated earlier are listed below;

H1- TV advertising impacts positively the consumer behaviour on how he perceives the product service

H2 – The aspects of TV advertising as quality, packaging, brand, benefit and testimonial impact positively the television viewers in Albania when making choices to use certain products

H3 – The audio-visual effects of TV advertisements have a significant impact on the product perceptions thus consumer behaviour.

H4 – Television advertising has a greater impact on consumer perception and awareness of products than other forms of advertising.

5.2 Discussion of the formulated hypotheses

H1- TV advertising impacts positively the consumer behaviour on how he perceives the product service

The researcher hypothesis is that there is a positive relationship between TV advertising and consumer behaving. This hypothesis is fully accepted since the findings in qualitative and quantitative analyses indicate that the Albanian consumer is affected mostly by what they see advertised in TV. In essence, the female gender is more likely to be influenced by the TV advertisements as compared to the male gender, due to the focus groups analyses and interviews with marketers. The reason for this result requires further research that can reveal the gender differences in terms of purchasing behaviour.

Television advertisement as a lead to action tool has also been explored by the research. The findings indicate that the advertisements serve to provide the customers with the required information concerning an item which is then used by the customers to make a decision of whether they should purchase it or not. These particular findings are similar to what was obtained by Ducey and Samu (2015) which indicated that 60 percent of consumers who viewed a product through a TV advert are more likely to remember it. They are likely to remember what was being advertised and when the need for such an item occurs, they will most probably go for the particular item or service they are familiar with.

Additionally, if a consumer, for instance, watches a television advertisement that calls them to act on a certain issue such as voting, they may find themselves taking up that

particular action. On the other hand, the literature review shows that brand awareness is one of the factors influencing consumer behaviour. This research confirms this assertion. Brand awareness is often promoted in advertisements. Therefore, a person who watches a television commercial is highly likely to be aware of the existence of the brand they watched being advertised. This may then influence their buying decisions. Thus, there is a relationship between television advertisements and consumer behaviour. The ad may be relevant to the consumer when they are making future orders of the product watched on the television based on the brand message that they picked earlier on. Berger (2015) suggest that the average American consumer is a heavy viewer. Same result concludes even this study for the Albanian consumer.

H2 – The aspects of TV advertising as quality, packaging, brand, benefit and testimonial impact positively the television viewers in Albania when making choices to use certain products

One of the theories that underpin this research is the cultivation theory which states that a consumer who spends a lot of time watching television will soon start believing that what they watch on television is the real world (Ducey & Samu, 2015). These are the people who will make choices of products depending on what they watch on television. Theories such as the preference theory and Maslow's Hierarchy of Needs can explain the aspects of consumer behaviour. From the research, it is also clear that there are various factors influencing consumer behaviour. These factors are categorized as product characteristics, psychological, social, economic, personal and cultural. Each of them plays a certain role in determining consumer behaviour. This research, however, concentrated on the impact of television advertisements on the consumer behaviour in Albania.

The researcher initially hypothesized that the Albanian people are impacted positively by TV advertising. This is true as evidenced by the findings of the research. The consumers made their choices to purchase a certain product or service based on perceptions that were determined by various aspects which are the quality, price, model used in advertisement, testimonial of the product, packaging, benefit and the name of the product. All of these aspects showed a positive direction with the behaviour of the consumers with the largest percentage indicating that they strongly agree on the fact that the five aspects influence their purchasing behaviour. The benefits that the consumers get from using a certain product or service influence their buying behaviour the most followed by product quality, price, testimonials, and product name in the respective order. The product testimonials are given by other consumers who have previously used the product. These testimonials are given depending on whether the former consumer was satisfied with the product or not. If they were satisfied, they will give a positive report but if they were not, they give a negative report. As such, the new consumer can now decide on whether to go for that product or not.

In the analysis, whether the respondents were employed or not, the research found that the employment status of consumers was likely to influence the type of service or product that is purchased by a consumer. Ha (2004) further explains this scenario using the demand, supply, and equilibrium curve. The consumer change their behaviour whenever they change their profession in order to fit in that particular society. In so doing, they alter their tastes and consequently their consumption patterns. A person who, for instance switches from an office job to business will definitely change their consumption patterns so as to fit in the new profession. This suggests that the behaviour of the consumer

is affected by their respective occupation. Also, Lantos (2015) suggests that the volume of the product purchased by a consumer is directly proportional to its market price. If the market prices of certain products are relatively high, people may opt for alternatives. For example, if the price of cake becomes unreachable, consumers may opt for bread.

As covered in the review of literature chapter, television advertisement creates the perception among the consumers which shapes their attitudes and decision-making process of whether to purchase a product or not. Murphy and Dweck (2016) assert that consumer buying behaviour is normally shaped by perceptions about certain products and services. If consumer views a certain product as superior, they will go for it even if they will not have confirmed that the product is indeed superior. This is because television advertisements of the product has manipulated their perceptions so much that they have not bothered to find out if what they think is factual or not.

The case with Vodafone Albania reveals that the consumers are attracted to a reduced pricing, but they wouldn't shift to another telecom operator for a reduced pricing as brand image of Vodafone, in qualitative research resulted as a high impacting factor. To factor this concept in, Vodafone has decided to offer bundle services which give the customers the chance of optimizing their voice and data plans. An almost scenario is observed for the case of Pepsi. Pepsi highly regards the impact that product packaging on consumer buying behaviour. Recent developments involve the 2015 launch of the PET packaging that covered the 2.25 liters, 1.25 liters, and the 1.75 liters packaging. The consumer is thus given a chance of enjoying more Pepsi drink while spending less. This move also puts into consideration the pricing of the commodity in influencing the purchasing behaviour of the consumers. The introduction of the new packaging into the

market gifted the consumers with a 250ml extra of the Pepsi carbonated drink hence they have more opportunities of enjoying their daily lives on whatever occasion.

According to this research, Coca-Cola Company in Albania also considers the impact of advertisement aspects broadcasted on television channels on consumer buying behaviour. The most evident ones unearthed by the researcher include the brand and quality perceived. Lantos (2015) and Murphy and Dweck (2016) decide to use a certain product or a service depending on the relevance it has to them which implies that the consumer will only select a product that best serves his or her needs. These subjective choices made by consumers is best explained by their dynamic and unique nature (Murphy and Dweck 2016). Those products that are well packaged may attract more attention than those which are not. The decision of a consumer is at times based on this kind of manipulation. Factoring in the benefit that consumers get from the product, Coca-Cola launched the Diet Coke which contains approximately 99 percent water. Diet coke has managed to be the smarter choice for the consumers and a unique brand in its personalized right. Special attention has been paid on the packaging that is bottling of its carbonated drinks.

The findings of this research give the same observation as what has been indicated by the theory of revealed preference. According to the theory, the consumer is rational in decisions thus their behaviour can only be analysed through observation of what they prefer depending on their income and item prices (Solomon et al., 2017). Samuelson came up with strong, weak and generalized maxims that revealed consumer behaviour. While the weak maxim suggests that the consumer continues to choose a certain product or service until they get a better one, the strong axiom proposes that the consumer chooses a variety

of products depending on their prices and affordability, and the general maxim assumes that consumer goes for the same product or service irrespective of its price or affordability (Bamossey & Solomon, 2016). The maxims explain how consumers behave whenever there is no bundle that is unique. Therefore, apart from the perception that television advertisements make in the mind of the consumer, there are other factors that the consumer considers as they make a choice on what to purchase. Harvard professors reveal that 95% of Purchasing Decisions are subconscious (Inc, 2018).

H3 – The audio-visual effects of TV advertisements have a significant impact on the product perceptions thus consumer behaviour.

The researcher was certain that audio-visual effects of TV advertisement has a significant impact on the consumer perception thus buying behaviour. This particular hypothesis is substantiated by the findings of the dependent variables and focus group research. the consumers feel good when he or she sees a product that he/she is using in a television ad, purchases only the products shown, liked the television advertisement and would prefer to see the product before they purchase (Belk, 2007). From the results, it is evident that both the male and the female gender would prefer to purchase the products that they have seen. This, therefore, implies that the audio-visual effects of TV advertisements have a significant impact on consumer buying behaviour.

Organizations should strategically formulate their advertisements in order to capture their attention. According to Hackey (2005) researchers claim visual consumption as a powerful feature of advertising's influence. Hanssens and Pauwels (2016) explain that since the consumer is able to make rational decisions, the marketers devise ways of persuading them to get interested in their product or service. They, therefore, identify what motivates the

consumers to make certain decisions. The contribution of Johansson (2017) supports the role played by audio-visual aspects of a television advertisement. He asserts that the combination of audio and visuals techniques, realism, camera angles and progression has the power to make an advertisement extremely stimulating. A similar observation was found by the researcher indicating that television advertisement is useful in arousing the interest of the consumers. The findings also indicate that television advertisement play a crucial role since it influences the purchasing decision of the customers with regards to the products and services offered by a company or corporation since it helps to create product differentiation. Lantos (2015) posit that the needs of a person will guide him or her to make the necessary purchases which are tied to the psychogenic and biogenic needs of that individual (Murphy and Dweck 2016). This means that television advertisements, combined with individual needs, usually influence the behaviour of consumers.

The findings of this research indicate that television ads attracted the attention of the consumers and consequently impacted on the buying behaviour by helping them to identify the necessary information concerning a certain product or service. The stimulation effect of television ads has been captured by Johansson (2017) which makes this kind of advertisement unique as compared to other forms such as the advertisements in newspaper and magazines. The unique audio-visual aspects of television advertisements make it possible for the marketers to manipulate the viewers. In this research, most of the consumers behaved the way they did in terms of the decision to buy certain products and services because they thought they were good as portrayed by the advertisements. The television advertisements did not seem to give them a reason to be rational and probe the effectiveness of the products they went for. This demonstrates the opinion that they were manipulated by the various aspects of television advertisements. The sights, for example,

of an individual rising to success after winning a lottery that is difficult to win made the consumers believe that as long as they participate in the game, they are also likely to become winners. This idea is supported by the cultivation theory which was discussed in the literature review. According to this theory, people who spend a lot of time watching television are highly likely to believe what they watch and take it as what happens in the real world. This demonstrates how television advertisements manipulate the viewers into making various consumer decisions thus influencing consumer behaviour.

H4 – Television advertising has a greater impact on consumer perception and awareness of products than other forms of advertising.

The researcher had the hypothesis that television advertisement has a greater impact on the consumer as compared to other forms of advertising. To validate this hypothesis, the researcher consulted information from journals and articles concerning the marketing landscape in Albania. From the secondary data in this research, it is noted clearly noted that Albania TV advertising, dominated other forms of advertisement. The information gathered showed that there are so many media outlets in Albania due to the liberalization of the market that it is difficult for any of them to attract a substantial number of audience in a day.. With the dwindling prospects of the print media and the chaos in online media, the most preferable media for advertising in Albania remains yet the television. In addition, this may be probably because of the poor circulation and readership of newspapers in the country and the missing trust in online mediums. While Radios in country are more entertainment format rather than educative and informative. Television advertisement shows the potential of continued dominance. Therefore, this particular hypothesis is acceptable and that a majority of the Albanian population is likely

to make their decision to purchase a certain item based on what they see on a television advertisement.

As stated by Johansson (2017), television is most preferred due to its coverage, creativity, and effect, convenience and cost-effectiveness as compared to other media such as newspapers, magazines, banners, and outdoor advertising. Since it has a wide appeal, many companies in Albania and other parts of the world often opt for television advertising to market their products (Andrews & Shimp, 2017). This is consistent with the fact that Albania TV advertising which is the most dominant form of advertisement in Albania indicated by Vukanović (2016). The national television stations in Albania help in airing the advertisements at a fee. It is important to note that with television advertising, one can localize the message and use the local television station, and this is much cheaper.

Television advertising has a huge impact on consumer behaviour. According to Laurie et al., (2017), the advertisements shown on televisions are likely to have an effect on the viewers, and this research confirms this assertion. From the various media for advertising listed by Hanssens and Pauwels (2016), which include print media, television, radio, social media, posters, endorsements, direct sales, contests, and hoarding, it was found out that Television advertising has a greater impact on the consumer than other forms of advertising. Television viewership in Albania is estimated at 80% (Kitani, 2017). This implies that, just like the literature review and this research demonstrate, the television is still popular despite competition from other platforms such as pay-to-watch options. With such a large following, television advertisements are more likely to make an impact on consumer perceptions than other media advertising. Additionally, television advertising applies both visual and auditory elements unlike the print media, for example,

which only applies visual aids in their advertisements. This makes the television advertisements more popular than other forms of media. Also, the idea of manipulating the viewer so strongly that their decision-making process is influenced makes television advertising a good option. In most cases, it is effective thus the elaborate impact. This research shows that television advertising is preferred by many organizations due to its efficiency in manipulation and message delivery.

5.3 Utilization of television advertisement by the four chosen companies (Coca-Cola, Pepsi, Vodafone, and Telecom)

According to Telekom.com.al (2018), telecommunication companies utilize the television to make the public aware of the products and services that they offer. Telecommunication companies in Albania does not only offer communication services but also trade in smartphones and provides internet connections to its customers. The beverage companies such as Coca-Cola come second after the telecommunication operators. The television advertisement for the year 2011 was dominated by the telecom companies which constituted 69 % of all the television advertisement that was made. With the index on expenditure on TV ads, the top three TV stations (Top Channel, TV Klan and Vizion Plus TV) had the highest. Such statistics should thus be used by other corporations whose data was not covered in this research to make the right choice on the media to use to make advertisement of their products and services. Zhang and Benyoucef (2016), note that the consumer looks for information of the product they want to buy after identification of their need and since they are rational beings marketers are supposed to come up with viable persuasion methods for the consumers to subscribe to their products or services. This could be achieved by selecting the right media on which to make an advertisement

and in this case is definitely through the television. Other media such as the internet could be used, considering the high usage of them by Albanian consumer but their dominance is not as much as compared to that of television, as this thesis reveals is very much related to trust that consumer have .

5.4 Limitations of the study

The market - One of the limitations of this study is that it was limited to the Albanian market. The Albanian market bears a small fraction of reporting on activities of the telecommunication and food and beverage corporations on their activities in media outlets and specifically television as the biggest medium in country by influence on citizens and on marketers, as this study showed. There also exists limited data on the advertising market in Albania as per informality this market presents, which faces the researchers with the reliability. The only available data has been expressed in terms of financial statements relating to the main media power stations. The limited secondary data , information on advertising of the Albanian market and the limitation of access in primary research makes it difficult for the researcher to critically fully analyze the forms of advertisement used by the four companies operating in Albania (Telecom, Vodafone, Pepsi, and Coca-Cola).

Time - Another limitation that this study faces were time constraints. The scope of the research was wide and the available time was limited to satisfactorily cover all the aspects. The time constraint came about since being an academic paper, it was necessary that the final copy be submitted in accordance with the academic almanac of the institution hence the time available was very short. To carry out a more comprehensive research, this study requires an observation of the four companies over a long period of time- probably

about ten years, considering the fact that ultimately Telecom company was sold by Dutch Telecom and Agna Group has an immense drop down of TV advertising for Pepsi brands. Which clearly shows that the Albanian market offers no stability to companies that operate in it. It is throughout such a period that the researcher is able to measure the actual impact of television advertisements on consumer behaviour. The companies will be required to place various types of television advertisements such as overlay advertising, integrated programs and commercial breaks among others. After placing these advertisements for a given period, the consumer behaviour will be measured. The research will then monitor how the consumers behave before and after the advertisements. This will provide information on whether there was any change in consumer behaviour after constantly watching the television advertisements. Although this may take a long time, it is highly likely to produce better results than what this research has produced.

Also, most of the respondents who were employed had time limits of participating in the research. The focus groups were formed without difficulty but the availability of all the members at the same time proved to be a challenge. The respondents who had fixed working hours were particularly difficult to deal with. They were not always available specially to clarify some responses. The researcher thus decided to employ countermeasures to address the time limitation by managing the time available for data collection. The interviewing of the members of the focus groups and distribution of questionnaires were vital techniques employed to collect the required data within the short time frame available. Even scheduling an interview with representatives of the four companies under study was found as difficult.

Finances - In addition to time constraint, the research was also limited by inadequate financial resources. Despite the fact that the researcher wanted to collect responses from more respondents, both in quality and quantity methods, this ambition was constrained by the weak financial muscle.

Also, not all the respondents who were served with the questionnaires managed to return them. Therefore, it was impossible to factor their feedback in this research. In addition, some of the participants - marketers who had been invited for the interviews did not turn up thus the information that could have been gotten from them was missing. Some of these limitations had an effect on the results. The missing data may have affected the reliability of the findings, even though the researcher has deployed a rich primary research.

Some of the respondents on the focus groups or participants for the questionnaire were also unable to give sufficient feedback on the questions that they were asked due to factors such as language differences. For those who could not understand the properly the questionnaire, the language barrier made the research process complex and tedious, even though the researcher tried to explain with objectivism the intention of the question. These barriers were faced mainly in cities mainly located in North Country such as Kukës, Tropoja.

Finally, the use of focus groups as a data collection method had its inherent limitations. A comparison of this particular approach with other techniques such as observation of participants reveals that focus groups are less naturalistic. This is because they involve the searcher whose guidance in during the discussion may also influence it so as to maintain the required focus. The moderator is required to keep the respondents on track to avoid veering off the point. furthermore, the researcher who in this case is the

moderator may either unintentionally or intentionally bias the results by providing cues on the answers he or she desires most or when attempting to hit a consensus on some topics

Reliable Data – The researcher consider this element as crucial for this research. Secondary data from various sources as the study oppose contradictions. Audience measurement in Albania, metrics and advertising budget spending are not a transparent in the Albanian market. Given the fact that the researcher worked in managerial positions in Marketing in media industry from over than 15 years, having knowledge on the fact of the lack of transparency, choose by purpose 4 international brands that operate in country, supposing on more transparency on information that would be offered. Yet no statistical data were preferred to be offered as per the policies all four companies under study, follow.

Generalizability - A major limitation refers to the generalizability of my findings. Further research is needed particularly when we consider the exposure level to various communication channels in a real-world scenery.

5.5 Future directions

The results obtained from this research were tested to be reliable and, therefore, its applicability to the general public is assured. For this reason, the following section gives recommendations both for researchers and corporations that operate in the Albanian market. The following directions were derived from this study;

Organizations should implement effective targeted marketing strategies

It is necessary that organizations such as Coca-Cola, Pepsi, Vodafone, and Telecom implement marketing programs that are well formulated. Such corporations should do so

after considering the attitudes of the consumers towards their services and products that they advertise in order to persuade them. This is an important aspect of the market mix as stated by Miller (2009). The organizations are therefore supposed to effectively manage the market mix. This could positively influence the acceptance and adoption of the consumers on using their products and services. Due to the fact that the marketing mix has a direct influence on the success of organizations, the management of such corporations is supposed to adopt effective marketing strategies. The enactment of effective marketing strategies will ensure that they are also manageable by the organization.

Organizations identify ways of making advertisements interesting

Irrespective of whether an advertisement is informative, institutional, or persuasive, it ought to carry an element of entertainment. The reason viewers switch to other tasks when there is a commercial break is mainly the mundane nature of some advertisements (Kitani, 2017). To avoid this scenario, organizations need to contract people who can design adverts that combine information with entertainment. Through this, it will be possible to capture and maintain the attention of the consumer.

5.6 Areas for future research

The main aim of the research was to offer to Albanian researchers and especially professionals a better understanding of the motivations and behaviours of consumers who pass along television advertisement.

Literature largely suggest that the study of advertising has never been static and in this rapid consumer world neither are the consumers. Its reviewing, have been dynamic closely linked to socio-economic development of the country (Nichifor, 2014). From the

research findings, the researcher recommends that future works should analyze the influence of other forms of advertisement on the behaviour of Albanian consumers such as especially online advertisement. Kekezi (2018) states that Albania ultimately has witnessed an outstanding level of access to internet. This research suggests that online is becoming a key communication tool to inform the Albanian consumer, even though the study identified that the correlation between online as an information source and engagement in online advertisement has a weak link.

Considering the secondary data as revealed in this research **Media is the most trusted entity to Albanians**. Considering the cumulative consideration and advertising budget volumes during the last 5 years (2012-2017) in Albanian market, that this thesis offers, television yet remain dominant but can't be identified any longer, with an absolute power as a decade before. From the information analyzed in this research, it is clear that television advertising generally impacts consumer behaviour due to its manipulative power and influence. Consumers admitted that audio-visual elements in television advertisements are particularly appealing and so attractive that they are irresistible. According to the research, television advertising is rather effective in communicating messages that require demonstration and major visual signals. Therefore, to clearly understand the actual impact of other forms of media advertising, further research needs to be undertaken and the results analyzed. The most important question will be the impact of these advertisements on consumer behaviour.

The researcher also advocates that future research works concentrate on factors that influence the choice of media by advertisers. It is clear that there are very many advertising platforms such as radio, social media, print media, outdoor advertising, banners, and free

samples among others. However, television advertising has been found to be very popular especially with big corporations and companies operating at national level. Some of these corporations buy directly yearly packages that enable them to constantly have their products and services advertised. Consumers, on the other hand, get to internalize these advertisements and, eventually, some of them begin to believe that the services and products being advertised are the best that the market has to offer due to the repetition. Therefore, it is paramount for future researchers to investigate the effectiveness of other forms of media advertising so as to understand better if there are many factors that set television advertising apart. For example, why would an advertiser choose OOH over social media? With a bank of comprehensive information, it will be possible to understand what influences the choice of media by advertisers.

Additionally, future researchers should widen the scope of the study to find out if there are variations as a result of nationalities. The literature review revealed cultural factors as a key theme in relation to factors influencing consumer behaviour. This means that the cultural orientations of the consumers in different localities have something to do with consumer behaviour. According to Kekezi & Kruja, (2013) the Albanian activist studied under the Consumer Culture Theory, nationalism plays a crucial role in their identities. Future research should try to establish if television advertising has a similar impact across cultures. This may mean going beyond the borders of Albania and using more research techniques such as longitudinal studies and systematic reviews. Therefore, since this study was conducted by considering only focus groups and the four chosen corporations that operate in the Albanian market, further research should be carried out by taking into consideration an elaborate lined dimension that affects the purchasing

behaviour of the consumers. Clearly, this particular study concentrated only on the residents of Albania and, therefore, it is recommended that further research should involve a larger sampling frame which may comprise international markets.

The last area called for future research is to study further, what form of advertising is influencing best the Albanian millennials and how brands should reshape their advertisement to adapt and match with their needs and lifestyle, considering that Albanians are actually living a social media age. This research is extended in a time period 2012-2018 and the quantitative and qualitative research is conducted mainly during September 2017-May 2018. Primary data revealed that online is the second best information source after Television, even though there were found to have matters of trust and credibility by citizens on this source. There was also revealed that millennials are focus not only to the four companies understudy but also an important target to business Albanian environment in general. The secondary data in this thesis imply that internet is becoming a second main source of information to Albanians rapidly, considering statistics of 2012 up to date 2018, and on millennials especially often reveals as a primary source of information, thus not that much credible as TV. The literature suggests that one thing in common that millennials worldwide have is their comfort with digital world and technology (Kotler & Armstrong, 2017) and same outcomes reveal even this research. On the other hand, various researchers, Huddlers et al. (2019) proposes that digital advertising may be used to reach young target groups. While experts forecast eMarketer (2019) that in huge markets such as US in 2019 for the 1st time digital ad spending will surpass the traditional advertising spending. So it is suggested that be in attention to marketers and researchers that soon

Albania may face a drastic change of proportion of ad spending, differently from the picture we have in these recent years

5.7 Recommendations

According to Kotler & Armstrong (2017, p. 125) “marketers don’t need don’t need *more* information; they need *better* information.... to make better *use* of the information they already have”. The authors are clear that refer themselves to advanced markets and high developed countries. This is a reality that clearly is not evocative to Albania, which is not only a small market but also a developing country, where marketers and professionals face each day a “no rule market”, with not any transparency and no clear data on measurement or not any clear strategies on metrics.

The four companies should enforce a limitation on the possible increase in the price of the services and products that they offer. They should, therefore, effect immediate response to retailers and wholesalers who raise the price of the products since the price of the commodity correlates with the buying behaviour of the consumers. The literature review has already revealed that economic factors normally influence consumer behaviour. According to the reviewed literature, there are various economic factors that have an impact on consumer behaviour. One of these factors is the price of the product. Lantos (2015) explains that when the prices go down, consumers are likely to increase their buying irrespective of the classes they belong to. This is because most consumers can afford to pay the price at which the product or service is selling. However, if the prices rise, the product or service will not be affordable to most consumers thus they will stop buying it or reduce the amount of the product. If sugar, for instance, becomes too

expensive and unaffordable, many families may opt to exclude it from their budget for a while. Therefore, there should be a regulation on prices so as to attract the attention of consumers. The organizations are also supposed to make frequent checkups on the distributors of their products to ensure the stability of the product prices.

The organizations should do their best to fix their products into the already existing attitudes of the consumers rather than trying to change it. Research shows that cultural orientations, personal, and psychological factors shape the attitudes of consumers. As long as the consumer has a certain perception about a product or service, it becomes very difficult to change them. Therefore, marketers should seek to have advertisements that fit the attitudes of the consumers. An advertisement targeting the youth, for example, cannot use the same kind of words, graphics, and sounds as that targeting the elderly. Coca-Cola and Pepsi have to realize that the youth are more likely to be interested in their products than the elderly. For the elderly, attitudes such as health and their well-being affect the future of beverage and drink companies such as Coca-Cola and Pepsi. Such firms should, therefore, consider producing drinks that do more good to their customers other than just providing good taste or quenching their thirst. After doing so, they should tailor their advertisements in such a way that they fit in well with the attitudes of all consumers.

Companies that have their share in Albania should improve the quality of their television advertisement. Research shows that the quality of an advertisement reflects on the seriousness and stability of the organization. This explains why a lot of time and resources are dedicated to television advertisements. A company that is not willing to spend a lot of money on their television advertisements end up airing some poor advertisements and this affects the reception of their products and services. As part of their

marketing strategy, organizations should make a deliberate effort to invest in quality television advertisements so as to benefit from it. The literature review showed that television advertisements are mostly done by experts thus making the television better than other forms of advertisement such as print media and online marketing. This research confirmed this assertion as it shows that many people are put off by poor quality television advertisements. Therefore, an improvement in quality is a must if the advertisement is to fulfill its intended purpose. This will help in ensuring that the customers feel easier to obtain information from the ads on the television stations. Through the shotgun explanation offered by Andrews and Shimp (2017), an excellent television advertisement sends a strong brand message to a large group of people to a specific group of people who are watching a certain television station at the time of the commercial.

Another recommendation goes to the consumers. It is important for every consumer to understand that a television advertisement, just like any other, aims at influencing their perceptions thus directly to their purchasing behaviour. The advertisement has skewed information that is intended to make the consumer think of buying that item instead of looking for more information about it. This is what happens with television advertisements, for example. The advertisement is so carefully tailored that the potential consumers is made to believe that it is the best. Therefore, whether an advertisement is persuasive or informative, the consumer should study the products and services carefully before embarking on using them. From the literature gathered, it is clear that advertisements are not the only factors influencing consumer behaviour. These factors are categorized as social, economic, cultural, personal and psychological. The consumer should, therefore, consider other factors before making the final decision to buy. As found

out by this research, most television advertisements seek to manipulate the consumers so that they get influenced to buy what they advertise. Manipulation has a major impact on consumer behaviour as revealed by this research. Marketers often exploit this aspect so as to win more customers and maintain the loyalty of the old ones.

Although it is through advertising that the telecommunication corporations in Albania can be categorized as being successful in the awareness campaigns and marketing of their products to the potential customers, they should, however, concentrate on the improvement of their products' quality as well as the services that they offer to their customers. Research already shows that consumers are satisfied with the products and services that are of high quality. Some consumers believe that anything that is of low quality does not befit their standards. Therefore, manipulating consumers on television is unfair if the product or service being advertised are of poor quality. To enhance customer satisfaction, therefore, the telecommunication sector needs to produce high-quality goods. A smartphone, for example, that fails to work within the first year of use due to manufacturer's fault is going to reflect poorly on the products and services offered by that particular company. Therefore, telecommunication companies should not entirely rely on television advertisements to increase sales but should also consider the quality of their products. In so doing, the television advertisements will only be a reinforcement. Such companies should also consider improving the quality of the advertisements they broadcast on television channels as a way of creating their own brands. As stated by Hanssens and Pauwels (2016), the creation of advertisement requires time and knowledge since every television commercial is a professional undertaking. Such a move should aim at creating

better advertisement models that are reflective of the specific culture of the region the company operates in.

Last but not least goes to marketers and advertisers. This study revealed that professionals working in this industry have difficulties to prove that their advertising approach and strategies works,

6 CHAPTER VI

6.1 Conclusion

To the extent of the researchers' knowledge, there is a significant gap of previous scientific research concerning television advertising impact on Albanian consumer behaviour and advertising market in general. The identification of a total lack of literature or public researches on advertising and consumer in Albania, made the researcher to suppose that might be coming as a derivation of rather unreliable official data on advertising market, media market, metrics, consumer data and on the other hand on the lack of transparency advertisers demonstrate etc.

In the following section, the researcher provides a summary of the study basing on the results that were obtained which are in line with the objectives formulated earlier. The various areas covered in the summary include; aspects of a television advertisement, the effect of audio-visuals, future directions for entities that are based in Albania, and the recommendations that future researchers should take into consideration. The general aim of this thesis was to investigate the influence that television advertising has on consumer buying behaviour with specific reference to the Albanian population. Specifically, the study addressed the aspects of TV advertising that impacted the consumer buying behaviour and the effect that TV advertising has on other media. As a major concept, the impact of television advertising on consumer behaviour brought out new perspectives. The findings revealed interesting details about the issue of television advertising in relation to consumer awareness, perception, and the consequent behaviour.

6.2 Summary of the findings

Advertising has been an issue of discussion for more than a century, but before the 20th century, it did not have much importance as it has now. According to Belch & Belch (2004), advertising does not only inform the people on the products available in the market but also influence their decision whether to purchase them or not. It is through an advertisement that the attitudes of the customers can be changed thus corporations can be able to expand their consumer base. With increasing popularity of television advertisement in contemporary society, a large number of organizations have used it to advertise their products and services.

Despite this steps, television viewers are still not aware of the impact such advertisement has on their buying behaviour more so the Albanian population. Coupled with the need to establish the attitudes of the consumers created by telecommunication companies such as Telecom and Vodafone, and beverage corporations such as Coca-Cola and Pepsi with operational bases in Albania, the researcher moved forward to establish what will guide the entire research work.

While the main aim of this research was to find out the influence that television advertising has on consumer buying behaviour with specific reference to the Albanian population, the specific objective was to establish the aspects of TV that may influence to the behaviour of the consumers. The specific aspects that positively correlate with the behaviour of the consumers in reaction to the product and service offered were found to be testimonial, name, quality, price, benefit and the packaging of the product. Advertisement

models were also found to be a determinant factor. The research established that there exists a relationship between the television advertisement and the consumer buying behaviour in Albania. However, there is a disparity in these findings between members of the female and male genders. Television adverts also affect the frequency of the purchases made by the consumers. Such adverts are also important when it comes to locating the most suitable product to purchase.

There are a number of aspects of TV advertisement that affect the buying behaviour of consumers. From the research findings, the following were found to have a strong correlation with the buying behaviour of the consumer as a result of attitude and perception: quality of the product, price, product benefit, testimonials, and the name of the product. It is clear that the benefits that the consumers get from using a certain product or service influence their buying behaviour the most followed by product quality, price, testimonial, and product name in the respective order. The testimonials are given by other consumers who have previously used the product. All of the three aspects had a positive correlation coefficient. The correlations were performed at 0.01 levels.

The four companies chosen for this particular research were Vodafone, telecom, Pepsi and Coca-Cola. The telecommunication companies (Vodafone and telecom) dominated the television advertisement of 2011-2017. Such organizations do not only offer communication services but also trade in smartphones and provide internet connections to their customers. The Albanian advertising landscape is dominated by television advertisement. Though other media such as the internet, radio, and newspaper exist, television has the most dominant impact on the buying behaviour of the consumers. The four companies also put into consideration aspects of a television advertisement that

influence the consumer buying behaviour. This includes: product testimonial, product name, quality, price, product benefit, and packaging. To add on this list, they also consider the advertisement model in designing their television ads. The results for the four the selected companies and those obtained via the questionnaires, participant observation, and interviews point the same conclusion.

The researcher formulated the following hypotheses prior to commencing the research:

H1- TV advertising impacts positively the consumer behaviour on how he perceives the product service ; H2 – The aspects of TV advertising as quality, packaging, brand, benefit and testimonial impact positively the television viewers in Albania when making choices to use certain products; H3 – The audio-visual effects of TV advertisements have a significant impact on the product perceptions thus consumer behaviour; H4 – Television advertising has a greater impact on consumer perception and awareness of products than other forms of advertising. All of them were acceptable and supported by both the research findings and evidence from the literature and theoretical concepts. the validity and reliability of the findings were ensured by ensuring that the respondents thoroughly understood the wet questions,

Also, the researcher found out that the audio-visual effects of television advertisement positively impacted on the consumer. The outcomes that the consumer especially the female would prefer to purchase an item that they have seen in a television advertisement. The rational nature of the consumers means that marketers should formulate effective marketing strategies and identify what motivates the consumers of their products to arrive at certain decisions.

In addition, the researcher also found out that television advertisement had the most impact on consumer buying behaviour as compared to other forms of advertisement. Civici (2017)² also stated for this research, that in terms of influence, TV advertising still holds a commanding role over other mediums, in the Albanian market. The television advertisement in Albania dominated other media such as the interest and more so the newspaper recorded a high decrease in its popularity. Advertisements that are made on television are likely to influence the attitudes and choices concerning a certain product or service as a large percentage of the population considered watching television ads rather than what appears in other media forms. This result was in line with the research findings posited by Johansson (2017) in which he states that television is the most preferred media platform because of its coverage, creativity, and effect, convenience and cost-effectiveness. Also, Vukanović (2016) support the dominance of television advertising by stating citing an increase of 0.4 in a tie span of 4 years that is from 2007 to 2008. This dominance, however, is what leads to the manipulation that the television advertisers exploit to influence the behaviour of consumers.

The telecommunication corporations in Albania are leading in the use of television to broadcast their products followed by beverage and drinks companies such as Coca-Cola. In collaboration with the television stations, a well-designed programming structure means a larger audience hence a competitive edge over other players in the market. Further tests such as the Chi-Square show a close relation between the independent variables the consumer buying behaviour. The results of the AIDA model show that television advertisements impact on the consumers via a number of ways such as creating attention,

² Face to Face Interview, Elvin Civici, Head of Digital, Mccan Tirana, October 2017

the arousal of interest, the creation of a desire among the consumers and is also a lead to action tool. Additionally, such ads have the potential of altering the preference of the consumer basing on what he or she has seen on the television.

The findings also point to disparity among members of the different genders concerning the impact that the TV ads have on their purchasing behaviour.

During the research, the researcher encountered a number of limitations. First, the advertisement landscape of Albania is not well documented. This implied that finding information on the advertisement of the four companies was difficult with others to have none on internet platforms. The use of focus groups as a method of data collection in itself posed a number of challenges to the progression of this particular research. Comparing focus groups with other techniques such as interview and participant observation, it is considered less naturalistic as the researcher may influence the outcome of the discussion as he or she tries to maintain the focus. The moderator who is the researcher may also bias the result. Also, the time available for the study was limited owing to the scope of the research and the time limit as stipulated by the institution as the duration to conduct the study and the last one being the unwillingness of the participant to give information as prompted by the interviewer and the questionnaires. The unwillingness resulted in missing data which in turn reduced on the reliability of the data collected.

As a result of the evaluation of the findings, it is paramount for organizations to adopt effective targeted marketing strategies as long as they are operating in Albania. This suggestion is supported by the rational nature of most of the consumers and the direct impact that market mixing has on the success of any organization. Although television advertising may alter the perception of a consumer, it may do it positively or negatively.

Organizations must, therefore, recognize what works for them. It is also highly suggested that the corporations involved need to concentrate on refining the quality of the services and products that they offer, check on the market price of their goods, fix their products into the attitudes of their customers, and also improve the quality of the adverts that are made on televisions. The contributions of Solomon et al. (2017) and Bamossy and Solomon (2016) reiterate the importance of product price in winning a larger market base. They assert that the price of a product or service goes a long way in expanding the consumer base. Therefore, advertising is not sufficient if the product price is not taken into consideration.

Also, considering that there are many other advertising platforms, this research had a look at how television advertising compares to these other platforms. From the literature gathered, platforms such as newspaper and magazine advertising has a lot of disadvantages compared to the television. Others media such as banners and outdoor advertising did not prove to be better either. These platforms required the ability to read and write and were mostly confined to urban centers. The only platform that seemed to have a competitive edge from the information gathered was the online advertising. It seemed to be comparatively better although the problem was the issue of coverage. Compared to the television, online marketing is a bit limited. According to the results of this research, television advertising was popular because of aspects such as the wide coverage, localization of content, the entertainment element and accessibility. It also resonated well with consumers as it fascinated them thus influencing them to go for the advertised products and services.

Kekezi (2018) suggest that new media is becoming quite a trend for the Albanian consumer and a good source of information for them. This study suggest that young people prefer most to get information from online sources, even though online media is the less trusted media in country (EBU, 2018). The statistics as per this study show that recently the traditional audiovisual media has lost the advertising monopoly, yet television remain the most popular medium for Albanians and number one choice for advertisers.

Due to the limitation of this research in terms of scope, it did not investigate why marketers opt to use the various advertising platforms. Future researchers are called upon to research on factors that affect the choice of media that advertisers chose to advertise their products and services. They should also study the influence of other advertisement platforms on the consumer buying behaviour among the people of Albania. Additionally, their research should cover a larger sampling frame as compared to what the current study covered. It could as well include international jurisdictions.

One of the conclusions of this research is that Albanian marketers know little about theory and models applied to understand the consumer behaviour and impact of advertising. and they pay less attention, researchers on advertising impact are limited and not in some cases not properly applied.

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Pepsi

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8 ANNEXES

8.1 Annex 1 - Work plan

Activity	Year 1 2012-	Year 2 - 2013	Year3- 2014	Year 4 - 2015	Year5- 2016	Year6- 2017	Year7- 2018	Year 8 - 2019
Literature review		N/A			N/A			
Definition of the research problem								
Development of the research questions								
Development of the research hypothesis and the objectives								
Set-up of the research methodology								
Data collection								
Analysis and interpretation of								

data								
Writing of the research report					N/A			
Submission of the final report								

Note: Year 2013 and Year 2016 gave birth to my sons, maternity leave

8.2 Annex 2 – Participants in the interviews

Civici, E (April, 2018) Head of Digital, Mccan Tirana, Advertising Agency *Impact of Advertising in Albanian consumer behaviour and Albanian advertising market* (personal communication) [Interviewed by Ana Kekezi]

Elvin Civici is an experience professional working for 5 years in Marketing Department in Vizion Plus Television, to shift later from traditional media to new media by leading the Digital Department, Mccan Tirana.

Dersha, D (December, 2017) Marketing Manager, Focus Media News Group (News 24 TV Channel, Balkanweb.com, Radio Rash) *The medium and its influences to the viewers, the impact of TV Advertising in consumer behaviour* (personal communication) [Interviewed by Ana Kekezi]

Daniela Dersha works for over 15 years in the Marketing Dpt of Focus Media News.

Goga, Th. (2018, May) Research Associate, Abacus Research, Advertising Agency *Measuring Communication and Advertising Campaign Effectiveness in Albanian market* (personal communication) [Interviewed by Ana Kekezi]

Thanas Goga is an experienced professional in marketing, audience, communication and advertising measurement. He leads one of the leading companies of research in country.

Kadiu, E. (2018, February) Marketing Director, RTSH *The medium and its influences to the viewers, the impact of TV Advertising in consumer behaviour* (personal communication) [Interviewed by Ana Kekezi]

Elton Kadiu is an experienced professional working for over 15 years in media industry. He is leading the Marketing Dpt of RTSH (public broadcaster) from + 8 years

Karaj, R. (2018, January) Marketing Manager, Panorama Newspaper & Online *Impact of Advertising in consumer behaviour, traditional vs new media* (personal communication) [Interviewed by Ana Kekezi]

Roland Karaj is an experienced professional working for over 10 years in media industry. He have worked for +10 years in print media and online

Nurkaj, E. (April, 2018) Marketing Manager, Vizion Plus Television *TV medium and its influences to the viewers, the impact of TV Advertising in consumer behaviour* (personal communication) [Interviewed by Ana Kekezi]

Eneida Nurkaj is an experienced professional working for over 15 years in TV marketing. She has worked in Korrieri newspaper to join after to the Marketing Department in Vizion Plus TV.

Shtylla, S (April, 2018) Country Manager, McCann Tirana, Advertising Agency *Impact of Advertising in consumer behaviour and Coca-Cola considerations* (personal communication) [Interviewed by Ana Kekezi]

Suela Shtylla is an experienced professional working for over 15 years in marketing areas. She has leaded the Marketing Department of Coca – Cola Company for +7 years

and actually runs from a decade one of the biggest advertising agency in country McCann Tirana. McCann Tirana has an extensive clients' portfolio, one of the main clients is Coca-Cola

Halili, M (April, 2018) Brand Manager of Pepsi, Agna Group, Distribution company of Pepsi *Impact of Pepsi Advertising in consumer behaviour and other Pepsi considerations*

Mirela Halili is working in Agna Group the distributor of many international brands from +13 years and working as the Brand Manager of Pepsi for almost 10 years

Zissi, J (March, 2018) Media Manager, Ogilvy Albania, Advertising Agency *Impact of Advertising in consumer behaviour and Telecom considerations* (personal communication) [Interviewed by Ana Kekezi]

Jonida Zissi is an experienced professional working for over 20 years in marketing and advertising. Ogilvy Albania has an extensive clients' portfolio, one of the main clients is Telecom Albania

Bledi (44) (February, 2018) – Marketing professional, Advertising Agency, *Impact of Advertising in consumer behaviour and Vodafone considerations* [Interviewed by Ana Kekezi]

Ana, 36 (February, 2018) - Marketing Manager, TV Klan, +10 working years experience in TV Klan “Costs and prices of ad in TV Klan, Advertisers tactics” [Interviewed by Ana Kekezi]

Bilbili, O. (November, 2017) Marketing Manager, Vizion Plus TV, *TV medium and its influences to the viewers, the impact of TV Advertising in consumer behaviour* (personal communication) [Interviewed by Ana Kekezi]

Ornela Bilbili is a junior professional working for 8 years in Marketing Department of Vizion Plus TV.

Alma Cupi (December, 2017) – Author of Program “Histori Shqiptare”, broadcasted in TV Klan

Arian Cani (October, 2017) – Author of Program “Zone e Lire”, broadcasted in TV Klan

Turjan Hyskaj (November, 2017) – Author of Program “Apartnamenti 2XL, broadcasted in Vizion Plus

Panagiotolous, K. (January, 2018) CEO of Ogilvy Albania, Advertising Agency Advertising Agency, Impact of Advertising in consumer behaviour and Telekom considerations

Kostandinos Panagiotolous is a professional working for over 12 years in leading advertising agencies in country. Ogilvy Albania has an extensive clients’ portfolio, one of the main clients is Telecom Albania

Petrovski, O. (November 2017) Managing Director, New Moment Albania Advertising Agency, Impact of Advertising on consumer behaviour and general considerations

Oliver Petrovski is a professional working for over 12 years in leading advertising agencies in country. Ogilvy Albania has an extensive clients’ portfolio, one of the main clients is Telecom Albania

(personal communication) [Interviewed by Ana Kekezi]

Fjora, F. (April, 2018) Public Relation Office, Coca Cola Bottling Shqiperia, Branding impact and international brands in companies (personal communication, 2018)

A (November, 2017) Marketing Manager, Globe Impact of Advertising on consumer behaviour and general considerations

(personal communication, 2017) [Interviewed by Ana Kekezi]

A is a marketer working for 6 years in retail sector, and from 2 years working on Marketing Department of Globe. Globe is a succesfull retail chain in country that has exlucivity to brands such as Electrolux, AEG etc

8.3 Annex 3 - Consent Form, qualitative research tools

European University of Tirana, Doctoral School

Project Title: The Impact of Television Advertising on Consumer Behaviour- The case of Albania

Responsible Researcher: Ana KEKEZI

Name of Participant:

-
1. I consent to participate in this thesis research, the details of which have been explained to me, and I have been provided with a written plain language statement to keep.
 2. I understand that the purpose of this research is to investigate “*The impact of television advertising on consumer behaviour in Albania*”.
 3. I understand that my participation in this project is for research purposes only.
 4. I acknowledge that the possible effects of participating in this research thesis have been explained to my satisfaction.
 5. I understand and consent that my interviews may be audio and/or video-taped and/or involve
 6. I understand that my participation is voluntary and that I am free to withdraw from this project anytime without explanation or prejudice and to withdraw any unprocessed data that I have provided.
 7. I understand that the data from this research will be stored from the researcher
 8. I have been informed that the confidentiality of the information I provide will be safeguarded subject to any legal requirements; my data will be password protected and accessible only by the named researcher.
 9. I understand that given the number of participants involved in the study, it may not be possible to guarantee my anonymity.

10. I understand that after I sign and return this consent form, it will be retained by the researcher.

Participant Signature:

Date:

8.4 Annex 4 - Questionnaire (for consumers)

This questionnaire is intended to collect information on the impact of television advertising on consumer behaviour. You are assured that the information collected will not be used for any purpose but that of the intended research. In the questionnaire presented below, no answer will be considered wrong or right since everybody is entitled to a different opinion. Kindly place your opinion against each statement presented below. You are requested to put down the correct statement as required. Do not write your name anywhere on this questionnaire

Questionnaire – Advertising and the consumer

This questionnaire is for scientific research purposes whose results will be published in my scientific work as a PhD student.

The questionnaire will analyze the attitudes / opinions of Albanian citizens, in the role of consumer, on various aspects of advertising and beyond, focusing on television commercials.

Duration about 10 minutes.

This questionnaire fully assures your anonymity.

Thank you very much for your time and commitment.

Your Gender

- ☐ female
- ☐ man

Your age

- ☐ 18-24
- ☐ 25-30
- ☐ 31-35
- ☐ 36-40
- ☐ 40-50
- ☐ +50

Your status

- ☐ single
- ☐ married
- ☐ divorced

What is your tuition level?

- ☐ High school
- ☐ University - Bachelor
- ☐ Master
- ☐ doctoral

Your employment

- ☐ Unemployed
- ☐ Employed
- ☐ Self employed

Net monthly personal income (payable in cash), new Lek

- ☐ 0 - 20,000
- ☐ 21,000 - 38,000

- 39,000 - 60,000
- 61000-82000
- + 83.000

Monthly Net Income (Payments), New Leks

- 0 - 20,000
- 38,000 - 75,000
- 75,000 - 140,000
- 141000-170000
- + 170,000

Which communication channels attract more attention to you?

- television
- radio
- written media (newspapers / magazines)
- Online (social networks / social networks)
- Mouthwash information

What is the main motive when buying a product?

- Product Advertising
- Tell a friend / a friend / family
- I use a familiar character
- Personal experience
- The advice of an expert
- Other:

How influential do you think there are ads to your decision to buy a product?

- great influence
- average influence
- irrelevant influence
- I do not know

Where did you first hear about a product you recently bought?

- TV
- radio
- internet
- Magazine
- Billboards / Citylight
- Posters / Leaflets

-
- How does an advertisement affect you?
 - reminds me
 - with positive feedback
 - it raises interest
 - encourages me to explore / buy / buy the product
-
- Are you aware of any advertising strategy in Albania?
 - Completely aware
 - Partly aware
 - Not at all knowing

Part 2

Television advertisements

Which forms of advertising like you more

- just in words
- words and music
- words, videos, music

A TV commercial draws your attention, to the point that you decide to buy the product being advertised?

- yes
- not
- Not sure

Does your interest raise an advertisement you see on TV, to think / want to buy your product?

- yes
- not
- Not sure

Do you want to have a product advertised on TV?

- yes
- not

- ☐ Not sure

Do you want to make a decision about buying a product you see advertised on TV?

- ☐ yes
- ☐ not
- ☐ Not sure

Does it affect your desire to buy the product, its quality being advertised on TV?

It does not affect at all 1 2 3 4 5 It affects a lot

Does it affect your desire to buy the product, its prize being advertised on TV?

It does not affect at all 1 2 3 4 5 It affects a lot

Does your desire to buy the product from its name / brand being advertised on TV?

It does not affect at all 1 2 3 4 5 It affects a lot

Does the presence of a real (non-actor) citizen in the TV advertising affect your desire to buy the product?

It does not affect at all 1 2 3 4 5 It affects a lot

Does the presence of a VIP / Very well known person in the TV advertising of a product affect your desire to buy the product?

It does not affect at all 1 2 3 4 5 It affects a lot

Does it affect your desire to buy the product, its benefits advertised on TV?

It does not affect at all 1 2 3 4 5 It affects a lot

Does your desire to buy the product, its packaging being advertised on TV?

It does not affect at all 1 2 3 4 5 It affects a lot

Does the way advertising on TV, in your desire to buy your product? (eg advertising, promotional message from the author of the program, placement of the product in the studio)

Part 3

Advertising in general

Every day, we face a form of advertising *

- ☐ Many times a day
- ☐ 2-3 times a day
- ☐ 1 time per day
- ☐ several times a week

Do you pay attention to an advertisement you see online? *

- ☐ nothing
- ☐ Rarely
- ☐ Every time

Which elements affects most that you buy the product you see on the TV commercial? *

- ☐ A product I know and trust
- ☐ The company that advertises the product
- ☐ A nice advertisement that thrills me
- ☐ Product quality information
- ☐ Product price information
- ☐ Known / VIP characters that are in the ad
- ☐ Information on Product Benefits

When in a middle of a TV program is broadcasted the advertising what to you do?
continue to look at the station or switch the channel?

- ☐ I keep seeing it
- ☐ Zapping (change the channel)
- ☐ Both as above

"The more often I see an ad on the TV, the higher the chance to go buy the advertised product." Do you agree with this statement?

Do not agree at all 12345 Totally Agree

"Buyers can often become victims of advertising, buying products that they do not need"

Do you agree with this statement?

Do not agree at all 12345 Totally Agree

In which communication channels you watch more advertising

- ☐ TV
- ☐ internet
- ☐ Print
- ☐ radio
- ☐ Pamphlets / Posters
- ☐ Billboards / Citylights

Which form of advertising do you trust more?

- ☐ Television
- ☐ radio
- ☐ Print (Newspaper/Magazine)
- ☐ Posters / Billboard / Citylight
- ☐ Internet (portals, social networks, etc.)

How many hours per day you watch Television? *

- ☐ 0 - 1 hour
- ☐ 1 - 2 hours
- ☐ 2-3 hours
- ☐ + 3 hours

I do not watch TV every day

Which forms of advertising do you like more? *

Television

Online (internet)

Newspaper

Magazine

radio

Pamphlets / Posters

I do not prefer to see ads

8.5 Annex 5 - Questionnaire (for marketing managers and advertisers)

This questionnaire designed is intended to collect information on the impact of television advertising on consumer behaviour from the perspective of marketers.

Online questionarie - For Marketers and Proffesionals

Dear colleague,

This questionnaire aims at gathering information on my doctoral thesis "Influence of advertising on Albanian consumer behavior"

The collected information will not be used for any other purpose except for my research.

The questionnaire will analyze the views / opinions of marketing and advertising professionals.

In the questionnaire below, no response will be considered wrong or fair, they will simply be analyzed.

Duration about 10 minutes.

This questionnaire fully assures your anonymity

Thank you very much for your valuable time and commitment.

Your Gender

- ☐ female
- ☐ man

Your age *

- ☐ 25-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-50

- ☐ +50

Industry where you work *

- ☐ media
- ☐ Advertising agency
- ☐ business
- ☐ Other:

The company you work (this question is not required to be filled by you)

Your answer

The company where you work operates at the level

- ☐ national
- ☐ regional
- ☐ local

Sector / Department where you work *

Your answer

Work position *

Your answer

How many years of experience you have in marketing / communication / advertising / similar fields *

- ☐ 0-2
- ☐ 3-5

- 6-10
- +10

Experience is asset

From your experience, what is the most popular form of advertising in the companies you have worked on? (Traditional TV, Radio, Printed OOH, etc. or New-Online)

Your answer

For the above answering, why you judge have been the most used ad form?

Your answer

Your answer

What advantages do you think the above form has had over other alternative forms of advertising channels?

In Albania, from advertising market data, companies spend avegeraly (2006-2017) + 70% of advertising budget on TV. Why you see this happening?

Your answer

Through the eyes of the consumer

From your working experience, which form of advertsing is best preferred from the

Albanian consumer? *

Your answer

From your working experience, which form of advertsing is best trusted from the Albanian consumer? *

Your answer

From your working experience, which form of advertsing is mos visible to the Albanian consumer?

Your answer

Do you use market studies or studies of other forms of advertising strategies in what you apply?

Not at all 12345 Always

How do you measure in you company (or previous companies where you might have worked) the advertising impact on Albanian the consumer? (details as much as possible, not including the effect on sale) *

Your answer

In Albania, TV is referred to as the dominant, influential and trusted communication channel for the population. According to you ,TV will continue this positioning against other communication channels in the next 5 years? Argue why?

Your answer



Some of the recent studies in Europe show that marketers are pointing out the question whether consumers are actually engaged in (paid or clicked content) with paid online advertising or avoids / ignores it. In Albania, there is a noticeable increase in the market of paid advertising on the online communication channel. How can you determine your customer engagement with paid online advertising that your company uses? *

Your answer



8.6 Annex 6 - Focus groups

For purposes of this research, focus groups were allowed to view selected common television advertisements and shown OOH advertisement including ones related with the 4 companies the researcher has chosen for this study. They were later shown television advertisements that are uncommon thus some of them may not have seen them before. They were then asked to comment on what they felt about each of them in each case. They were expected to explain whether the ad had any impact on their feelings or not. Their immediate reactions towards the various recorded advertisements were also observed and analyzed as appropriate. As they discussed what they felt about the advertisements, it was evident that they disliked some adverts but were fascinated by others. Most of them indicated that they would easily be influenced to buy the products of those advertisements that fascinated them.

Focus groups have been suggested as a method of collecting data in orienting oneself to an unfamiliar field. Exploring the contribution of television advertisement to the consumer buying behaviour of the Albanian citizens has not been covered in the field for academia by research and therefore an informational gap exists. As evidenced by the information in the chapter of review of the literature, there are various studies that provide insight into the influence of television advertisement on consumer buying behaviour but none focuses this particular topic on the people of Albania. As a result, this particular study conducted an in-depth evaluation of the topic with specific attention to the Albanian population which in its essence is an orientation into a field that has not been explored before.

Various scholars have opposed that focus groups yet when used as a data collection method, focus groups reveal a wide range of ideas (Bryman 2008). With respect to the current research context, it is necessary for the researcher to collect as many ideas as possible on the research topic while paying attention to the target population. A wide spectrum of ideas will yield a greater insight into the influence that television advertisement has on consumer buying behaviour.

The use of focus groups to collect data for any research study was first put into use by Paul Lazarsfeld back in the 1940s. He used it to measure the response of the audience in radio broadcasts. In the same line, Robert Merton used focus groups to determine how effective military propaganda was. However, its popularity declined in the 1960s as well as the 1970s till the 1980s when the social scientists remerged to use it as a crucial tool in methodological discussions and as a result, they have been grouped as innovative research tools (Acocella, 2012). The present has seen focus groups being used as an approach in

scientific research and in discipline inquiry (Krueger and Casey 2000) as well as a source to obtain informative qualitative intelligence.

Focus groups are defined as an interview session with a small group of individuals covering a specific topic (Patton 2002). Focus groups can also be defined as a research approach for data collection via group interaction concerning a specific topic as specified by the researcher. In some instances, focus groups have been grouped under interviews. They are useful research tools since social interactions between the participants yield deeper material as compared to other methods such as the interviews. The interaction between members, the natural discussion and the setting that compel the participants to give a better explanation of their views and in so doing reveal deeper beliefs and thoughts (Rabiee 2004). The interactive nature of the participants is considered to be the hallmark of the focus groups since it provides the insights and the data that are less accessible when other methods are used such as interviews.

The other feature of focus groups that distinguishes it from interviews is the fact that group discussions can be used to validate views and statements since the use of groups provides the opportunity of correcting on the views that may not be correct. Additionally, in focus groups, the contribution of any participant towards the discussion acts as a catalyst for other members to express their thoughts and ideas (Bryman, 2008). The focus groups also provide a more natural setting for interaction and discussions similar to how persons discuss and interact in their real lives. Conclusively, focus groups also cost much less and require minimum time as compared to other data collection techniques.

The use of focus groups in exploring the opinions and the experience of people has been a useful data collection method. With respect to the current study, identifying how

TV ads influence the buying behaviour of consumers necessitates the researcher to have access to the daily experiences of the respondents in order to validate the hypotheses set and the research objective. Additionally, having access to the opinion of the respondents about the television ads together with their responses is necessary for providing insight into the research topic.

Focus groups have also been used to examine the various perspectives of people when they are within a social network. Media platforms such as the television extend the physical interaction of people by providing access to an exchange of information. Focus groups use its participants as active members who contribute their opinion and ideas regarding a specific topic. This way, the participants have the chance of altering their ideas as well as their opinions based on the interactions. In a similar scenario, television offers the views a chance of sharing ideas as well as opinions concerning certain products. This way, focus groups provide a conducive environment for current study which aims to explore the buying behaviour of consumers.

Focus groups have also been used in seeking to gain insight into multifaceted behaviour. Buying behaviour can be termed as multifaceted since the buyer is provided with a wide range of products to choose from which can be independent of interrelated and dynamic in nature as time progresses. The buying behaviour of consumers can exhibit a multifaceted behavioural pattern that varies depending on the type of product being purchased.

Finally, on the issue of cost and time, the minimal requirements made focus groups as a favorable data collection method. The cost is usually low and the time required minimal as compared to other approaches. Given that this research is time bound by the

university, time, therefore, become a crucial factor. The resolution to use focus groups was arrived at after considering the need to have an access to the views, thoughts, and experiences of the participants which will involve the maximum number of respondents possible and at the same time incur minimum cost possible when compared to other methods such as interviews.

Ready-Made Questions about Audience Reception of Advertisements

This study is conducted by Ana KEKEZI , PhD candidate of European University of Tirana. Your answers will only be used in the report of the study, and your personal information will not be shared by third parties. Thank you for your participation.

Coca Cola, Pepsi, Vodafone, Telecom

What is your overall liking of this advertising?

What would you prefer to see different?

Which of the advertisements you were shown you liked most

Demographics

Sex : Female Male

Age :

Education:

Profession:

Personal net Income (monthly household income):

Questions 1.

What is described in the advertisement?

2. What did you first notice about this advertisement? What caught your attention?

3. What kind of feelings do you have when you watch this advertisement?

4. Is the message of the advertisement meaningful/significant to you (for any particular reason)? 5. What types of values and ideals do you think are expressed in the advertisement that you noticed?

Do you feel these reflect your own?

6. Which components caught your attention in terms of visual-audial elements in the advertisement?

7. How do you describe this product/brand?

8. Does this advertisement remind you of situations that you have been in?

9. Does the advertisement contain any part of your life philosophy? An you tell us about them

10. What types of information are expressed/presented in the advertisement?

The following questions were administered to the members of the focus groups during the recorded tv ads, tv shows with ads in, interviews and discussions.

1. Does television advertisement attract your attention to purchase a product? Yes [] no []

2. Does television advertisement arouse your interest to purchase a product? Yes ☐ no ☐

3. Does television advertisement create a desire to purchase a product? Yes ☐ no ☐

4. Does television advertisement lead you to purchase a product? Yes ☐ no ☐

5. Does the quality of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

6. Does the price of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

7. Does the name of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

8. Does the testimonial of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

9. Does benefit of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

10. Does the advertisement model used on TV ads influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

11. Does packaging of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

12. Does the quality of the product shown on TV ad influence you to buy a product?

Strongly agree ☐ agree ☐ disagree ☐ strongly disagree ☐

13. How often do you watch television advertisements?

.....

14. What is your overall opinion about television advertisements?

.....

.....

.....

Pepsi advertisement – model followed with each company



Pepsi Albania, 2013



Pepsi Albania , OOH advertisement, 2009

“ Everyone has a dream... but not everyone makes it come true. Pepsi believes that everyone can be whoever he wants to be and make his dream come true. Pepsi stimulates youth all along their personal, unexpected journey to make their ideas, projects and

dreams happen.

I Dream... I Can. PEPSI. I CAN



Pepsi, From 10 years now produced inhouse (Albania), 2010



*Pepsi family package advertisement,
with focus on price*

8.7 Annex 7- Top Advertisers in Albania

8.7.1 Top 30 advertisers in Albania – 2014,

Calculation made by rate cards ; Source: Mc Monitoring (2018)

All	18,803,115	822,700,	294,629,	173,388,	1,267,492,	21,361,327
ADVER	,900Lek	347Lek	998Lek	737Lek	710Lek	,692Lek
TISERS	88%	4%	1%	1%	6%	100%
2014 by						
Rate						
Cards	88%	4%	1%	1%	6%	100%

	TV	PRINT	WEB	RADIO	OOH	
Advertiser	Media Value	Media Value	Media Value	Media value	Media value	TOTAL
VODAFONE	1,685,524,86	19,760,7	58,340,5	36,948,0	128,053,8	1,928,628,
	0Lek	30Lek	22Lek	91Lek	78Lek	080Lek
TELEKOM -	1,362,383,50	29,285,9	75,244,2	41,355,1	102,427,0	1,610,695,
AMC	9Lek	20Lek	29Lek	72Lek	29Lek	859Lek
Eagle	1,380,193,12	15,107,5	30,896,5	32,361,7	88,346,82	1,546,905,
	5Lek	54Lek	13Lek	14Lek	2Lek	729Lek
DigitAlb	1,157,859,43	29,176,3				1,187,035,
	9Lek	95Lek				834Lek

	712,676,487	11,933,9	14,583,9	17,820,4	41,508,89	798,523,7
Albtelecom	Lek	59Lek	64Lek	62Lek	9Lek	70Lek
	578,601,008					578,601,0
Phonesales	Lek					08Lek
	294,207,981	252,000			88,578,44	383,038,4
Agna Group	Lek	Lek			4Lek	24Lek
Banka	320,501,066	29,456,2	4,815,56		19,905,54	374,678,4
Credins	Lek	61Lek	9Lek		8Lek	44Lek
	363,393,462	1,232,17				364,625,6
Shkolla Nobel	Lek	6Lek				38Lek
	331,046,324	9,096,93	4,897,91	4,511,90	14,691,52	364,244,6
Plus	Lek	6Lek	8Lek	5Lek	3Lek	06Lek
Tring						
Communicati	342,752,754	988,776	2,285,51		2,835,712	348,862,7
on	Lek	Lek	8Lek		Lek	59Lek
Procter &	313,852,934					313,852,9
Gamble	Lek					34Lek
Lotaria	256,765,817	28,696,5	6,016,17		20,116,29	311,594,8
Kombetare	Lek	62Lek	5Lek		8Lek	53Lek
	295,570,812	5,682,12	1,734,04		168,600L	303,155,5
Kastrati	Lek	7Lek	0Lek		ek	79Lek
	288,148,484					288,148,4
IT Oil	Lek					84Lek

Celio	267,742,747 Lek					267,742,7 47Lek
Ama caffè	258,134,568 Lek					258,134,5 68Lek
Nobel	254,427,613 Lek					254,427,6 13Lek
BKT	187,263,929 Lek	718,499 Lek	541,204 Lek	1,907,87 1Lek	50,966,88 8Lek	241,398,3 90Lek
Amstel	82,974,026L ek	176,654 Lek	1,346,88 1Lek		152,195,3 37Lek	236,692,8 97Lek
ManeTci	230,340,360 Lek					230,340,3 60Lek
Arstl Group	227,388,630 Lek					227,388,6 30Lek
Raiffeisen Bank	124,159,749 Lek	7,275,22 6Lek	10,451,3 70Lek	2,237,38 8Lek	78,569,98 9Lek	222,693,7 22Lek
Sigal	121,059,664 Lek	27,745,9 05Lek	197,969 Lek		54,949,48 0Lek	203,953,0 18Lek
Mega	186,361,389 Lek					186,361,3 89Lek
Henkel	180,422,978 Lek					180,422,9 78Lek
ABCOM	111,913,270	22,906,1	1,361,28		43,087,48	179,268,1

	Lek	47Lek	9Lek		6Lek	92Lek
PEPSI	173,022,850 Lek					173,022,8 50Lek
COCA-COLA	166,484,114 Lek	2,255,23 0Lek	227,075 Lek		461,894L ek	169,428,3 12Lek
Birra Tirana	124,159,646 Lek	660,000 Lek			42,750,84 8Lek	167,570,4 94Lek

8.7.2 Top 30 advertisers in Albania – 2015,

Jan-Dec 2015							
No	TV		PRINT	WEB	RADIO	OOH	TOTAL
	Advertiser	Media Value	Media Value	Media Value	Media value	Media value	
1	Vodafone	1,680,174,617Lek	18,922,365Lek	48,195,867Lek	24,785,415Lek	146,856,712Lek	1,918,934,977Lek
2	DigitAlb	1,174,290,359Lek	25,137,030Lek				1,199,427,389Lek
3	Telekom Albania	687,347,255Lek	13,175,626Lek	39,349,425Lek	18,419,343Lek	122,818,811Lek	881,110,461Lek
4	Eagle	785,384,758Lek	12,554,878Lek	26,934,687Lek	12,752,585Lek	41,411,178Lek	879,038,087Lek
5	AMC	633,182,441Lek	12,139,835Lek	37,240,762Lek	22,278,359Lek	54,533,811Lek	759,375,208Lek
6	Banka Credins	440,839,263Lek	54,332,642Lek	5,852,300Lek		22,103,109Lek	523,127,313Lek
7	Albtelecom	408,811,131Lek	6,535,279Lek	14,415,929Lek	10,348,092Lek	15,979,908Lek	456,090,338Lek
8	Agna Group	374,274,049Lek		289,877Lek		59,866,786Lek	434,430,711Lek
9	Arsti Group	314,747,993Lek	102,522Lek				314,850,515Lek
10	Kastrati	293,191,743Lek	16,275,516Lek	2,246,040Lek			311,713,298Lek
11	Plus	236,328,241Lek	12,056,245Lek	8,399,846Lek	1,459,240Lek	15,309,228Lek	273,552,801Lek
12	ABCOM	210,741,909Lek	19,431,292Lek	142,447Lek		37,031,515Lek	267,347,163Lek
13	Nobel	266,626,169Lek					266,626,169Lek
14	Raiffeisen Bank	189,061,476Lek	15,796,215Lek	14,626,774Lek	8,461,107Lek	36,261,153Lek	264,206,724Lek
15	Beohemija	251,502,502Lek					251,502,502Lek
16	BKT	192,645,849Lek	670,489Lek		3,051,246Lek	41,100,044Lek	237,467,628Lek
17	Mega	236,546,157Lek					236,546,157Lek
18	Eika	224,982,199Lek					224,982,199Lek
19	Tring Communication	213,460,525Lek	3,655,466Lek	5,852,069Lek		1,888,180Lek	224,856,239Lek
20	Pharma Swiss	224,787,047Lek					224,787,047Lek
21	Delta Group	219,406,035Lek					219,406,035Lek
22	Amstel	82,488,431Lek	283,793Lek	4,123,727Lek		128,753,468Lek	215,649,419Lek
23	Henkel	207,618,508Lek					207,618,508Lek
24	Sigal	140,477,776Lek	23,915,496Lek			42,051,580Lek	206,444,852Lek
25	Pepsi	163,872,190Lek	422,539Lek	1,647,645Lek		23,636,456Lek	189,578,830Lek
26	Coca Cola	179,623,655Lek	669,010Lek	7,004Lek		8,956,875Lek	189,256,543Lek
27	Dental Turk	187,470,030Lek					187,470,030Lek
28	Eurosig	125,802,498Lek	9,279,849Lek	59,493Lek		36,238,884Lek	171,380,723Lek
29	Celio	164,173,490Lek					164,173,490Lek
30	Alpha Bank	63,870,168Lek	13,121,868Lek	17,614,390Lek	19,219,218Lek	37,298,254Lek	151,123,898Lek
	Company Name	Brand Name	Rate Card Cost				
	Coca-Cola	Coca Cola	127,971,928Lek				
		Cappy Pulpy	33,300,630Lek				
		Fanta	33,256,743Lek				
	Coca-Cola Total		194,529,302Lek				
	Pepsi	Pepsi	92,816,575Lek				
		IVI	71,055,614Lek				
	Pepsi Total		163,872,190Lek				

8.7.4 Top 30 advertisers in Albania – 2017

Jan-Dec 2017						
No	TV		PRINT	WEB	RADIO	OOH
	Advertiser	Media Value	Media Value	Media Value	Media value	Media value
1	Vodafone	1,506,561,939Lek	11,132,130Lek	47,467,489Lek	41,036,033Lek	122,590,816Lek
2	EagleMarCom	917,222,585Lek	18,937,818Lek	57,827,330Lek	7,640,122Lek	44,773,812Lek
3	DigitAlb	1,009,767,100Lek				
4	Telekom Albania	889,343,446Lek	1,595,658Lek	44,526,739Lek	21,979,943Lek	65,837,668Lek
5	Agna Group	457,191,075Lek	710,201Lek	15,628,406Lek		300,025,698Lek
6	Procter & Gamble	556,948,650Lek				
7	Credins Bank	396,553,463Lek	38,067,035Lek	58,106,595Lek		5,672,547Lek
8	Elka	432,712,014Lek				
9	Coca-Cola	399,022,473Lek	920,000Lek			23,570,280Lek
10	Top shop	382,882,256Lek				
11	Mega	356,048,087Lek				
12	EHW (Gmbh)	175,281,833Lek	305,556Lek	24,131,370Lek	9,186,975Lek	66,287,198Lek
13	Sigal	188,711,935Lek	26,795,400Lek	388,500Lek		24,515,424Lek
14	Tring Communication	206,053,316Lek	4,897,167Lek	10,957,242Lek		537,413Lek
15	Alpet	187,297,149Lek		4,394,172Lek		16,200,001Lek
16	Eurosig	134,352,918Lek	7,182,512Lek			61,319,820Lek
17	Lufra	203,603,328Lek	14,476Lek			
18	NBG	159,245,262Lek	683,042Lek	12,929,646Lek	11,443,930Lek	5,651,121Lek
19	Delta Group	166,134,561Lek		5,827,503Lek		16,458,732Lek
20	MegaTek	180,812,561Lek				
21	Nobel	168,112,886Lek				
22	Henkel	171,299,447Lek				
23	Birra Tirana	153,751,368Lek	62,542Lek			
24	Raiffeisen Bank	75,717,047Lek	6,857,338Lek	31,800,683Lek	5,841,095Lek	27,133,009Lek
25	AMA	146,304,476Lek	288,993Lek			
26	Imperial cinema	153,038,626Lek				
27	Lori Cafe	139,925,756Lek				
28	Universiteti Luarasi	115,938,546Lek	14,091,682Lek	1,287,592Lek		179,138Lek
29	Ficosota Syntez	126,144,448Lek				
30	Pharma Swiss	120,987,396Lek				
	Pepsi	117013913.3	Not in the top 30			
	CompanyName	BrandName	Rate Card Cost			
	Coca-Cola	Coca Cola	259,789,601Lek			
		Fanta	59,850,920Lek			
		Cappy Pulpy	48,951,586Lek			
		Sprite	28,993,122Lek			
		Uje Tepelene	1,437,244Lek			
	Coca-Cola Total		399,022,473Lek			
	Pepsi	Pepsi	68,745,558Lek			
		IVI	48,268,356Lek			
	Pepsi Total		117,013,913Lek			

8.8 Annex 8. SPSS- Crosstabs, chisquare test

8.8.1.1 Trust on Media outlets trust with demographical variables - SPSS

Cila kanale komunikimi beson me shume? * Qyteti
Crosstab

			Qyteti						Total
			Berat	Durres	Kruje	Kukes	Tirane	Tropoje	
Cila kanale komunikimi beson me shume?	Informacioni goje me goje	% within Cila kanale komunikimi beson me shume?	11.1%	14.8%	3.7%	0.0%	70.4%	0.0%	100.0%
		% within Qyteti	15.8%	14.3%	9.1%	0.0%	28.4%	0.0%	18.2%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi beson me shume?	66.7%	0.0%	0.0%	0.0%	33.3%	0.0%	100.0%
		% within Qyteti	10.5%	0.0%	0.0%	0.0%	1.5%	0.0%	2.0%

Total	Online (portal e/rrjet e social e)	% within Cila kanale komunikimi beson me shume?	10.0%	20.0%	5.0%	5.0%	45.0%	15.0%	100.0%
		% within Qyteti	10.5%	14.3%	9.1%	7.7%	13.4%	30.0%	13.5%
	Radio	% within Cila kanale komunikimi beson me shume?	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Qyteti	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.7%
	Televizi oni	% within Cila kanale komunikimi beson me shume?	12.4%	20.6%	9.3%	12.4%	38.1%	7.2%	100.0%
		% within Qyteti	63.2%	71.4%	81.8%	92.3%	55.2%	70.0%	65.5%

% within Cila kanale komunikimi beson me shume?	12.8%	18.9%	7.4%	8.8%	45.3%	6.8%	100.0%
% within Qyteti	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.876 ^a	20	.248
Likelihood Ratio	25.323	20	.189
Linear-by-Linear Association	.879	1	.348
N of Valid Cases	444		

a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .07.

Cila kanale komunikimi beson me shume? * Gjinia juaj**Crosstab**

	Gjinia juaj		Total
	Femer	Mashku ll	
Cila kanale komunikimi Informacioni goje me			

Total	beson me shume?	goje	% within Cila kanale komunikimi beson me shume?	63.0%	37.0%	100.0%
			% within Gjinia juaj	21.8%	14.3%	18.2%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi beson me shume?	0.0%	100.0%	100.0%	
		% within Gjinia juaj	0.0%	4.3%	2.0%	
	Online (portale/rrjete sociale)	% within Cila kanale komunikimi beson me shume?	65.0%	35.0%	100.0%	
		% within Gjinia juaj	16.7%	10.0%	13.5%	
	Radio	% within Cila kanale komunikimi beson me shume?	100.0%	0.0%	100.0%	
		% within Gjinia juaj	1.3%	0.0%	0.7%	
	Televizioni	% within Cila kanale komunikimi beson me shume?	48.5%	51.5%	100.0%	
		% within Gjinia juaj	60.3%	71.4%	65.5%	

% within Cila kanale komunikimi beson me shume?	52.7%	47.3%	100.0%
% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.296 ^a	4	.121
Likelihood Ratio	8.869	4	.064
Linear-by-Linear Association	1.476	1	.224
N of Valid Cases	444		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .47.

Cila kanale komunikimi beson me shume? * Mosha juaj

Crosstab

	Mosha juaj	Total
--	------------	-------

			18-24	25-30	31-35	36-40	40-50	50	
Cila kanale komunikimi beson me shume?	Informacioni goje me goje	% within Cila kanale komunikimi beson me shume?	11.1%	14.8%	25.9%	22.2%	22.2%	3.7%	100.0%
		% within Mosha juaj	8.6%	11.1%	25.0%	22.2%	33.3%	25.0%	18.2%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi beson me shume?	0.0%	66.7%	0.0%	33.3%	0.0%	0.0%	100.0%
		% within Mosha juaj	0.0%	5.6%	0.0%	3.7%	0.0%	0.0%	2.0%
	Online (portale/rrjete sociale)	% within Cila kanale komunikimi beson me shume?	80.0%	20.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Mosha juaj	45.7%	11.1%	0.0%	0.0%	0.0%	0.0%	13.5%
	Radio	% within Cila kanale komunikimi beson me shume?	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Total	Televizioni	% within Mosha juaj	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
		% within Cila kanale komunikimi beson me shume?	15.5%	26.8%	21.6%	20.6%	12.4%	3.1%	100.0%
		% within Mosha juaj	42.9%	72.2%	75.0%	74.1%	66.7%	75.0%	65.5%
		% within Cila kanale komunikimi beson me shume?	23.6%	24.3%	18.9%	18.2%	12.2%	2.7%	100.0%
		% within Mosha juaj	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.765 ^a	20	.000
Likelihood Ratio	55.779	20	.000
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	444		

- a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .03.

Cila kanale komunikimi beson me shume? * Statusi juaj

Crosstab

				Statusi juaj			Total
				Beqar	I martuar	I divorcuar	
Cila kanale komunikimi beson me shume?	Informacioni goje me goje	% within Cila kanale komunikimi beson me shume?		59.3%	37.0%	3.7%	100.0%
		% within Statusi juaj		21.6%	14.5%	20.0%	18.2%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi beson me shume?		33.3%	66.7%	0.0%	100.0%
	Online (portale/rrete)	% within Statusi juaj		1.4%	2.9%	0.0%	2.0%

Total	sociale)	% within Cila kanale komunikimi beson me shume?	85.0%	15.0%	0.0%	100.0%
		% within Statusi juaj	23.0%	4.3%	0.0%	13.5%
	Radio	% within Cila kanale komunikimi beson me shume?	100.0%	0.0%	0.0%	100.0%
		% within Statusi juaj	1.4%	0.0%	0.0%	0.7%
	Televizioni	% within Cila kanale komunikimi beson me shume?	40.2%	55.7%	4.1%	100.0%
		% within Statusi juaj	52.7%	78.3%	80.0%	65.5%
		% within Cila kanale komunikimi beson me shume?	50.0%	46.6%	3.4%	100.0%
		% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.119 ^a	8	.041
Likelihood Ratio	18.009	8	.021

Linear-by-Linear Association	5.007	1	.025
N of Valid Cases	444		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .03.

Cila kanale komunikimi beson me shume? * Punesimi juaj

Crosstab

				Punesimi juaj			Total
				I papune	I punesuar	I vetepunesuar	
Cila kanale komunikimi beson me shume?	Informacioni goje me goje	% within Cila kanale komunikimi beson me shume?	% within Punesimi juaj	3.7%	77.8%	18.5%	100.0%
				4.3%	19.8%	26.3%	18.2%
Media e shkruar							

Total	(gazeta/revista)	% within Cila kanale komunikimi beson me shume?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	2.8%	0.0%	2.0%
	Online (portale/rrjete sociale)	% within Cila kanale komunikimi beson me shume?	65.0%	35.0%	0.0%	100.0%
		% within Punesimi juaj	56.5%	6.6%	0.0%	13.5%
	Radio	% within Cila kanale komunikimi beson me shume?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	0.9%	0.0%	0.7%
	Televizioni	% within Cila kanale komunikimi beson me shume?	9.3%	76.3%	14.4%	100.0%
		% within Punesimi juaj	39.1%	69.8%	73.7%	65.5%
		% within Cila kanale komunikimi beson me shume?	15.5%	71.6%	12.8%	100.0%
		% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.570 ^a	8	.000
Likelihood Ratio	37.447	8	.000
Linear-by-Linear Association	.310	1	.578
N of Valid Cases	444		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .13.

Cila kanale komunikimi beson me shume? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja**Crosstab**

	Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja						Total
	Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000- 82.000	Mbi 83.000	0 - 20.000	
Cila kanale komunikimi beson me shume?						0	27
Informaci oni goje me goje							
% within Cila kanale komunikimi beson me shume?	3.7%	14.8%	0.0%	29.6%	51.9%	0.0%	100.0%

Media e shkruar (gazeta/r evista)	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	10.5%	0.0%	32.0%	40.0%	0.0%	18.2%
	% within Cila kanale komunikimi beson me shume?	0.0%	66.7%	0.0%	0.0%	33.3%	0.0%	100.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	5.3%	0.0%	0.0%	2.9%	0.0%	2.0%
Online (portale/ rrjete sociale)	% within Cila kanale komunikimi beson me shume?	55.0%	15.0%	25.0%	0.0%	0.0%	5.0%	100.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	57.9%	7.9%	18.5%	0.0%	0.0%	25.0%	13.5%
Radio	% within Cila kanale komunikimi beson me shume?	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Total	Televizion i	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.7%
		% within Cila kanale komunikimi beson me shume?	7.2%	28.9%	22.7%	17.5%	20.6%	3.1%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	36.8%	73.7%	81.5%	68.0%	57.1%	75.0%	65.5%
		% within Cila kanale komunikimi beson me shume?	12.8%	25.7%	18.2%	16.9%	23.6%	2.7%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.677 ^a	20	.000
Likelihood Ratio	69.125	20	.000

Linear-by-Linear Association	3.299	1	.069
N of Valid Cases	444		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .03.

Inform ,

8.8.1.2 Inform - main media channel consumers are informed with demographical variables - SPSS

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Qyteti

Crosstab

	Qyteti						Total
	Berat	Durres	Kruje	Kukes	Tirane	Tropoje	
Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	25.0%	0.0%	0.0%	0.0%	75.0%	0.0%	100.0%
Informacion i goje me goje % within Cili eshte komunikimit kryesor ku informohesh/argetohesh?							4

	% within Qyteti	5.3%	0.0%	0.0%	0.0%	4.5%	0.0%	2.7%
Media e shkruar (gazeta/re vista)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	100.0%
	% within Qyteti	5.3%	0.0%	0.0%	0.0%	1.5%	0.0%	1.4%
Online (portale/rrjete sociale)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	12.9%	19.4%	8.1%	6.5%	48.4%	4.8%	100.0%
	% within Qyteti	42.1%	42.9%	45.5%	30.8%	44.8%	30.0%	41.9%
Radio	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Televizioni	% within Qyteti	0.0%	0.0%	0.0%	7.7%	1.5%	0.0%	1.4%

Total	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	11.5%	20.5%	7.7%	10.3%	41.0%	9.0%	100.0%
	% within Qyteti	47.4%	57.1%	54.5%	61.5%	47.8%	70.0%	52.7%
	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	12.8%	18.9%	7.4%	8.8%	45.3%	6.8%	100.0%
	% within Qyteti	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.893 ^a	20	.882
Likelihood Ratio	13.157	20	.871
Linear-by-Linear Association	.008	1	.928
N of Valid Cases	444		

- a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Gjinia juaj

Crosstab

					Gjinia juaj		Total
					Femer	Mashku ll	
Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	Informacioni goje me goje	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?			50.0%	50.0%	100.0%
					% within Gjinia juaj	2.6%	2.9%
Media e shkruar							

	(gazeta/revista)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	100.0%	100.0%
		% within Gjinia juaj	0.0%	2.9%	1.4%
Online	(portale/rrjete sociale)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	59.7%	40.3%	100.0%
		% within Gjinia juaj	47.4%	35.7%	41.9%
Radio		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	50.0%	50.0%	100.0%
		% within Gjinia juaj	1.3%	1.4%	1.4%
Televizioni		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	48.7%	51.3%	100.0%

Total	% within Gjinia juaj	48.7%	57.1%	52.7%
	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	52.7%	47.3%	100.0%
	% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.953 ^a	4	.412
Likelihood Ratio	4.729	4	.316
Linear-by-Linear Association	.541	1	.462
N of Valid Cases	444		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .95.

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Mosha juaj

Crosstab

			Mosha juaj						Total
			18-24	25-30	31-35	36-40	40-50	50	
Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	Informacioni goje me goje	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	25.0%	0.0%	25.0%	25.0%	25.0%	0.0%	100.0%
		% within Mosha juaj	2.9%	0.0%	3.6%	3.7%	5.6%	0.0%	2.7%
	Media e shkruar (gazeta/revista)	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
		% within Mosha juaj	0.0%	2.8%	0.0%	3.7%	0.0%	0.0%	1.4%
	Online (portale/rrejtete sociale)	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	37.1%	45.2%	0.0%	0.0%	14.5%	3.2%	100.0%

Total	Radio	% within Mosha juaj	65.7%	77.8%	0.0%	0.0%	50.0%	50.0%	41.9%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	50.0%	0.0%	0.0%	0.0%	50.0%	0.0%	100.0%
	Televizioni	% within Mosha juaj	2.9%	0.0%	0.0%	0.0%	5.6%	0.0%	1.4%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	12.8%	9.0%	34.6%	32.1%	9.0%	2.6%	100.0%
		% within Mosha juaj	28.6%	19.4%	96.4%	92.6%	38.9%	50.0%	52.7%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	23.6%	24.3%	18.9%	18.2%	12.2%	2.7%	100.0%

% within Mosha juaj	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	78.410 ^a	20	.000
Likelihood Ratio	99.906	20	.000
Linear-by-Linear Association	11.085	1	.001
N of Valid Cases	444		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Statusi juaj

Crosstab

	Statusi juaj	Total
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				Beqar	I martuar	I divorcuar	
Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	Informacioni goje me goje	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	75.0%	25.0%	0.0%	100.0%	
		% within Statusi juaj	4.1%	1.4%	0.0%	2.7%	
	Media e shkruar (gazeta/revista)	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	100.0%	0.0%	100.0%	
		% within Statusi juaj	0.0%	2.9%	0.0%	1.4%	
	Online (portale/rrjete sociale)	% within Cili është kanali komunikimit kryesor ku informohesh/argetohesh?	67.7%	29.0%	3.2%	100.0%	
		% within Statusi juaj	56.8%	26.1%	40.0%	41.9%	
Radio							

Total	Televizioni	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	50.0%	50.0%	0.0%	100.0%
		% within Statusi juaj	1.4%	1.4%	0.0%	1.4%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	35.9%	60.3%	3.8%	100.0%
		% within Statusi juaj	37.8%	68.1%	60.0%	52.7%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	50.0%	46.6%	3.4%	100.0%
		% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	17.684 ^a	8	.024
Likelihood Ratio	18.989	8	.015
Linear-by-Linear Association	9.826	1	.002
N of Valid Cases	444		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .07.

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Punesimi juaj

Crosstab

	Punesimi juaj			Total
	I papune	I punesuar	I vetepunesuar	
Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	25.0%	0.0%	75.0%	100.0%

	% within Punesimi juaj	4.3%	0.0%	15.8%	2.7%
Media e shkruar (gazeta/revista)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	100.0%	0.0%	100.0%
	% within Punesimi juaj	0.0%	1.9%	0.0%	1.4%
Online (portale/rrjete sociale)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	22.6%	64.5%	12.9%	100.0%
	% within Punesimi juaj	60.9%	37.7%	42.1%	41.9%
Radio	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	100.0%	0.0%	100.0%
Televizioni	% within Punesimi juaj	0.0%	1.9%	0.0%	1.4%

Total	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	10.3%	79.5%	10.3%	100.0%
	% within Punesimi juaj	34.8%	58.5%	42.1%	52.7%
	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	15.5%	71.6%	12.8%	100.0%
	% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.615 ^a	8	.006
Likelihood Ratio	19.076	8	.014
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	444		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .26.

Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja

Crosstab

			Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja						Total
			Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000- 82.000	Mbi 83.000	0 - 20.000	
Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	Informacioni me goje	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	25.0%	0.0%	0.0%	0.0%	75.0%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	0.0%	0.0%	0.0%	8.6%	0.0%	2.7%
Media e									

	shkruar (gazeta/re vista)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	2.6%	0.0%	0.0%	2.9%	0.0%	1.4%
	Online (portale/r rjete sociale)	% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	19.4%	29.0%	22.6%	14.5%	12.9%	1.6%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	63.2%	47.4%	51.9%	36.0%	22.9%	25.0%	41.9%
Radio		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetohesh?	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Total	Televizioni	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	1.4%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetoh esh?	7.7%	21.8%	16.7%	20.5%	29.5%	3.8%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	31.6%	44.7%	48.1%	64.0%	65.7%	75.0%	52.7%
		% within Cili eshte kanali komunikimit kryesor ku informohesh/argetoh esh?	12.8%	25.7%	18.2%	16.9%	23.6%	2.7%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.062 ^a	20	.164
Likelihood Ratio	27.736	20	.116
Linear-by-Linear Association	4.543	1	.033
N of Valid Cases	444		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

8.8.1.3 Earn attention - main media channel consumers are informed with demographical variables - SPSS

Cila kanale komunikimi terheqin me shume vemendjen tende? * Qyteti

Crosstab

				Qyteti						Total
				Bera t	Durre s	Kruje	Kukes	Tira ne	Tropoje	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	% within Qyteti	25.0 %	0.0%	0.0%	0.0%	75.0 %	0.0%	100.0%
				5.3 %	0.0%	0.0%	0.0%	4.5%	0.0%	2.7%

Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	50.0 %	0.0%	0.0%	0.0%	50.0 %	0.0%	100.0%
	% within Qyteti	5.3 %	0.0%	0.0%	0.0%	1.5%	0.0%	1.4%
Online (portale/rrete sociale)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	13.0 %	19.5 %	7.8%	5.2%	50.6 %	3.9%	100.0%
	% within Qyteti	52.6 %	53.6 %	54.5 %	30.8%	58.2 %	30.0%	52.0%
Radio	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0 %	0.0%	0.0%	25.0%	75.0 %	0.0%	100.0%
	% within Qyteti	0.0 %	0.0%	0.0%	7.7%	4.5%	0.0%	2.7%
Televizioni	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	11.5 %	21.3 %	8.2%	13.1%	34.4 %	11.5%	100.0%

Total	% within Qyteti	36.8 %	46.4 %	45.5 %	61.5%	31.3 %	70.0%	41.2%
	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	12.8 %	18.9 %	7.4%	8.8%	45.3 %	6.8%	100.0%
	% within Qyteti	100.0 %	100.0 %	100.0 %	100.0%	100.0 %	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.532 ^a	20	.618
Likelihood Ratio	20.161	20	.448
Linear-by-Linear Association	.000	1	1.000
N of Valid Cases	444		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Cila kanale komunikimi terheqin me shume vemendjen tende? * Gjinia juaj

Crosstab

			Gjinia juaj		Total
			Femer	Mashku ll	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni goje me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	50.0%	50.0%	100.0%
		% within Gjinia juaj	2.6%	2.9%	2.7%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	100.0%	100.0%
		% within Gjinia juaj	0.0%	2.9%	1.4%
	Online (portale/rrjete sociale)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	64.9%	35.1%	100.0%
		% within Gjinia juaj	64.1%	38.6%	52.0%
Radio					

Total	Televizioni	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	75.0%	100.0%
		% within Gjinia juaj	1.3%	4.3%	2.7%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	41.0%	59.0%	100.0%
		% within Gjinia juaj	32.1%	51.4%	41.2%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	52.7%	47.3%	100.0%
		% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.455 ^a	4	.022
Likelihood Ratio	12.357	4	.015

Linear-by-Linear Association	4.547	1	.033
N of Valid Cases	444		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .95.

Cila kanale komunikimi terheqin me shume vemendjen tende? * Mosha juaj

Crosstab

			Mosha juaj						Total
			18-24	25-30	31-35	36-40	40-50	50	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni goje me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	0.0%	25.0%	25.0%	25.0%	0.0%	100.0%
		% within Mosha juaj	2.9%	0.0%	3.6%	3.7%	5.6%	0.0%	2.7%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%

Total	Online (portale/rrjete sociale)	% within Mosha juaj	0.0%	2.8%	0.0%	3.7%	0.0%	0.0%	1.4%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	29.9%	35.1%	11.7%	9.1%	10.4%	3.9%	100.0%
	Radio	% within Mosha juaj	65.7%	75.0%	32.1%	25.9%	44.4%	75.0%	52.0%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	0.0%	25.0%	25.0%	25.0%	0.0%	100.0%
	Televizioni	% within Mosha juaj	2.9%	0.0%	3.6%	3.7%	5.6%	0.0%	2.7%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	16.4%	13.1%	27.9%	27.9%	13.1%	1.6%	100.0%
		% within Mosha juaj	28.6%	22.2%	60.7%	63.0%	44.4%	25.0%	41.2%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	23.6%	24.3%	18.9%	18.2%	12.2%	2.7%	100.0%
		% within Mosha juaj	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.076 ^a	20	.108
Likelihood Ratio	31.255	20	.052
Linear-by-Linear Association	4.258	1	.039
N of Valid Cases	444		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

Cila kanale komunikimi terheqin me shume vemendjen tende? * Statusi juaj

Crosstab

			Statusi juaj			Total
			Beqar	I martuar	I divorcuar	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni goje me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	75.0%	25.0%	0.0%	100.0%
	Media e	% within Statusi juaj	4.1%	1.4%	0.0%	2.7%

Total	shkruar (gazeta/re vista)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	100.0%	0.0%	100.0%
		% within Statusi juaj	0.0%	2.9%	0.0%	1.4%
	Online (portale/r rjete sociale)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	62.3%	35.1%	2.6%	100.0%
		% within Statusi juaj	64.9%	39.1%	40.0%	52.0%
	Radio	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	75.0%	0.0%	100.0%
		% within Statusi juaj	1.4%	4.3%	0.0%	2.7%
	Televizioni	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	36.1%	59.0%	4.9%	100.0%
		% within Statusi juaj	29.7%	52.2%	60.0%	41.2%

% within Cila kanale komunikimi terheqin me shume vemendjen tende?	50.0%	46.6%	3.4%	100.0%
% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.148 ^a	8	.078
Likelihood Ratio	15.296	8	.054
Linear-by-Linear Association	7.968	1	.005
N of Valid Cases	444		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .07.

Cila kanale komunikimi terheqin me shume vemendjen tende? * Punesimi juaj

Crosstab

	Punesimi juaj	Total
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			I papun e	I punesua r	I vetepunesu ar	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni goje me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	0.0%	75.0%	100.0%
		% within Punesimi juaj	4.3%	0.0%	15.8%	2.7%
	Media e shkruar (gazeta/revista)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	1.9%	0.0%	1.4%
	Online (portale/rrjete sociale)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	19.5%	67.5%	13.0%	100.0%
		% within Punesimi juaj	65.2%	49.1%	52.6%	52.0%
	Radio					

Total	Televizioni	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	3.8%	0.0%	2.7%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	11.5%	78.7%	9.8%	100.0%
		% within Punesimi juaj	30.4%	45.3%	31.6%	41.2%
		% within Cila kanale komunikimi terheqin me shume vemendjen tende?	15.5%	71.6%	12.8%	100.0%
		% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.965 ^a	8	.010
Likelihood Ratio	18.035	8	.021

Linear-by-Linear Association	.164	1	.685
N of Valid Cases	444		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .26.

Cila kanale komunikimi terheqin me shume vemendjen tende? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja

Crosstab

			Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja						Total
			Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000- 82.000	Mbi 83.000	0 - 20.000	
Cila kanale komunikimi terheqin me shume vemendjen tende?	Informacioni goje me goje	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	25.0%	0.0%	0.0%	0.0%	75.0%	0.0%	100.0%

Media e shkruar (gazeta/re vista)	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	0.0%	0.0%	0.0%	8.6%	0.0%	2.7 %
	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0 %
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	2.6%	0.0%	0.0%	2.9%	0.0%	1.4 %
Online (portale/rrjete sociale)	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	16.9%	27.3%	18.2%	18.2%	18.2%	1.3%	100.0 %

Radio	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	68.4%	55.3%	51.9%	56.0%	40.0%	25.0%	52.0 %
	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	0.0%	50.0%	0.0%	25.0%	25.0%	0.0%	100. 0 %
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	5.3%	0.0%	4.0%	2.9%	0.0%	2.7 %
	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	8.2%	23.0%	21.3%	16.4%	26.2%	4.9%	100. 0 %
Televizioni								

Total	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	26.3%	36.8%	48.1%	40.0%	45.7%	75.0%	41.2 %
	% within Cila kanale komunikimi terheqin me shume vemendjen tende?	12.8%	25.7%	18.2%	16.9%	23.6%	2.7%	100. 0 %
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0 %	100.0 %	100.0%	100.0%	100.0%	100.0%	100. 0 %

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.427 ^a	20	.625
Likelihood Ratio	20.167	20	.448
Linear-by-Linear Association	.950	1	.330

N of Valid Cases	444		
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a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .05.

8.8.1.4 Motivation to buy a product - with demographical variables - SPSS

Cili eshte motivi kryesor kur blini nje produkt? * Qyteti

Crosstab

				Qyteti						Tota l
				Berat	Durres	Kruje	Kuke s	Tiran e	Trop oje	
Cili eshte motivi kryesor kur blini nje produkt?	E perdor nje personazh i njohur	% within Cili eshte motivi kryesor kur blini nje produkt?	33.3 %	33.3%	33.3 %	0.0%	0.0%	0.0%	100.0 %	
		% within Qyteti	5.3%	3.6%	9.1%	0.0%	0.0%	0.0%	2.0 %	
Eksperienca										

personale	% within Cili eshte motivi kryesor kur blini nje produkt?	9.7%	16.7%	5.6%	12.5%	47.2%	8.3%	100.0%
	% within Qyteti	36.8%	42.9%	36.4%	69.2%	50.7%	60.0%	48.6%
Keshilla e nje eksperti	% within Cili eshte motivi kryesor kur blini nje produkt?	22.2%	11.1%	3.7%	7.4%	48.1%	7.4%	100.0%
	% within Qyteti	31.6%	10.7%	9.1%	15.4%	19.4%	20.0%	18.2%
Kur me lind nevoja	% within Cili eshte motivi kryesor kur blini nje produkt?	14.3%	42.9%	14.3%	0.0%	28.6%	0.0%	100.0%
	% within Qyteti	5.3%	10.7%	9.1%	0.0%	3.0%	0.0%	4.7%
Reklama e produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	10.0%	40.0%	10.0%	0.0%	30.0%	10.0%	100.0%
	% within Qyteti	5.3%	14.3%	9.1%	0.0%	4.5%	10.0%	6.8%
Ta referon nje								

Total	i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	10.7 %	17.9%	10.7 %	7.1%	50.0 %	3.6%	100.0 %
		% within Qyteti	15.8 %	17.9%	27.3 %	15.4 %	20.9 %	10.0 %	18.9 %
	Te gjitha sa me siper	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	0.0%	0.0%	100.0 %	0.0%	100.0 %
		% within Qyteti	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.7 %
		% within Cili eshte motivi kryesor kur blini nje produkt?	12.8 %	18.9%	7.4%	8.8%	45.3 %	6.8%	100.0 %
		% within Qyteti	100.0 %	100.0%	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.248 ^a	30	.845
Likelihood Ratio	23.587	30	.790

Linear-by-Linear Association	.133	1	.715
N of Valid Cases	444		

a. 33 cells (78.6%) have expected count less than 5. The minimum expected count is .07.

Cili eshte motivi kryesor kur blini nje produkt? * Gjinia juaj

Crosstab

				Gjinia juaj		Total
				Femer	Mashku ll	
Cili eshte motivi kryesor kur blini nje produkt?	E perdor nje personazh njohur	% within Cili eshte motivi kryesor kur blini nje produkt?		0.0%	100.0%	100.0%
		% within Gjinia juaj		0.0%	4.3%	2.0%
	Eksperienca personale	% within Cili eshte motivi kryesor kur blini nje produkt?		51.4%	48.6%	100.0%
		% within Gjinia juaj		47.4%	50.0%	48.6%
Keshilla e nje						

Total	eksperti	% within Cili eshte motivi kryesor kur blini nje produkt?	48.1%	51.9%	100.0%
		% within Gjinia juaj	16.7%	20.0%	18.2%
	Kur me lind nevoja	% within Cili eshte motivi kryesor kur blini nje produkt?	42.9%	57.1%	100.0%
		% within Gjinia juaj	3.8%	5.7%	4.7%
	Reklama e produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	60.0%	40.0%	100.0%
		% within Gjinia juaj	7.7%	5.7%	6.8%
	Ta referon nje i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	67.9%	32.1%	100.0%
		% within Gjinia juaj	24.4%	12.9%	18.9%
	Te gjitha sa me siper	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	100.0%	100.0%
		% within Gjinia juaj	0.0%	1.4%	0.7%

% within Cili eshte motivi kryesor kur blini nje produkt?	52.7%	47.3%	100.0%
% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.797 ^a	6	.253
Likelihood Ratio	9.403	6	.152
Linear-by-Linear Association	2.456	1	.117
N of Valid Cases	444		

a. 7 cells (50.0%) have expected count less than 5. The minimum expected count is .47.

Cili eshte motivi kryesor kur blini nje produkt? * Mosha juaj**rosstab**

	Mosha juaj						Total
	18-24	25-30	31-35	36-40	40-50	50	
Cili eshte motivi kryesor kur blini nje produkt?							

kryesor kur blini nje produkt?	personazh njohur	i % within Cili eshte motivi kryesor kur blini nje produkt?	33.3%	33.3%	0.0 %	0.0%	33. 3 %	0.0%	100.0%
		% within Mosha juaj	2.9%	2.8%	0.0 %	0.0%	5.6 %	0.0%	2.0%
	Eksperienca personale	% within Cili eshte motivi kryesor kur blini nje produkt?	31.9%	16.7%	16.7 %	22.2%	9.7 %	2.8%	100.0%
		% within Mosha juaj	65.7%	33.3%	42.9 %	59.3%	38. 9 %	50.0 %	48.6%
	Keshilla e nje								

Reklama	e	lind	eksperti	% within Cili eshte motivi kryesor kur blini nje produkt?	14.8%	29.6%	22.2 %	11.1%	14. 8 %	7.4%	100.0%
				% within Mosha juaj	11.4%	22.2%	21.4 %	11.1%	22. 2 %	50.0 %	18.2%
			Kur me nevoja	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	28.6%	0.0 %	57.1%	14. 3 %	0.0%	100.0%
				% within Mosha juaj	0.0%	5.6%	0.0 %	14.8%	5.6 %	0.0%	4.7%

	produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	40.0%	20.0%	30.0 %	10.0%	0.0 %	0.0%	100.0%
		% within Mosha juaj	11.4%	5.6%	10.7 %	3.7%	0.0 %	0.0%	6.8%
	Ta referon nje i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	10.7%	39.3%	25.0 %	7.1%	17. 9 %	0.0%	100.0%
		% within Mosha juaj	8.6%	30.6%	25.0 %	7.4%	27. 8 %	0.0%	18.9%
		Te gjitha sa me							

Total	siper	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	0.0 %	100.0 %	0.0 %	0.0%	100.0%
		% within Mosha juaj	0.0%	0.0%	0.0 %	3.7%	0.0 %	0.0%	0.7%
		% within Cili eshte motivi kryesor kur blini nje produkt?	23.6%	24.3%	18.9 %	18.2%	12. 2 %	2.7%	100.0%
		% within Mosha juaj	100.0%	100.0 %	100. 0 %	100.0 %	100 .0 %	100. 0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.752 ^a	30	.156

Likelihood Ratio	40.596	30	.094
Linear-by-Linear Association	.056	1	.812
N of Valid Cases	444		

a. 30 cells (71.4%) have expected count less than 5. The minimum expected count is .03.

Cili eshte motivi kryesor kur blini nje produkt? * Statusi juaj

Crosstab

				Statusi juaj			Total
				Beqar	I martuar	I divorcuar	
Cili eshte motivi kryesor kur blini nje produkt?	E perdor nje personazh njohur	% within Cili eshte motivi kryesor kur blini nje produkt?		33.3%	66.7%	0.0%	100.0%
		% within Statusi juaj		1.4%	2.9%	0.0%	2.0%
	Eksperienca personale	% within Cili eshte motivi kryesor kur blini nje produkt?		48.6%	48.6%	2.8%	100.0%

	% within Statusi juaj	47.3%	50.7%	40.0%	48.6%
Keshilla e nje eksperti	% within Cili eshte motivi kryesor kur blini nje produkt?	48.1%	44.4%	7.4%	100.0%
	% within Statusi juaj	17.6%	17.4%	40.0%	18.2%
Kur me lind nevoja	% within Cili eshte motivi kryesor kur blini nje produkt?	57.1%	42.9%	0.0%	100.0%
	% within Statusi juaj	5.4%	4.3%	0.0%	4.7%
Reklama e produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	50.0%	50.0%	0.0%	100.0%
	% within Statusi juaj	6.8%	7.2%	0.0%	6.8%
Ta referon nje i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	53.6%	42.9%	3.6%	100.0%
	% within Statusi juaj	20.3%	17.4%	20.0%	18.9%
Te gjitha sa me siper	% within Cili eshte motivi kryesor kur blini nje produkt?	100.0%	0.0%	0.0%	100.0%

Total	% within Statusi juaj	1.4%	0.0%	0.0%	0.7%
	% within Cili eshte motivi kryesor kur blini nje produkt?	50.0%	46.6%	3.4%	100.0%
	% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.887 ^a	12	.985
Likelihood Ratio	4.610	12	.970
Linear-by-Linear Association	.484	1	.487
N of Valid Cases	444		

a. 14 cells (66.7%) have expected count less than 5. The minimum expected count is .03.

Cili eshte motivi kryesor kur blini nje produkt? * Punesimi juaj

Crosstab

				Punesimi juaj			Total
				I papun e	I punesuar	I vetepunesuar	
Cili eshte motivi kryesor kur blini nje produkt?	E perdor nje personazh njohur	% within motivi kryesor kur blini nje produkt?		33.3%	33.3%	33.3%	100.0%
		% within Punesimi juaj		4.3%	0.9%	5.3%	2.0%
	Eksperienca personale	% within motivi kryesor kur blini nje produkt?		20.8%	70.8%	8.3%	100.0%
		% within Punesimi juaj		65.2%	48.1%	31.6%	48.6%
	Keshilla e nje eksperti	% within motivi kryesor kur blini nje produkt?		7.4%	85.2%	7.4%	100.0%
		% within Punesimi juaj		8.7%	21.7%	10.5%	18.2%
	Kur me lind nevoja	% within motivi kryesor kur blini nje produkt?		0.0%	57.1%	42.9%	100.0%
		% within Punesimi juaj		0.0%	3.8%	15.8%	4.7%

	Reklama e produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	10.0%	70.0%	20.0%	100.0%
		% within Punesimi juaj	4.3%	6.6%	10.5%	6.8%
	Ta referon nje i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	14.3%	71.4%	14.3%	100.0%
		% within Punesimi juaj	17.4%	18.9%	21.1%	18.9%
	Te gjitha sa me siper	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	100.0%	100.0%
		% within Punesimi juaj	0.0%	0.0%	5.3%	0.7%
Total		% within Cili eshte motivi kryesor kur blini nje produkt?	15.5%	71.6%	12.8%	100.0%
		% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.783 ^a	12	.054

Likelihood Ratio	17.374	12	.136
Linear-by-Linear Association	3.250	1	.071
N of Valid Cases	444		

a. 14 cells (66.7%) have expected count less than 5. The minimum expected count is .13.

Cili eshte motivi kryesor kur blini nje produkt? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja

Crosstab

			Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja					Total	
			Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000-82.000	Mbi 83.000		0 - 20.000
Cili eshte motivi kryesor kur blini nje produkt?	E perdor nje personazh i njohur	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	66.7%	0.0%	33.3%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	0.0%	7.4%	0.0%	2.9%	0.0%	2.0%

Eksperienca personale	% within Cili eshte motivi kryesor kur blini nje produkt?	18.1%	26.4%	20.8%	12.5%	18.1%	4.2%	100.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	68.4%	50.0%	55.6%	36.0%	37.1%	75.0%	48.6%
Keshilla e nje eksperti	% within Cili eshte motivi kryesor kur blini nje produkt?	3.7%	25.9%	11.1%	29.6%	25.9%	3.7%	100.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	18.4%	11.1%	32.0%	20.0%	25.0%	18.2%
Kur me lind nevoja	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	14.3%	42.9%	42.9%	0.0%	100.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	0.0%	3.7%	12.0%	8.6%	0.0%	4.7%
Reklama e								

Total	produktit	% within Cili eshte motivi kryesor kur blini nje produkt?	10.0%	20.0%	40.0%	10.0%	20.0%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	5.3%	14.8%	4.0%	5.7%	0.0%	6.8%
	Ta referon nje i njohur/nje mik/nje familjar	% within Cili eshte motivi kryesor kur blini nje produkt?	14.3%	35.7%	7.1%	14.3%	28.6%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	21.1%	26.3%	7.4%	16.0%	22.9%	0.0%	18.9%
	Te gjitha sa me siper	% within Cili eshte motivi kryesor kur blini nje produkt?	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.7%

% within Cili eshte motivi kryesor kur blini nje produkt?	12.8%	25.7%	18.2%	16.9%	23.6%	2.7%	100.0%
% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.773 ^a	30	.332
Likelihood Ratio	35.506	30	.225
Linear-by-Linear Association	.383	1	.536
N of Valid Cases	444		

a. 32 cells (76.2%) have expected count less than 5. The minimum expected count is .03.

8.8.1.5 Impact of the advertising - with demographical variables - SPSS

Si ndikon nje reklame tek ty? * Qyteti

Crosstab

			Qyteti						Total
			Berat	Durres	Kruje	Kukes	Tirane	Tropoje	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?	19.5%	17.1%	7.3%	7.3%	41.5%	7.3%	100.0%
		% within Qyteti	42.1%	25.0%	27.3%	23.1%	25.4%	30.0%	27.7%
	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?	5.0%	35.0%	10.0%	10.0%	30.0%	10.0%	100.0%
		% within Qyteti	5.3%	25.0%	18.2%	15.4%	9.0%	20.0%	13.5%
	Me ngjall interes	% within Si ndikon nje reklame tek ty?	12.3%	15.8%	3.5%	10.5%	50.9%	7.0%	100.0%
		% within Qyteti	36.8%	32.1%	18.2%	46.2%	43.3%	40.0%	38.5%

Total	Me nxit deshiren te eksploroj/njoh/b lej produktin	% within Si ndikon nje reklame tek ty?	10.0%	16.7%	13.3%	6.7%	50.0%	3.3%	100.0%
		% within Qyteti	15.8%	17.9%	36.4%	15.4%	22.4%	10.0%	20.3%
		% within Si ndikon nje reklame tek ty?	12.8%	18.9%	7.4%	8.8%	45.3%	6.8%	100.0%
		% within Qyteti	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.575 ^a	15	.711
Likelihood Ratio	11.368	15	.726
Linear-by-Linear Association	.925	1	.336
N of Valid Cases	444		

- a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is 1.35.

Si ndikon nje reklame tek ty? * Gjinia juaj

Crosstab

			Gjinia juaj		Total
			Femer	Mashku ll	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?	48.8%	51.2%	100.0%
		% within Gjinia juaj	25.6%	30.0%	27.7%
	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?	50.0%	50.0%	100.0%
		% within Gjinia juaj	12.8%	14.3%	13.5%
	Me ngjall interes	% within Si ndikon nje reklame tek ty?	57.9%	42.1%	100.0%
		% within Gjinia juaj	42.3%	34.3%	38.5%
	Me nxit deshiren te				

Total	eksploroj/njoh/blej produktin	% within Si ndikon nje reklame tek ty?	50.0%	50.0%	100.0%
		% within Gjinia juaj	19.2%	21.4%	20.3%
		% within Si ndikon nje reklame tek ty?	52.7%	47.3%	100.0%
		% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.016 ^a	3	.797
Likelihood Ratio	1.019	3	.797
Linear-by-Linear Association	.193	1	.660
N of Valid Cases	444		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.46.

Si ndikon nje reklame tek ty? * Mosha juaj

Crosstab

				Mosha juaj						Total
				18-24	25-30	31-35	36-40	40-50	50	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?		22.0%	19.5%	17.1%	26.8%	12.2%	2.4%	100.0%
		% within Mosha juaj		25.7%	22.2%	25.0%	40.7%	27.8%	25.0%	27.7%
	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?		15.0%	20.0%	20.0%	20.0%	20.0%	5.0%	100.0%
		% within Mosha juaj		8.6%	11.1%	14.3%	14.8%	22.2%	25.0%	13.5%
	Me ngjall interes	% within Si ndikon nje reklame tek ty?		24.6%	29.8%	19.3%	10.5%	14.0%	1.8%	100.0%

Total	Me nxit deshire n te eksplor oj/njoh/ blej produkt in	% within Mosha juaj	40.0%	47.2%	39.3 %	22.2 %	44.4%	25. 0 %	38.5%
		% within Si ndikon nje reklame tek ty?	30.0%	23.3%	20.0 %	20.0 %	3.3%	3.3 %	100.0%
		% within Mosha juaj	25.7%	19.4%	21.4 %	22.2 %	5.6%	25. 0 %	20.3%
		% within Si ndikon nje reklame tek ty?	23.6%	24.3%	18.9 %	18.2 %	12.2%	2.7 %	100.0%
		% within Mosha juaj	100.0%	100.0%	100.0 %	100. 0 %	100.0%	10 0 . 0 %	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.923 ^a	15	.825
Likelihood Ratio	10.652	15	.777
Linear-by-Linear Association	2.441	1	.118
N of Valid Cases	444		

a. 11 cells (45.8%) have expected count less than 5. The minimum expected count is .54.

Si ndikon nje reklame tek ty? * Statusi juaj

Crosstab

				Statusi juaj			Total
				Beqar	I martuar	I divorcuar	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?		46.3%	51.2%	2.4%	100.0%
		% within Statusi juaj		25.7%	30.4%	20.0%	27.7%

Total	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?	35.0%	60.0%	5.0%	100.0%
		% within Statusi juaj	9.5%	17.4%	20.0%	13.5%
	Me ngjall interes	% within Si ndikon nje reklame tek ty?	59.6%	36.8%	3.5%	100.0%
		% within Statusi juaj	45.9%	30.4%	40.0%	38.5%
	Me nxit deshiren te eksploroj/njoh/blej produktin	% within Si ndikon nje reklame tek ty?	46.7%	50.0%	3.3%	100.0%
		% within Statusi juaj	18.9%	21.7%	20.0%	20.3%
		% within Si ndikon nje reklame tek ty?	50.0%	46.6%	3.4%	100.0%
		% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.600 ^a	6	.596
Likelihood Ratio	4.660	6	.588
Linear-by-Linear Association	.366	1	.545

N of Valid Cases	444		
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a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .68.

Si ndikon nje reklame tek ty? * Punesimi juaj

Crosstab

				Punesimi juaj			Total
				I papune	I punesar	I vetepunesuar	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?		17.1%	68.3%	14.6%	100.0%
			% within Punesimi juaj	30.4%	26.4%	31.6%	27.7%
	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?		10.0%	70.0%	20.0%	100.0%
			% within Punesimi juaj	8.7%	13.2%	21.1%	13.5%
	Me ngjall interes	% within Si ndikon nje reklame tek ty?		14.0%	78.9%	7.0%	100.0%

Total	Me nxit deshiren te eksploroj/njoh/blej produktin	% within Punesimi juaj	34.8%	42.5%	21.1%	38.5%
		% within Si ndikon nje reklame tek ty?	20.0%	63.3%	16.7%	100.0%
		% within Punesimi juaj	26.1%	17.9%	26.3%	20.3%
		% within Si ndikon nje reklame tek ty?	15.5%	71.6%	12.8%	100.0%
		% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.459 ^a	6	.615
Likelihood Ratio	4.632	6	.592
Linear-by-Linear Association	.170	1	.680
N of Valid Cases	444		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.57.

Si ndikon nje reklame tek ty? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja

Crosstab

			Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja					Total	
			Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000-82.000	Mbi 83.000	0 - 20.000	
Si ndikon nje reklame tek ty?	Me kujton	% within Si ndikon nje reklame tek ty?	17.1%	26.8%	12.2%	9.8%	31.7%	2.4%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	36.8%	28.9%	18.5%	16.0%	37.1%	25.0%	27.7%
	Me le pershtypje pozitive	% within Si ndikon nje reklame tek ty?	5.0%	20.0%	35.0%	10.0%	30.0%	0.0%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	5.3%	10.5%	25.9%	8.0%	17.1%	0.0%	13.5%
	Me								

Total	ngjall interes	% within Si ndikon nje reklame tek ty?	12.3%	29.8%	14.0%	22.8%	17.5%	3.5%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	36.8%	44.7%	29.6%	52.0%	28.6%	50.0%	38.5%
	Me nxit deshir en te eksplo roj/njo h/blej produk tin	% within Si ndikon nje reklame tek ty?	13.3%	20.0%	23.3%	20.0%	20.0%	3.3%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	21.1%	15.8%	25.9%	24.0%	17.1%	25.0%	20.3%
		% within Si ndikon nje reklame tek ty?	12.8%	25.7%	18.2%	16.9%	23.6%	2.7%	100.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0%	100.0%	100.0%	100.0%	100.0 %	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.877 ^a	15	.535
Likelihood Ratio	14.293	15	.503
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	444		

a. 9 cells (37.5%) have expected count less than 5. The minimum expected count is .54.

8.8.1.6 Ads liked most - with demographical variables – SPSS

What form of advertsing you like most? * Qyteti

Crosstab

			Qyteti						Total
			Berat	Durres	Kruje	Kukes	Tirane	Tropoje	
Cila forme reklami mi te pelqen me shume?	Gazete	% within Cila forme reklamimi te pelqen me shume?	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1
		% within Qyteti	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%

Nuk preferoj te shoh reklame	% within Cila forme reklamimi te pelqen me shume?	5.6%	0.0%	0.0%	16.7%	61.1%	16.7%	100.0%
	% within Qyteti	5.3%	0.0%	0.0%	23.1%	16.4%	30.0%	12.2%
Online (internet)	% within Cila forme reklamimi te pelqen me shume?	14.3%	17.1%	11.4%	2.9%	54.3%	0.0%	100.0%
	% within Qyteti	26.3%	21.4%	36.4%	7.7%	28.4%	0.0%	23.6%
Pamflete/Postera	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	50.0%	0.0%	0.0%	50.0%	100.0%
	% within Qyteti	0.0%	0.0%	9.1%	0.0%	0.0%	10.0%	1.4%
Radio	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	% within Qyteti	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	1.4%
Reviste								

Total	Television	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% within Qyteti	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.7%
		% within Cila forme reklamimi te pelqen me shume?	13.5%	24.7%	6.7%	10.1%	38.2%	6.7%	100.0%
		% within Qyteti	63.2%	78.6%	54.5%	69.2%	50.7%	60.0%	60.1%
		% within Cila forme reklamimi te pelqen me shume?	12.8%	18.9%	7.4%	8.8%	45.3%	6.8%	100.0%
		% within Qyteti	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.008 ^a	30	.087
Likelihood Ratio	41.582	30	.078

Linear-by-Linear Association	3.089	1	.079
N of Valid Cases	444		

a. 33 cells (78.6%) have expected count less than 5. The minimum expected count is .07.

Cila forme reklamimi te pelqen me shume? * Gjinia juaj

Crosstab

		Gjinia juaj		Total
		Femer	Mashkull	
Cila forme reklamimi te pelqen me shume?	Gazete	0.0%	100.0%	100.0%
	Nuk preferoj	0.0%	1.4%	0.7%

	te shoh % within reklame Cila forme reklamim i te pelqen me shume?	72.2%	27.8%	100.0%
	% within Gjinia juaj	16.7%	7.1%	12.2%
	% within Cila forme reklamim i te pelqen me shume?	62.9%	37.1%	100.0%
	% within Gjinia juaj	28.2%	18.6%	23.6%
Online (internet)				
Pamflete/Post				

	era	% within Cila forme reklamim i te pelqen me shume?	50.0%	50.0%	100.0%
		% within Gjinia juaj	1.3%	1.4%	1.4%
	Radio	% within Cila forme reklamim i te pelqen me shume?	100.0%	0.0%	100.0%
		% within Gjinia juaj	2.6%	0.0%	1.4%
Reviste					

Television	% within Cila forme reklamim i te pelqen me shume?	0.0%	100.0%	100.0%
	% within Gjinia juaj	0.0%	1.4%	0.7%
	% within Cila forme reklamim i te pelqen me shume?	44.9%	55.1%	100.0%
	% within Gjinia juaj	51.3%	70.0%	60.1%
Total				

% within Cila forme reklamim i te pelqen me shume?	52.7%	47.3%	100.0%
% within Gjinia juaj	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.378 ^a	6	.110
Likelihood Ratio	12.048	6	.061
Linear-by-Linear Association	5.364	1	.021
N of Valid Cases	444		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is .47.

Cila forme reklamimi te pelqen me shume? * Mosha juaj**Crosstab**

			Mosha juaj						Total
			18-24	25-30	31-35	36-40	40-50	50	
Cila forme reklamimi te pelqen me shume?	Gazete	% within Cila forme reklamimi te pelqen me shume?	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Mosha juaj	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Nuk	% within Cila forme reklamimi te pelqen me shume?	33.3%	11.1%	16.7%	22.2%	16.7%	0.0%	100.0%
	preferoj te shoh reklame	% within Mosha juaj	17.1%	5.6%	10.7%	14.8%	16.7%	0.0%	12.2%
	Online								

	(internet)	% within Cila forme reklamimi te pelqen me shume?	28.6%	31.4%	11.4%	11.4%	14.3%	2.9%	100.0%
		% within Mosha juaj	28.6%	30.6%	14.3%	14.8%	27.8%	25.0%	23.6%
	Pamflete/ Postera	% within Cila forme reklamimi te pelqen me shume?	0.0%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
		% within Mosha juaj	0.0%	2.8%	0.0%	0.0%	5.6%	0.0%	1.4%
	Radio	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	100.0%
		% within Mosha juaj	0.0%	0.0%	3.6%	0.0%	5.6%	0.0%	1.4%
	Reviste	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%

Total	Televizion	% within Mosha juaj	0.0%	0.0%	0.0%	3.7%	0.0 %	0.0%	0.7%
		% within Cila forme reklamimi te pelqen me shume?	20.2%	24.7%	22.5%	20.2%	9.0 %	3.4%	100.0%
		% within Mosha juaj	51.4%	61.1%	71.4%	66.7%	44.4 %	75.0 %	60.1%
		% within Cila forme reklamimi te pelqen me shume?	23.6%	24.3%	18.9%	18.2%	12.2 %	2.7%	100.0%
		% within Mosha juaj	100.0%	100.0%	100.0 %	100.0%	100.0 %	100.0 %	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.891 ^a	30	.730
Likelihood Ratio	24.547	30	.747

Linear-by-Linear Association	.584	1	.445
N of Valid Cases	444		

a. 33 cells (78.6%) have expected count less than 5. The minimum expected count is .03.

Cila forme reklamimi te pelqen me shume? * Statusi juaj

Crosstab

			Statusi juaj			Total
			Beqar	I martuar	I divorcuar	
Cila forme reklamimi te pelqen me shume?	Gazete	% within Cila forme reklamimi te pelqen me shume?	100.0%	0.0%	0.0%	100.0%
		% within Statusi juaj	1.4%	0.0%	0.0%	0.7%
		Count	9	9	0	18
	Nuk preferoj te shoh reklame	% within Cila forme reklamimi te pelqen me shume?	50.0%	50.0%	0.0%	100.0%
		% within Statusi juaj	12.2%	13.0%	0.0%	12.2%

Online (internet)	% within Cila forme reklamimi te pelqen me shume?	51.4%	48.6%	0.0%	100.0%
	% within Statusi juaj	24.3%	24.6%	0.0%	23.6%
Pamflete/Postera	% within Cila forme reklamimi te pelqen me shume?	50.0%	50.0%	0.0%	100.0%
	% within Statusi juaj	1.4%	1.4%	0.0%	1.4%
Radio	% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	100.0%
	% within Statusi juaj	0.0%	2.9%	0.0%	1.4%
Reviste	% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	100.0%
	% within Statusi juaj	0.0%	1.4%	0.0%	0.7%
Televizion	% within Cila forme reklamimi te pelqen me shume?	50.6%	43.8%	5.6%	100.0%
	% within Statusi juaj	60.8%	56.5%	100.0%	60.1%

Total	% within Cila forme reklamimi te pelqen me shume?	50.0%	46.6%	3.4%	100.0%
	% within Statusi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.861 ^a	12	.796
Likelihood Ratio	11.029	12	.526
Linear-by-Linear Association	.559	1	.455
N of Valid Cases	444		

a. 15 cells (71.4%) have expected count less than 5. The minimum expected count is .03.

Cila forme reklamimi te pelqen me shume? * Punesimi juaj

Crosstab

	Punesimi juaj	Total
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			I papun e	I punesua r	I vetepunesu ar	
Cila forme reklamimi te pelqen me shume?	Gazete	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	100.0%	100.0%
		% within Punesimi juaj	0.0%	0.0%	5.3%	0.7%
	Nuk preferoj te shoh reklame	% within Cila forme reklamimi te pelqen me shume?	27.8%	55.6%	16.7%	100.0%
		% within Punesimi juaj	21.7%	9.4%	15.8%	12.2%
	Online (internet)	% within Cila forme reklamimi te pelqen me shume?	8.6%	74.3%	17.1%	100.0%
		% within Punesimi juaj	13.0%	24.5%	31.6%	23.6%
	Pamflete/Postera	% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	1.9%	0.0%	1.4%
	Radio					

	Reviste	% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	1.9%	0.0%	1.4%
		% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	100.0%
		% within Punesimi juaj	0.0%	0.9%	0.0%	0.7%
	Televizion	% within Cila forme reklamimi te pelqen me shume?	16.9%	73.0%	10.1%	100.0%
		% within Punesimi juaj	65.2%	61.3%	47.4%	60.1%
	Total	% within Cila forme reklamimi te pelqen me shume?	15.5%	71.6%	12.8%	100.0%
		% within Punesimi juaj	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.632 ^a	12	.325
Likelihood Ratio	12.213	12	.429

Linear-by-Linear Association	1.144	1	.285
N of Valid Cases	444		

a. 15 cells (71.4%) have expected count less than 5. The minimum expected count is .13.

Cila forme reklamimi te pelqen me shume? * Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja

Crosstab

			Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja			
			Pa te ardhura	39.000 - 60.000	21.000 - 38.000	61.000- 82.000
Cila forme reklamimi te pelqen me shume?	Gazete	% within Cila forme reklamimi te pelqen me shume?	0.0%	100.0%	0.0%	0.0%
		% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	2.6%	0.0%	0.0%
	Nuk preferoj te shoh reklame	% within Cila forme reklamimi te pelqen me shume?	22.2%	27.8%	11.1%	5.6%

Online (internet)	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	21.1%	13.2%	7.4%	4.0%
	% within Cila forme reklamimi te pelqen me shume?	8.6%	28.6%	17.1%	22.9%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	15.8%	26.3%	22.2%	32.0%
	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	0.0%	0.0%
Pamflete/Postera	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	0.0%	0.0%	0.0%
	% within Cila forme reklamimi te pelqen me shume?	0.0%	50.0%	0.0%	0.0%
Radio	% within Cila forme reklamimi te pelqen me shume?	0.0%	50.0%	0.0%	0.0%

Reviste	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	2.6%	0.0%	0.0%
	% within Cila forme reklamimi te pelqen me shume?	0.0%	0.0%	0.0%	0.0%
	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	0.0%	0.0%	0.0%	0.0%
	% within Cila forme reklamimi te pelqen me shume?	13.5%	23.6%	21.3%	18.0%
Televizion	% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	63.2%	55.3%	70.4%	64.0%
Total	% within Cila forme reklamimi te pelqen me shume?	12.8%	25.7%	18.2%	16.9%

% within Te ardhurat personale mujore neto (pagesa ne dore), Leke te reja	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.764 ^a	30	.290
Likelihood Ratio	23.154	30	.809
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	444		

a. 33 cells (78.6%) have expected count less than 5. The minimum expected count is .03.