**IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR**

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***ABSTRACT:*** *Advertisement plays an essential role in changing the consumer behavior towards a particular product. This study is conducted to explore the collision of environmental and emotional response on consumer buying behavior. Advertisement reminds its impact on consumer mind which attracts them to buy that particular product. The responses of 200 respondents are gathered from different universities of Faisalabad region of Pakistan through a circulated well-structured questionnaire. Multiple regression technique is used as a statistical tool and empirical results reveals that emotional response play positive and significant role to influence the consumer buying behavior. On the other hand, negative and significant role of environmental response has been seen in determining the consumer buying behavior.*

**Keywords:** Advertisement, Consumer buying behavior, Environmental response, emotional response.

**INTRODUCTION**

We are living in the world of information where advertising has crucial effect on viewer’s mind [1]. Information can be spread via newspaper, magazines, television and internet. Advertising is a useful tool which aims to sentient, enlighten and sway the audience. Advertising in one of the efficient forms of communication projected to audience (prospects and potential) and hit their minds so they show willingness to purchase that product by the reaction of information available to them. Actual and perfect advertising is that which attempts to create the dedicated clients, through the construction of influential brand image, strong influence and accurate personality validation in the advertisement. All these aspects are the factual funders to the effect of advertising on consumers buying behavior. Though in the existence of all this some additional aspects like quality and price of the merchandise also touches the consumers buying behavior to some level. The prime aim of advertising is to influence on buying behavior though, this impact about brand is improved or reinforced repeatedly in people’s memories. This research investigates how advertising impacts the consumer buying behavior. Products cannot be positioned in the dream world until brand invests in their promotional activities, and advertisement is an important tool of brand promotion. Advertising drives customer’s attention to get ready to purchase a product. Every customer has a perception related to a product and emotional advertisement attracts audience to buy that product with which they are emotionally attached. Today organizations are facing the fierce competition and here advertising plays its part which will create a strong impact on customers mind and further in consumers buying decision [2]. In today’s dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without a good advertisement. This may be due to globalization and accessibility of hundreds of channels for the viewers of this modern era [3]. Consumer is more likely to associate with advertisements of those brands which have emotional values and messages. Positive emotional appeals through advertisement provide a strong brand cue and stimulate category-based processing. Now-a-days due to advertisement facility consumers try to categorize brand association with their existing memory and they might reposition memories to outline a brand image and perception toward new products [11]. They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated to consumer’s familiarity and information, but also attachment and preference of brand [4]. The importunity of advertising should be the direction of consumers relatively than intimidating and frightening by aggressively to buy the product. Now a day it is almost not possible for advertisers to convey advertising message and evidence to buyers without use of advertising and surely this is due to the globalization and approachability of many channels for the viewers of this contemporary period.

This paper is interested to explore the consumer’s attitudinal buying behavior in Faisalabad, Pakistan, and to determine the association of emotional response and environmental response with consumer buying behavior. In developing countries like Pakistan the institution of advertisement is not as mature as in developed countries. Therefore, it become essentially important to shed the light on how advertisement results in emotional and environmental responses of consumers which further have an impact on consumer buying behavior. The crucial objective of this research is to assess and analyze the influence of emotional and environmental responses through advertising on buying behavior of consumers. This paper presented a theoretical framework to explore the relationship among the variables in studies. Hypotheses are formulated to test the proposed the relationships. This study will put in new knowledge and information in the existing knowledge particularly in the context of Faisalabad region of Pakistan.

**Literature Review**

**Consumer Buying Behavior and Advertising**

Others [5] Investigated the relationship of advertising and consumer buying behavior. The study had been conducted in China and German consumers on 563 respondents, 275 from China and 288 respondents from Germany and data was collected from 5 Universities of China and Germany. The Empirical results of that study revealed that Chinese respondents were less accepting offensive advertisement than the German respondents. The results showed that German and Chinese respondents had different dimensions of advertising perceptions. The study also found that advertising perception had a significant impact on consumer intentions.

[6] examined that how advertisement style influenced consumer attention. The study had been done on the 30 respondents of two groups, fifteen in each group. The results of the study showed that humorous and serious ads had significant and higher effect on customer attention. Whenever, empirical results also indicated that the role of serious ads were less to attract the customer than humorous ads.

Some others [1] conducted an empirical study to examine the effects of advertising on the consumer behavior in Resita (Romania). For empirical analysis, the study collected the sample from 336 people in Resita city. Findings of the study confirmed that advertisement played significant role to influence the consumer buying behavior.

[7] Examined how consumer behavior affected by advertisement. The study had been made on the 150 respondents on product of tooth paste of 5 types. The results of the study showed that there was significant effect of advertisement on the consumer behavior and income level of each consumer also matter on the purchase of expensive items and repetition of advertisement could not change the purchase decision.

[2] Carried out a systematic study to see the effect of advertisement on consumer buying behavior. To conduct that study, the primary data was obtained from 200 people from Gujranwala via questionnaire. The results of the study declared that there is significant and positive association between the advertisement and consumer buying behavior. Positive influence of advertisement on consumer buying behavior had been confirmed. Study claimed a dynamic role played by advertising chiefly in behavior multiple regressions.

**Emotional response**

Advertising play an important role to develop understanding and collection of product. The attitude which is designed towards the advertisement proves helpful to influence the buyer’s behavior in the direction of the brand till their buying intent. The main objective of advertising is to develop the customer intention towards the advertisement and product till he buy it and at the end this positive behavior develop emotional response in consumer’s mind [13]. The traditional behavior theory of consumer postulates that attitude can be studies by consumer behavior when they purchase that product which they like. [16] Described the behavior which is created by emotional response. They point out three factors which create this behavior:

*Pleasure:* pleasure is a situation in which a person feels happy in a particular situation.

*Arousal:* these are the feeling that differs from person to person in different situation

*Dominance*: these are the feeling of individual persons which are free to act in a specific condition.

*Brand Recall:* these are the positive attitudes of the consumer towards ads or simply the ability of the consumer to recall the brand ad creates emotional response.

When an advertisement attracts the consumer to like a brand, then it eventually make a consumer willing to purchase it [13]. The purpose of consumer buying behavior is to investigate those factors that impact consumer to behave in a specific way in different situation [14]. The other factor of

Significant advertisement that develops emotional response is the customer capability to remember the product brand ad [13]. This brand consciousness prove helpful in certifying the remember ad, which has the competitive benefit over those brands that are not remember certainly. So it is necessary to have an ability to recall ad [13]. As emotional advertising is known as most significant tools, so that consumer finally gives emotional response to that brand [15]. By keeping in view the above mentioned arguments, following is the hypothesis of this study regarding emotional response:

**H1:** There is a significant relationship between emotional response and consumer buying behavior.

**Environmental Response**

[17] Defined environmental response based on conviction and norms which are formed through one’s perception which should be taken as his or her opinion instead of an attitude. Environmental response might one of affecting factors of buying behaviors of consumers. Environmental factors would have an effect on the consumer buying behavior [8].

*Sense Modalities*: these are the sights, sound and touch that might affect the experience of the consumer

*Information Rates*: the rate of information gained from advertisement might affect the consumer’s decision of buying.

[17] Anticipated that environment imparted a consumer certain type of experience, which might act as promotional and selling techniques. [18] Conducted a marketing research to illustrate the influence of different emotional state at the purchasing point. The shopper indulges in the purchase intent process when s/he cannot make a decision of what to buy [13]. Purchase intent is that phenomenon in which a shopper makes unintentional and unplanned purchasing [17]. In such process, consumer gets the information for purchase decision from the retail store. Sense modalities and information rates are two of many environmental factors that might have influence on buying behavior of consumer. Sense modalities can have an effect on user’s experience such as sound, touch and sight [12]. At the same, information rate can also have an impact on the rate of information that users gain from advertisement. Therefore, advertisement song, picture, characters and video are strongly correlated [9]. In the light of above literature, following is the research hypothesis regarding environmental response:

**H2:** There is a significant relationship between environmental response and consumer buying behavior.

**METHODOLOGY**

**Population**

The consumers of Faisalabad city in Pakistan both male and female with age group 22-35 years who use fast moving consumer goods have been taken as the population of the study.

**Sampling technique and sample size**

A convenient sampling technique (non-probability sampling method) has been used. Questionnaires were circulated to 250 consumers to fill the survey questionnaire.

**Instrument**

A well-developed survey questionnaire was used that based on three sections. Items were adapted from prior researches and was measured on 5 point Likert scale rating strongly agree (1) to strongly disagree (5). The first variable of the questionnaire having five items contains the information about respondents’ behavior towards advertised products. This section was measured on nominal scale. The second variable of emotional response containing eight items and the third variable of environment having six items were taken to collect the information regarding the influence of these responses towards consumer buying behavior.

**Theoretical framework**

**Emotional Response**

**Environmental Response**

Dominance

Brand Recall

Pleasure

Contextual Factors

Sensory Stimulus

Information Rates

**Consumer Buying Behavior**

Arousal

**Data Collection**

The study has been used well developed, structured and verified scale for data collection purpose. The 250 questionnaires were circulated among the respondents. The data was collected in the period of 32 days. A pilot study has been conducted with 50 questionnaires, and reliability of the questionnaire has been checked. The value of Cronbach alpha was 0.701. It is stated by [19] the acceptance limit of reliability is 0.70[9]. The alpha value shows the questionnaire is reliable. The sample size was 250 whereas 200 respondents provided the feedback. Overall response rate was 80 %. SPSS version 22.0 has been used for the analysis of these responses.

**Data analysis technique**

Multiple Regression technique was used to investigate the strength of relationship among the variables of the study.

**RESULTS AND DISCUSSION**

**Data Analysis**

The empirical results reported in table 1 based on multiple regression model indicates the direction of the relationship and the contribution of independent variables of the model to change the value of dependent variable. The test hypothesis discussed earlier postulates the following result. The reported results of the study do not reject the first research hypothesis of significant relationship of emotional response and consumer buying behavior. Whereas, second research hypothesis of significant relationship of environment response and consumer buying behavior can also not rejected at 5% significance level.

**Table: 1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Constant** | **IV1** | **IV2** | **F-Statistics** |
| **Co-efficient** | 2.713 | .158 | -.185 | 4.680 |
| **Standard Error** | .214 | .068 | .068 | - |
| **T-Statistics** | 12.670 | 2.200 | -2.585 | - |
| **P-value** | .000 | .029 | .010 | .010 |

IV1 = Emotional ResponseIV2=Environment Response

The value of co-efficient is negative which shows the inverse direction of relationship between Environment Response and consumer buying behavior. The value of R2 shows the overall goodness of fit of the Model which is also significant at 5% level of significance.

**CONCLUSION**

The reported results of the study show that there is positive impact of emotional response on consumer buying behavior. On the other hand environmental response significantly and negatively affects the consumer buying behavior [10]. Therefore, this study indicates that consumers buy products in the areas of Faisalabad by emotional response, rather than environmental response. The consumers of Faisalabad buy those goods from which they are attached emotionally. These attachments are may be due to the effect of advertisement which attracts them to buy those products. This research is conducted in FMCGS products; therefore to generalization the reported results, it is essential for future researcher to empirically contribute to do this research by using other brands i.e. mobile advertising, automobiles, Electronics etc. By studying the consumer psychological behavior, the buying behavior of consumers can be studied. Moreover, this study is limited to the Faisalabad city of Pakistan. This effect may be different in the case of any other city.

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