

IMPACT OF TELEVISION COMMERCIALS ON CONSUMER PURCHASING DECISION: A STUDY ON HOUSEWIFE CONSUMERS IN KARACHI, PAKISTAN

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Abstract

In modern era, television advertisements (TV Ads) has important role in shaping the behavior of customers all over the world and provide valuable information in making purchasing decisions. Female consumers are inspired by these Ads and their shopping is generally directed by such commercials about different products. Previously influence of TV ads on males and females has been investigated in different study settings and populations. But there is little evidence of analyzing such behavior among housewives participants and particularly in the framework of Pakistan. This study intended to assess the influence of television commercials on purchasing decisions of housewives participants in one of the mega cities of Pakistan. For this purpose, we randomly selected 250 housewives from two different places Korangi and Saddar town areas in Karachi. Study was conducted on that supposition that there is a significant affiliation of TV commercials with purchasing behavior for the clothing products of different brands in the market of Karachi. This Study has found significant relationships of TV ads and housewives buying behavior in Karachi. It has been noted that after watching television commercials majority (84%) of the housewives wanted to buy the new brand and inspired by TV commercials.

Keywords: TV Advertising, Buying Pattern, Housewives and Products, Karachi

Introduction

Housewives prefer branded products in our society because they want to show their worthy status. Television advertising now becomes a leading weapon in front of all consumers and motivate people to change their conduct about products in a positive manner. After watching electronic media ads housewives want to buy the latest brand. Television ads can create a strong heft on women in case of any purchasing behavior (Ayan wale et al, 2005).

Television advertising principally influenced the everyday lives of people and altered their sentiments also give meaningful message (Kotwal et al, 2008b). Advertisement is basically a communication for public about products of any institution or outlet through media means (Monley and Johnson 2005c). Electronic media promoted farther product and make consumers known about products through voice and pictures. (Share and Salaimah, 2010). Definition of branding indicates that consumer buying branded products because brand gives satisfaction to everyone (Ambler, 1992). Marketers use brands because it plays a important role in the sales of businesses (Wood, 2004).

Customers trust on brands and choose them like they trust their family members and friends to ignore doubt and issues related quality (Elliot and Yannopoulou, 2007). Advertisement has great influence on minds of customers in daily life (Kakte, 2007). Advertisement has become an important factor to promote products (Hussainy et. al, 2008). Brand image concept is given by the marketers for promotion (Jalees, 2006). It gives initial hint to customers for shopping (Romaniuk and Sharp, 2004).

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The major aim of this research project is to identify connection between TV commercials and housewives purchasing conduct. We intend to understand that how housewives observe any brand in the market and how buying decisions of housewives in Karachi are changed through the brand image and advertising.

Literature Review

Electronic media advertisement pulled customers positively. They also practiced opulent effects of television advertising on consumers about purchasing and satisfy customers towards the purchased product. Customers can not satisfy towards any product or brand until they don't know about celebrity that target the actual brand (Ansari and Jolouldar, 2001). Celebrity attachment with consumers are very crucial. A high effect is found when any superstar appears in a television commercial and show the product. Both celebrity attachment and number of approval influence consumers buying behavior (Jasmina II and Webster, 2011).

Vulnerability of customer to electronic media advertisement that raises the curiousness and second vulnerability of television advertising, leading appraise and in third liability customer, decided either to buy product or not (Krugman, 1972). One study looked into fashion consciousness among urban and rural young. A sample consisting of 100 urban and rural young that were choice and interview schedule was also hired. They explored that electronic media is the main medium that gives major knowledge of products (Kaur and Kaur, 2002). People prefer branded products because this is a sign of status. People consider brands that carries more worth and quality, so they spend a huge amount of money to purchase branded products. When customers are indulged in purchasing brand products so, firstly housewives accepted the significance of brands. Also consumer's demographic characteristics had no intent relationship and outcome towards brand awareness (Khasawneh and Hasouneh, 2010). Marketing tools are very crucial for branded products. If people consider marketing as true then they purchase branded products and must consider the value and importance of brands (Nepalia, 2011). Brand image and attitude affects consumers positively, but environmental factors affect negatively towards consumer purchasing behavior and sometimes social responsible activities and companies affects consumers' admiration regarding brand selection (Shah et al, 2012).

Consumers purchasing behavior is directly proportional to brand associations (Delrio et al, 2012). Brand is calculated as fascinating tool and precious assets that captive consumers to buy particular brand products. Customers buying patterns can be checked by brand loyalty, association and awareness (Price, 2010). Brand name and product packing affects every individual purchasing behavior (Tamm, 2007).

Brand objectivity has different measures like awareness of brand, brand image and brand identicalness (Doostar et al, 2012). Brand objectivity related to these measurements have a positive and direct relationship with customers purchasing conduct. Brand is an impalpable thing but it has a great credit towards consumer purchasing behavior. According to him brand loyalty can be attitudinal and addressing too. When the customers are interested in brands, so any type of information regarding a brand put impact on customers (Rubini, 2010).

Sometimes consumers prefer to change their behavior just to check other brands (Muhammad Sajid Rasool et al, 2012). Advertising is a strategy of marketing promotional that influence the customers and catch attraction towards brand products. Majority customers are attached with those brands whom they are intensely attached (Ghani and Jan, 2010). Rural areas teenagers are influenced more after watching television advertisement as compared to urban areas. Television advertisement mounted people in the selection of purchasing good product. Mostly advertisement of any particular brands that are not bearing to teenagers of urban had no additionally heft on them (Vinod and Sharma, 2009).

Advertisement persuaded every individual to use product in their lives at least once. People like celebrities so, they watch television advertisement and hefted from different branded products. Advertisement can affect every individual whatever their income level but it has no additional heft on luxurious products. Many times individuals depend on advertisement rather than other origin like peers, friends, family and other groups opinions about any product (Aneeza

and Najma, 2009).) Leading celebrities in emerging markets are played crucial role to spread product identity. Those advertisements that used single and multiple celebrity affects consumers towards product. Customer behavior and attitude automatically changed in a positive manner when they see any multiple celebrity's advertisement, but in low advertisement products only (Pughazhendi et al, 2012).

Advertising played a crucial role in modern age. It builds society's behavior about products positively. People took information seriously after watching advertisement about particular brand products. People psychological, behavioral and emotional aspects played a vital role during purchasing patterns. There is a meaningful relationship between customers purchasing conduct and TV ads. (Goldsmith and Lafferty, 2002) expressed that Customer action was pulled by the household edifice, sentiment, perforce, value and demographics. Customer's buying behavior were positively influenced by social, artistic and intellectual characteristics (Jakstein, 2008). The dialect for actual buying behavior shows that customer needfulness is to purchase product or services (Adelaar et al, 2003). The aim of customer purchasing behavior is to arbitrate the representative that influenced consumer to act as a fastidious, but in diverse situation. Emotional response of any advertisement was very effective due to this, consumer can easily flashback the brand. Vital importance of brand flashback always hinged on boundary that how customer take decision related brands that leads to the brand mindful (Keller, 2006). Sentimental advertising is considered most effective tools, and customer gives more sentimental response to that product (Brassington and Pettitt, 2001). A favorable relationship between optical, verbal and theme ardor of media and sentimental answer has also been found (Bezajian et al, 2008). Credit of brand on customer's purchasing is a vital subject and carries great significance in Pakistan. However, fashion industry includes footwear, clothing and other option like ornamental and even furnishing (Clamp and Bohdanowicz, 2008).

Brand name aware the consumers regarding product also shows that the source of the product to distinguish the product from its challenger to give the name of any brand is just because of its uniqueness that can be easily differentiated from other names, eye-catching to consumers and easy to rethink (Keller, 2004). Fashion involvement is a very helpful to enhance the customer's behavior and portion customer markets. Fashion involvement is basically a bridge between an individual (customer) and an object (product) (Park and Forney, 2006). Fashion involvement is connected with surroundings. Those individuals who want to maintain their class and like fashion, they all are motivated to fit into a specific group and must aware regarding fashion cues (Orcas and Choy, 2008). Fashion involvement is directly connected to garment products like product involvement, purchasing behavior, and customer's attributes. However, fashion involvement was affiliated highly to individual attributes. Adults, women, younger and fashion knowledge influenced customer's self-esteem in making purchasing judgment (Vieira, 2009).

In current age, individual do shopping just for community prestige, reverence and personal happiness (Khor, 2010). Individual psychological, emotional and behavioral factors play a vital role during purchasing decision. Television ads and customer's purchasing behavior are directly proportional to each other. Individuals are now getting more impressed from television ads, so the price of products are increasing day by day (Fathi and Marwan, 2010). Main purpose of advertising to persuade persons for consumption of branded products (Bijmolt et al, 1998). Generally, attitudes are based on beliefs and culture of people (Heberlein and Wisconsin, 1998). (Stern, 1962) expressed that the surrounding variables might effect on purchasing patterns of customer. Another model of psychology gives better concept of emotional reaction rather than traditional marketing research (Hitchon, 1994). Shopping life of any individual describes the behavior of people in ordinary business dealing in the market (Trimizi et al, 2009). Especially when individual consumers visit retail store and decide at their own perceptions (Adelaar et al, 2003). The environmental psychology model generates a passionate feeling in customer's mind that are divided into gratification, supremacy or ascendancy in different purchasing situations (Phau and Leng, 2008). If any customer distinguish himself/herself on a particular mirror image protrusion of any specific brand, he/she would consider those brand. Brand is used for customers to symbolize themselves, that's especially noticeable in fashion when a customer uses brand and found a great personality that is congruent with the customer's image. Customer involvement in branded clothing has a channelize impact on useful brand posture (Liu and Choi, 2009).

Research Methodology

A Survey was conducted to know the impact of TV ads on housewives buying behavior in the selected areas of Karachi city. For this study a sample of 250 women was taken in the end of year 2018. A convenient sampling techniques was used to recruit the participants of the study from the Korangi and Sadar Town areas. Questionnaire was designed to get information on the variables like age, gender, income, brand image and buying patterns from the participants of the study. This study has conducted to test the hypothesis that TV commercials has significant relationship with consumer purchasing decision.

Research Hypotheses

There are two hypotheses we made in this study to observe the relationship of TV commercial and brand image with consumer behaviors of housewives in the Karachi city.

H₁: There is a significant relationship of TV commercial with consumer purchasing decision.

H₂ There is a significant relationship of Brand name with consumer purchasing decision.

In order to test the hypothesis, we applied correlation and regression model in our study. The results are provided in next session.

Analysis, Findings and Discussion of Results

The study shows that housewives were pulled more after watching TV commercials to purchase any branded products and it also mounted housewives to make good choice during shopping. In this analysis the impact of TV commercials on buying behavior of housewives was assessed through the use of regression analysis while descriptive analysis includes frequency distribution, mean and standard deviations.

Demographic Characteristics

Table 1 depicted that majority of the housewives (72%) were within the age of 20 to 40 years old. Majority of the participants (50%) were graduate women and 38% had got up to intermediate level education. It is also found that 40% of women earned above 50,000 rupees' income and 16% women s' income was between 10,000-25000 rupees.

Table 1. Summary Statistics of demographics characteristics of respondents

<i>Age</i>	Frequency	Percent
20-30	100	40
30-40	80	32
41-50	60	24
51 and Above	10	4
<i>Education</i>		
Up to intermediate level	95	38
Bachelor	125	50
Master	30	12
<i>Monthly Income</i>		
10000-25000	40	16
25000-50000	90	36
Below 8000	20	8
Others	100	40

Survey Data 2018

Brand Information Sources

Table 2 shows that 56% housewives got brand information from TV commercials while 26% got awareness through family and friends and remaining of them took knowledge from websites and others. (Kaur and Kaur 2002) suggested that television was the most informative media regarding information and fashion awareness among consumers. While friends were also the next most important source of information. In case of immobile or static, a little bit impact of other sources besides television commercials.

Table 2. Brand Information Sources

Details	Frequency	Percent
Family members	40	16
Friends	25	10
TV Commercials	140	56
Internet	25	10
Other	20	8
Total	250	100

Study survey 2018

Descriptive statistics

Television commercials play an important role to introduce new product, respectively researchers have cleared that for an average customer advertising acts as a source of fruitful information, assuredness of quality and a time saver (Malathi and Kumar, 1989). Table 5.3 shows the mean value of TV commercials is 3.8222 which indicate that majority of the respondents responded in the support of TV commercials at 5 Likert scale and these responses can deviate 0.45050 from the average responses of the respondents. 3.4987 mean value of brand name is showing that most of the participants are agree that brand name has significant impact on their buying behavior with 0.58856 standard deviation. The mean value 3.4292 and .87107 standard deviation was observed for consumer behavior by study participants.

Table 3. Descriptive Statistics

	Mean	Standard Deviation	N
TV commercials	3.8222	.45050	250
Brand Name	3.4987	.58856	250
Consumer purchasing decision.	3.4292	.87107	250

Correlations

Table 4 indicate positive relationship of TV commercials with 0.448 value to consumer behavior at 1% significance level. Brand name is also positively correlated with consumer behavior with 0.428 value at 1% significant level.

Table 4. Correlations

		TV commercials	Brand name	Consumer purchasing decision.
TV commercials	Person correlations	1	.414**	.448**
	Sign. (2-tailed)		.000	.000
	N	250	250	250

Brand Name	Person correlations	.414**	1	.428**
	Sign. (2-tailed)	.000		.000
	N	250	250	250
Consumer behavior	Person correlations	.448**	.428**	1
	Sign. (2-tailed)	.000	.000	
	N	250	250	250

**Correlation is significant at the 0.01 level (2-tailed)

Furthermore, in order to analyze the impact of TV commercials and brand name on consumer behavior we also applied regression model in the analysis.

Model Summary

Table 5 shows the results of regression model applied to assess the impact of TV commercials and brand name (Independent variables) on the consumer purchasing decision. (Dependent variable). R- Square shows the variations in the consumer purchasing decision. due to the impact of TV commercials and brand name in the study area. Here R-square value is noted .340 which shows that both independent variables can make 34% changes in the consumer behavior. In this table 1.782 value of Durban Watson shows positive correlations among study variables.

Table 5. Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Errors of the estimate	Durban watson
1	.591	.340	.330	.76181	1.782

- a. Predictors: (constant), TV commercials, Brand name
- b. Dependent variable: consumer purchasing decision.

Results of ANNOVA in table 6 showing 0.000 significant level which is indicating strong significant relationship of independent variables with dependent variable in the model.

Table 6. ANNOVA

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	33.491	2	17.298	28.350	.000
	Residual	103.588	248	.576		
	Total	137.079	250			

- c. Predictors: (constant), TV commercials, Brand name
- d. Dependent variable: consumer purchasing decision.

Results provided in table 7 indicate beta values of .405 for TV commercial and .314 for brand name variables. It means 40% variation in consumer behavior is due to TV commercials which is highly significant and showing strong relationship. Beta value of brand name shows that 31% change is expected because of brand name and it is also significant in the model. Hence H₁ and H₂ are supported.

Table 7. Coefficients

Model-I	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-.548	.630		-.849	.389
TV commercials	.709	.146	.405	5.463	.000
Brand name	.317	.088	.314	3.195	.005

a) Dependent variable: consumer behavior

Conclusion

Television advertisement plays a crucial role on changing the purchasing patterns of housewives towards branded products. Housewives are more influenced from TV commercials and there is a significant relationship of TV commercials with consumer purchasing decision. Furthermore, the brand name is also significantly related with the consumers' behavior in the study population. It is therefore this study recommend companies and sellers to provide quality information to public in that way which would help consumers in decision making process.

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