

Effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan

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Abstract

Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attract the customers. The objective of this paper is to find out how much advertisement bring effect on the consumer's buying behavior with reference to FMCGs. By using 5 point Likert scale with cross sectional data, 250 questionnaires were distributed in five cities of southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar and Multan), as a sample, and received 231 complete questionnaires from respondents after field survey. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. Data was analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and regression analysis. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.

1. Introduction

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Now a day's advertisement is a great source for promoting the business in the whole market.. The consequences of advertisement continue to accelerate by every year. Advertisement use to build up the product's strong image in consumer's mind. Advertising has become a vital issue and Kotler pointed out that appeal of advertising is the main idea of an advertisement, and to get the attention of the audience. Now in twenty first century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays,etc..

1.1. Objective of the study

The objectives of this paper are stated as under:-

- To develop and understanding the concept of an advertisement's importance in consumer's mind.
- How much advertisement can influence on consumer's mind to stimulate their behavior towards the buying decisions for FMCG's.
- To explain those factors that play vital role in developing consumer's preference and their choices (selection of product).

2. Literature review

Awan and Arif (2015) stress that the use of celebrity endorsement in media advertisement attract the customers. Awan and Hassan (2015) say that SMS marketing is a new tool of introducing products and services and attracting new customers. Awan & Shahid conducted study on green marketing strategies to attract educated customers and conclude that these strategies have proved successful. Awan and Nawaz (2015) carried out study on growing fast food industry in Pakistan and draw conclusion that media ads play a vital role in attracting new and quality food items. They said that it the media which are influencing the consumers to save time and buy fast food rather than wasting time in cooking. Wan and Nayyar Abbas (2015) emphasize that demographic impulse buying behavior can be generated by using different tools of media

Advertisement and consumer's buying behavior have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods) Olson and Mitchell (2000) contend that mobile phones and tabs are the latest source

of an advertisement that is also very effective in changing the behavior of the consumer. Oh & Xu (2003) say that mass media have the vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behaviors due to influence of advertisement. Haug (2003) studied the relationship between the advertising and mobile services; customer is just not only the user, also stakeholder (partner). Focus on the two factors of customer's behaviour as well as (1) flow of experience and (2) overall satisfaction, Chen et al. (2008) maintains that informational advertisement provide awareness to the consumers, so that they'll prefer to buy desired goods. Crawford and Molnar (2008) state that after influenced by the advertisement the Sargodha University students (consumers) at least try to buy the product one time in their life, that's mostly influenced by celebrities. Bashir and Malik (2009) have opinion that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost, Ahmetoglu et al. (2010) concludes that advertisement have a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services Abideen and Saleem (2011) say that advertisement has positive effects on the consumer's behavior, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision. Rasool, et al (2012) emphasized that brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market Malik et al. (2013) stated that the rain of online promotional advertising is growing significantly on the internet. Now days, that attracts the well-educated community Bakshi and Gupta (2013). Promotion of the product is very effective on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for switching one brand to another brand Chakraborty, et al. (2013)

3. Research Methodology

Our research design is based on the cross sectional data that was collected through field survey with the help of questionnaire. We used both primary & secondary data in this study. Primary data from the survey and secondary data was collected from research papers, books, journals, internet, and magazines etc.

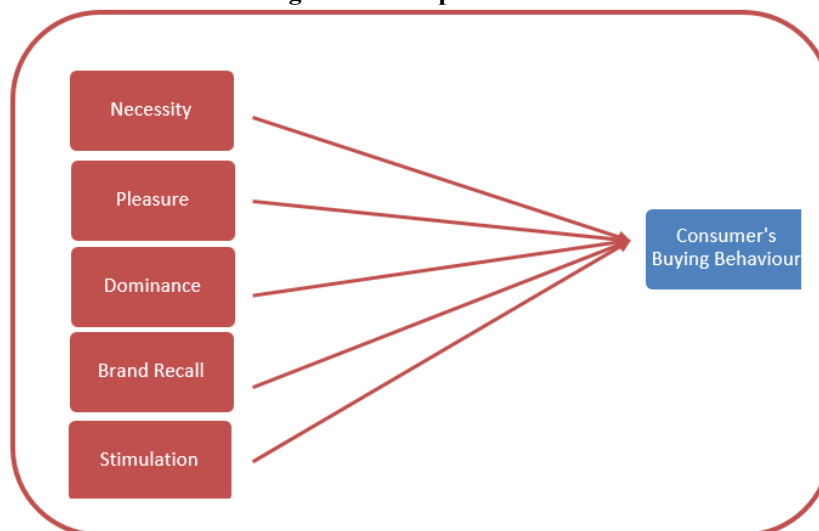
3.1 Selected Variables

Our study have one dependent and five independent variables which are given below:-

Dependent Variable: Consumer's buying Behaviour

Independent Variable: Necessity, Pleasure, Dominance, Brand Recall and Stimulation. We have shown our variables in conceptual Model shown in Figure 1.

Figure 1 Conceptual Model



3.2 Definitions of variables

Necessity:

Requirements of time for the specific situation, that can be quench or fulfill the consumer's demand when income increase, necessities also increase.

Pleasure:

The condition in which individual feel good, pleased, or joyful in a specific situation.

Dominance:

It's any one feeling that can be under control or it can be free on a specific situation.

Brand Recall

It's a level of consumer that recognized as the potential user of specific brand & it's related with a specific product.

Stimulation:

The condition of feeling that is changeable from person to person in different places or situations i.e. feeling of enthusiasm, active, excitement, sleepy and bored.

3.3 Hypothesis

We have formulated the following hypothesis for our study

Hypothesis 1

H_{1A}: Necessity of advertisement is effective for FMCG's in consumer's mind

H_{1B}: Necessity of advertisement enhance the demand of the Fast Moving Consumer Goods (FMCGs)

Hypothesis 2

H_{1A}: Pleasure of advertisement is effective for FMCG's in consumer's mind

H_{1B}: Pleasure of advertisement enhance the demand of the Fast Moving Consumer Goods (FMCGs)

Hypothesis 3

H_{1A}: Dominance of advertisement is effective for FMCG's in consumer's mind

H_{1B}: Dominance of advertisement enhance the demand of the Fast Moving Consumer Goods (FMCGs)

Hypothesis 4

H_{1A}: Brand recall advertisement is effective for FMCG's in consumer's mind

H_{1B}: Brand recall advertisement enhance the demand of the Fast Moving Consumer Goods (FMCGs)

Hypothesis 5

H_{1A}: Stimulation advertisement is effective for FMCG's in consumer's mind

H_{1B}: Stimulation advertisement is enhance the demand of the Fast Moving Consumer Goods (FMCGs)

Hypothesis

H₀: Advertisement does not effects on the consumer's buying behavior

H₁: Advertisement really effects the consumer's buying behavior.

3.4 Sample and Measurement Scale

A five point Likert scale questionnaire containing (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) strongly Agree were used to measure the response of sampling population, which includes government officers, shop keepers, Clinic staff, school teachers, university students, street hawkers, franchise staff, house wives and workshop technicians. Southern Punjab was the population, and we have selected five cities as a sample, these are (*Bahawalpur, Layyah, Tounsa, Bhakhar and Multan*). 50 questionnaires were distributed in each city and in this way total 250 questionnaires were distributed, out of them 231 were returned in complete form. Data was analyzed through Statistical Package for Social Sciences (SPSS 20.0). After putting the data in Excel sheet and then in SPSS, we have analyzed the simple descriptive statistics, average mean, Standard Deviation, Variance, correlation, Pearson (r), R², ANOVO and Regression coefficient.

4 Data analysis

From total 231 respondents, there were 167 male and 64 female. Their percentage was 72.3% & 27.7% respectively. Their age level: less than 18 were 50, 19-24 were 101, 25-30 were 56, 31-40 were 17, 41-50 were 6 and above 51 was only 1. Their education level: 23 were Matriculation, 72 were Intermediate, 57 were Graduate, 59 possess Master, and 20 were M.Phil/Ph.D

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|------------|---------------|--------------------|
| Valid | Less 10,000 | 112 | 48.5 | 48.5 |
| | 11,000 to 30,000 | 78 | 33.8 | 82.3 |
| | 31,000 to 50,000 | 33 | 14.3 | 96.5 |
| | >51,000 | 8 | 3.5 | 100.0 |
| | Total | 231 | 100.0 | 100.0 |

On the basis of their monthly income the respondents were divided into four categories. Among total 231 respondents 112 were earning less than 10,000 PKR, 78 were earning between 11,000-30,000 PKR, 33 income was between Pak Rs.31,000-50,000 and 08 income was more that Rs.50,000.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Bahawalpur | 48 | 20.8 | 20.8 | 20.8 |
| | Layyah | 50 | 21.6 | 21.6 | 42.4 |
| | Tounsa | 42 | 18.2 | 18.2 | 60.6 |
| | Bhakhar | 46 | 19.9 | 19.9 | 80.5 |
| | Multan | 45 | 19.5 | 19.5 | 100.0 |
| | Total | 231 | 100.0 | 100.0 | |

The respondents of our research belong to different cities. There were 48 from Bahawalpur, 50 from Layyah, 42 from Tounsa, 46 from Bhakhar and 45 from Multan.

4.1 Analysis Descriptive Statistics

Our research was based on cross sectional data of 18 questions. With 5 independent variables, (Necessity have 6 questions), (Pleasure have 3 questions), (Dominance have 2 questions), (Brand Recall have 4 questions) and (Stimulation have 3 questions). We have given simple descriptive statistics of Independent variables in Table 3.

Table 3 Effects of necessity advertisement on consumer's buying behavior (it contains 6 questions)

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|--|-------------------|----------|---------|-------|----------------|
| 1 | Does advertisement necessary to attract the consumers? | 4 | 11 | 29 | 143 | 44 |
| 2 | Does print advertisement (Newspaper etc) to be necessary? | 7 | 17 | 45 | 135 | 27 |
| 3 | Does the outdoor/street advertising relevance to Your daily life? | 9 | 42 | 36 | 126 | 18 |
| 4 | Does outdoor/street advertisement poorly displayed, that's why not attractive? | 4 | 37 | 41 | 141 | 8 |
| 5 | In this competition market, any product can't survive without advertisement? | 8 | 17 | 12 | 142 | 52 |
| 6 | Do You buy the goods when you feel its necessary/needed? | 3 | 13 | 18 | 170 | 27 |

From the above table, we've observed that the 61.90% consumers are agree & 19.04% are strongly agree that advertisement is necessary to catch the consumer's attraction. In second question 58.87% consumers are agree and 19.48% are neutral that print media ads to be necessary. In next 54.54% are agree and 16% are neutral that street ads are relevant to daily life. In fourth question 61% are agree that street ads are poorly displayed. In fifth 61.47% consumers are agree that in this competition market any product can't survive without advertisement. In last question 73.59% consumers are agree that they buy goods when they feel it is necessary.

Table 4 Effects of pleasure advertisement on consumer's buying behaviour (it contain 3 questions)

| | | Strongly Dis agree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|--------------------|----------|---------|-------|----------------|
| 7 | Does restrictive advertisement also attract your mind and convince you. | 7 | 35 | 39 | 143 | 7 |
| 8 | Does advertisement a source of pleasure & entertainment? | 3 | 12 | 8 | 52 | 156 |
| 9 | Do You think that television commercials have vast coverage than anything else? | 2 | 8 | 12 | 42 | 167 |

Above table shows the 61.90% consumes are agree that even restrictive advertisement are also attract them. In eighth question 67.53% are strongly agree that ads are the source of an entertainment. In last 72.29% consumers are strongly agree that television commercials have vast coverage, than anything else.

Table 5 Effects of dominance advertisement on consumer's buying behavior (it contains 2 questions)

| | | Strongly Dis agree | Disagree | Neutral | Agree | Strongly Agree |
|----|--|--------------------|----------|---------|-------|----------------|
| 10 | Does advertisement always an influence & dominate You? | 7 | 6 | 20 | 177 | 21 |
| 11 | Do You like to buy the goods for dominance & increase the standard of living in society? | 3 | 6 | 21 | 141 | 60 |

In tenth question 66.62% consumers are agree that advertisement always having an influence and dominate us. In last eleventh question 61% consumers are agree that mostly they buy the goods to show the standard of living in society.

Table 6 Effects of brand recall advertisement on consumer's buying behavior (it contains 4 questions)

| | | Strongly Dis agree | Disagree | Neutral | Agree | Strongly Agree |
|----|--|--------------------|----------|---------|-------|----------------|
| 12 | Does advertisement create the awareness, so that You prefer to buy the low priced goods? | 7 | 25 | 8 | 80 | 33 |
| 13 | Does advertisement convince You to buy the same brands? | 11 | 31 | 28 | 139 | 22 |
| 14 | Does the FMCG Co. should give ads, for brand recall in Your mind? | 3 | 9 | 22 | 136 | 61 |
| 15 | Does your participation in purchasing influenced by friends & family? | 13 | 58 | 34 | 112 | 14 |

From the above table, in twelfth question shows that 80 consumers are agree and 33 consumers are strongly agree that advertisement is a major source of awareness regarding FMCG's. in next 60 % are agree that yes advertisement convince us to buy the same brands etc. in fourteenth 58.87% are agree that yes FMCG companies should give ads regularly for introducing the other brands of the same company. In last fifteenth question 48.48% consumes are agree that their participation in buying influenced by friends and family who were inspired by the advertisement.

Table 7 Effects of stimulation advertisement on consumer's buying behavior (it contains 3 questions)

| | | Strongly Dis agree | Disagree | Neutral | Agree | Strongly Agree |
|----|--|--------------------|----------|---------|-------|----------------|
| 16 | Does advertisement stimulate or encourage You to purchase the products? | 6 | 12 | 65 | 134 | 14 |
| 17 | Does advertisement always influence Your buying habits? | 4 | 13 | 47 | 152 | 15 |
| 18 | Does advertisement motivate you, to shift from one brand to another brand? | 7 | 6 | 17 | 162 | 39 |

In this above table the results of sixteenth question 58% consumers are agree that advertisement stimulate and encourage them to buy the goods. In seventieth there are 65.80% consumers are agree that yes mostly it influenced their buying behavior. In last question 70.12% consumers are agree that advertisement motivate them to shift from one brand to another brand, due to additional benefits and characteristics.

4.2 Reliability Test of Data

There were five Independent Variables that include, Necessity (6 items), Pleasure (3 items), Dominance (2 items), Brand Recall (4 items), and Stimulation (3 items). These subscales having the total eighteen questions. The data relating of these variables was tested through Cronbach's Alpha. The results are shown in table 8

Table 8 Results of Cronbach's Alpha.

| Independent Variables | Cronbach's alpha Coefficient |
|-----------------------|------------------------------|
| Necessity | 0.848 |
| Pleasure | 0.865 |
| Dominance | 0.743 |
| Brand Recall | 0.716 |
| Stimulation | 0.875 |
| Cronbach alpha | 0.8 |

These five subscales are fully met the standard criteria for checking and measuring reliability of scale. Our

analysis show in the results of 0.8 (α) and it is minimum value should not be decrease 0.7 (Nunnally,1978). Fraekel & Wllen (2003). So From the above table we observed that the values of Cronbach alpha are not less than 0.7 that is considered as excellent (Sekaran, 2003) and indicated reliability of the data.

4.3 Correlation Analysis

Here we have tried to find out the basic correlation between independent and dependent variables that are:- “(1) Necessity, (2) Pleasure, (3) Dominance, (4) Brand Recall and (5) Stimulation” (Independent Variables) with the “Consumer’s Buying Behaviour” (Dependent Variable). Above mentioned different variables were analyzed and observed individually one by one.

Table 9 Results of Correlation analysis between Consumers Buying Behavior (D.V) and Independent variables is below.

| Correlation between advertisement and consumer’s buying behaviour that effects due to these factors | r value | p value |
|---|---------|---------|
| Necessity of advertisement | 0.72 | 0.00 |
| Pleasure of advertisement | 0.67 | 0.00 |
| Dominance of advertisement | 0.76 | 0.00 |
| Brand Recall advertisement | 0.88 | 0.00 |
| Stimulation advertisement | 0.81 | 0.00 |

The above table shows the Pearson r value is much greater than p value, that is 0.00, and parallel side the sigma (2 tailed) “p” value is less than 0.05. So it’s clearly indicating that the positive correlation is existing between the advertisement and consumer’s buying behavior.

4.5 Regression Analysis

The results obtained through regression methods are shown in Table 10.

Table 10 Result of the Regression Analysis showing the Impact of advertisements on Consumers buying behavior.

| Summary of Regression Analysis | | | | |
|--------------------------------|------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .518 | .097 | .22 | .45401 |
| 1 | .660 | .426 | .413 | .66651 |
| 1 | .695 | .397 | .284 | .50442 |
| 1 | .799 | .539 | .522 | .64431 |
| 1 | .726 | .551 | .539 | .64401 |

As per the results from the above table we analyzed that bi variate correlation r (R) is 0.518 that indicated a strong positive linear relation flanked by different advertisements and the consumer’s buying behavior with their purchasing. The coefficient of determination r^2 (R square) of 0.097 that is indicating the advertising influence that make to change the buyer’s buying behavior. It is due to those ads which consumer watch by different sources. However this could be overestimated so we used adjusted R square as the better estimate for the whole sample. The standard error of estimates was 0.454.

5. Findings and Results

From the above results we have observed and analyzed that advertisement have its effects and every person is habitual to use the FMCG’s in his or her life, consumers are familiar with the promotional activities of electronic and print media etc. The results are also in line with Abideen & Latif (2011) who argued that necessity advertisement, pleasure of advertisement, give the awareness regarding consumer goods, also described that the media have an influence on the consumer’s mind and buying behavior it’s said by Haug (2003) who proved that, this kind of behavior have found simultaneously with different age level people, whether they belong to the old age, middle age, teen age and even in the university age said by the Bashir and Malik (2009). The results were also signified by Rasool (2012) who said that dominance of an advertisement provide the awareness about prices, characteristics, quality, ingredients and many more things due to this usually consumers has move towards economic products. We’ve also found that the specific type of advertisement stimulate the consumer’s buying habit so that buy the goods as soon as possible. The results are proved by Abideen, Z. U., & Saleem, S. (2011) that on the behalf of necessity, pleasure, dominance, brand recall and stimulation advertisement can effects the consumers buying behavior.

6. Conclusion

From the above discussion we have drawn the conclusion that advertisement can change the behavior of the consumer’s. Factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement,

brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers' buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results. It will enable to focus huge consumer markets of southern Punjab.

7. Recommendations

In the light of our empirical results we want to make the following recommendations:-

1. Consumer's buying behavior should be continuously observed while preparing the advertisement messages/Ads.
2. The advertisement messages must be clear so that the common consumers can also understand them.
3. Advertisement policy should be designed accordingly geographically, to keep in mind the socio economic status of the consumers.
4. Latest advertisement concepts of marketing should be introduced to achieve the maximum goal of the FMCG Companies
5. A creative way of advertisement must be adopted to catch the attention of the consumers.
6. THE repetition of the ads on one type of media may reduce the interest of the viewers and, therefore, advertisements should be given on electronic and print media.
7. Awareness and comparison ads will very helpful to catch the attention of the consumers, towards the desired FMCG.
8. Online advertising can capture the attention of the internet users, they can directly order from the online web portal.
9. Shelf designing is very useful tool to attract their attention and liking view point, when they visit the shop, automatically shelf advertisement catch their interest and they will pick ad buy FMCG.
10. Teasing or surprising ads like (latest addition is coming soon) are also very constructive to stimulate the consumers.
11. Product recommendation is very common practice, through this way multiple purposes can be achieved. Message convey to the recommended person and to the other general audience.
12. In the shopping mall or display the relevant item near to each other, it will make a need of the consumers to take another FMCG's with their desired products.
13. Getting your customers to have an emotional attachment with your brand is one of the keys to **keep** them loyal with their brands.
14. Add the multiple functions in the FMCG advertisements to catch the maximum interest of the consumers.
15. Social media have a great influence now a days, advertisement through social media will be very fruitful to expand the sale of FMCG.

8. Practical Implications

Consumers buying and watching advertisement on their daily basis, but they were unable to express their buying intention. Some of the consumers hesitate to fill the questionnaire due to lack of understanding because the questionnaire was in English language. In order to overcome this problem the author translate the questions into their native language. Another problem was high travelling cost involved in visiting five cities of Southern Punjab to collect data. This research study has highlighted the basic factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement and stimulation advertisement. The finding of this study has recommended that the FMCG advertisement companies developed the strategies which will be cost efficient and create the massive advertising environment in the rival market.

9. Future Direction of Research

Consumer's buying behavior now moving from traditional advertisement to the latest technology like tabs and mobile phones etc, by adding the new variable like "information rates" that generally created by the environmental response. Because it will explore the adoption process of the consumers. It will clearly give the idea about the psychological behavior of the consumers to show: who are "Early adopters", who are "early majority", who are "late majority" and finally who are the "laggards". It will indicates how products disseminate in the market.

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