Impact of Print Advertising on Brand Image and Consumer Buying Behaviour

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Abstract
Print advertising plays a very dynamic role for changing the consumer's buying behaviour with effective use of various tools such as bill boards, graphical representation of brands; attractive models are used and many other related activities performed for more consumers' attractions. Brand image itself play a progressive role for changing consumer's buying behaviour. Consumer's buying behaviour highly influences on well-known organization sales, value and worth in the market. Consumer buying intentions are always influenced through strongly relay on culture, changes their social aspects, fulfilled the requirements of personal and effect psychological characteristics as well. Type of this research study is correlation in nature. Researcher collect data through questionnaires techniques for determining the influence and impact of consumer's buying behaviour and brand image on print advertising.
Keywords: Print Advertising, Brand image and consumer buying behavior

1.1 Background of the problem

Today, in the presence of highly competitive business environment, well known organizations are utilizing the tools of advertisement, promoting their brands in the market (Kirmani, Amna , & Valarie , 2005). The tool of advertisement works under the strong consideration of paid form of non-personal presentation and promotion of idea, managing and controlling the flow of information, good ideas and service by an identified sponsor (Rodgers, Shelly, & Esther , 2010). Companies use advertising to promote their brands and services all around the globe. Process of advertising especially in printed form consumer buying behaviour, brand image, taste, attract the brand design create awareness among people and many other related activities are performed which directly as well as indirectly create competition in the market (Thompson, Craig , Aric , & Zeynep , 2006).

Objective of these companies is to specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be divided into primary purpose and their aim is to inform, persuade and remind the consumers again and again about brand loyalty, brand reliability and brand durability. Printing advertising are considered as informative advertising which highly influences on used heavily by introducing new products and services and up to date current brands in the market for attraction of more consumers. This advertising objective is to fulfil and build the primary demand of consumers (Loudon, 2012). Most of the smart organizations top management are always looking into the current market or economic condition of brands. In this case companies are use persuasive advertising has become comparative advertising in which a company directly or indirectly compares its brands durability with other company's brands (Beverland, Michael, Julie , & Adam , 2007). Model of consumer buying behaviour is normally used for determining the impact of consumer's decision making skills about brands purchase every day. Now a day, most of the large and smart companies working on improving their efficiency of research and development department for changing the consumers set of mind about market offering brands fulfilled their needs, desires and expectations (Loudon, 2012).

The model of consumer's buying behaviour is composed of different aspects related to change behaviour. These aspects are linked with marketing mix strategies such as products, price, place and promotions, second it's directly effect on economical, technological, political and culture that leads towards the buying character and change the buyer decision making process. These change buyersare highly dependent upon buyer responses (Yoo, Boonghee, & Sungho , 2013). Buyer responses are based on print advertisingof smart companies increasing overall value and worth as well. It is analysed that from past literature the marketing department of organization is focusing on actual consumer purchases through the use of print advertising.

Print advertising plays a very dynamic role for changing the consumer's behaviour with effective use of bill boards, graphical representation of brands; attractive models are use and many other related activities performed for more consumers' attractions (Randall, Leone, & Robert , 2004). Here, the role of marketing manager is dynamic. The major responsibility of marketing manager is to better understand the stimuli which are change in according to responses inside the consumer personal need brand expectations. This factor of stimuli is divided into

two factors. First one factor is related to buyer characteristics that directly influences on consumer perceives, shows positive and negative attitude and react in accordance to the stimuli. Secondly, importance of consumers decisions is very valuable about company offering brands, itself affect consumer's buying behaviour (Daneshvary & Rennae , 2000). It is observed that the characteristics of consumer's buying behaviour affect the buyer decisions processes. The research and development department of smart companies are mainly emphases on different characteristics that affect the consumer buying behaviour.

This consumer buying intentions are always influenced through strongly relay on culture, changes their social aspects, fulfilled the requirements of personal and effect psychological characteristics. The study is about to determine the effect of brand alliances on consumer brand attitudes. The role and its impact of brand image always changing consumers behaviour, attitude and change their mind set that evaluated in term of interest and managing the focal issues related with consumer evaluation of brands associated with brand equity in the market (Beverland, Michael, Julie , & Adam , 2007). These factors are always working under the strong consideration of company marketing development short term and long term strategies. These marketing strategies are designed and developed for consumers that directly as well as indirectly increase the overall company's sales and profit. This research study is revolving around to determine and investigate the impact of print advertising on brand image and consumer behaviours. Smart companies are mainly emphases on print advertising for increasing their sales in the market. The main aim of print advertising is use for diverting consumer attention towards their products introduced in the market (Belch & Belch, 2003). This print advertising is highly gaining competition among similar companies offering brands in the market. It is true that market businesses considered as huge and expand all around the global. In fact, today business market are involves for fulfil the consumers' needs and change consumer's behaviour. This consumer's behaviour relay on brand organizations need to purchases and then find, effectively evaluate and choose among alternative of same quality brand in the market.

1.2 Problem statement

This research study is mainly focus on the brand image and consumer behaviour impact through print advertising. Today, in the presence of highly competitive business environment most of the well-known retail industry of Pakistan is facing number of problems such as sale,offering good brand quality, managing equity of brands, effectprofitability, and high turnover rate which is directly as well as indirectly affects the economy scales of Pakistan. The role of print advertisement is very important to increase the sales, company values, worth and profit growth highly impact on brand image and consumer buying behaviour.

1.3 Objective of the study

Research objectives of the study are presented as followed:
1. To analyse and investigate the impact of print advertisement on enhancing the brand image,
2. To identify and examine the influence of print advertisement on consumer buying behaviour.

1.4 Significance of the study

The significance of this study is to determine and investigate the impact of print advertising on brand image and consumer behaviour. This study is creating brand awareness and brand image in the mind of consumers. Marketing department of the companies plays a very important role for promoting the concept of new and existing brands in the market through print advertising. Here, in this study, the researcher focus on print advertising for attraction of consumers in term of brand image, change the taste, brand durability, brand loyalty, brand exposure and consumers buying behaviour. All of these factors are very important for advertising and promoting company brands in the market.

1.5 Research questions

Research questions of the study are presented as followed:
1. To what extent, print advertisement impact on enhancing the brand image?
2. Does print advertisement influence on consumer buying behaviour?

1.6 Delimitations

This research is to be limited with the following aspects,
In this research, the focus is to be only laid on impacting the role of print advertisement on the two main domains that are brand image, graphical designing of brands and consumer behaviour, other domains and parameters related to print advertisement are not considered.

1.7 Research Gap

Most of the past literature (Bhatnagar, Misra, & Raghav, 2000) (Belch & Belch, 2003)has being conducted on the print media, however, little focus has being laid on the Impact of Print Advertising on Brand Image and Consumer

Behaviour. (Beverland, Michael, Julie , & Adam , 2007)has being focused on the print advertisement on the company's performance, however, not considering the aspect of consumer behaviour and brand image.

Literature Review

Most of the organization used marketing to represent their products or brands with the help of print advertising. Print advertising is broadly used to identify the characteristic of products and brands to fulfil their customer's needs (Pennock & Lawrence, 2001). Many researchers identified or influence the process of marketing explaining the effective and efficient ways promote their brands with advertising (Baker & Churchil, 2001). Consumers preferred to buy those brands and products which are endorsed by celebrity due to emotional reasons.

Change their lifestyle; for quality brands, brand conciseness, feels that these brands are more reliable than other brands, consumer behaviour, graphical designing of brands, status symbols etc. Most of the organizations are using marketing strategies that they can develop different characters themselves and also trying to fit these brands according to the target audience (Bass & Robert, 1983).

Its show that marketing shaped by organization were more efficient and effective ways to create a link between the products and brands, which are advertised through newspaper, billboards, internet and many other sources (Webb & Peter , 2000). All of these results explained the consumers buying behaviour and switching of brands from one and other (Little, 2007). Social media advertising and print advertising plays a vital role for switching of brands, it's essentially the online service, where millions of people build contents, share their views and ideas on social media advertisement (Cappo, J, 2003).

In today world, most of the local and international organization can use social media advertising and print advertising to sell their brands, products or services (Bhatnagar, Misra, & Raghav, 2000) and give tough time to their competitor by using this kind of tools (Sissors, Jack , & Baron, 2002). Print advertising has very high adjustments of the information, views and ideas about the products or services, which float in the market through billboard, journals, newspaper and many other related activities.

This print advertisement links all of them on one network, where most of important information and data can easily be shared on social media network. Print advertising(Bernardo , Huberman, & Fang , 2009) are very rapidly associated with public, companies, information technology industries, which generate the atmosphere using the social media network to advertise their brand switching in the market. In other words, social media purpose is to construct a platform of cooperative wisdom (Raymond & Thomas, 2008). It's used to explore its features, information about the brands, products and services, and power to forecast all over the world outcome(Daneshvary & Rennae , 2000).

In recent years, Facebook has one of the smart social media advertising networks where millions of people are globally associated with each other, most of the companies or organization group are also linked on Facebook (Giles , 2001). They are playing the role of their brands, products and services advertised with the help of virtual marketing for brand switching, regarding social media advertising web services so many researches has been already done. Facebook, MySpace and Twitter etc., is enhancing the use by latest news of these companies or organizations to screen news updates through community. A number of businesses and different organizations are using print advertising services to advertise the brands, products and services for brand switching and their feedback information delivered to stakeholders or owner of the organization or company. (Jansen, Zhang, & Sobel, 2009). The relationship among these variables is considered as positive. The concept of this study is based on brand image in the mind of consumer while purchasing their brands through print advertising, change and switching of brands reflect consumer behaviour through print advertising and effectively utilization of graphical designing of brands for attraction more consumer with the help of print advertising.

The research study was about to analyse the image formation process by the use of marketing various techniques for increasing their sales, values and worth in the market (Gartner & William , 2010). In this study, the researcher emphases was on different techniques of image formation processes entered in the market and fulfils the customers' needs and demands in accordance to brands image. The role of brand image attracts existing and new customers for again and again visit, pass favourable information to other people about durability, reliability and quality of brands ensure about availability in the market. This is considered as one of the most key components normally smart companies used for increasing their worth in the market and also gaining high competition in the market. This process of image formations works under the strong consideration of print advertising for approaching the exact target audience (Baker & Churchil, 2001). The formation of image process highly influences on entwined destination for selected process. It is observed that various formation of image process is used for developing image consistent through placements of ads in high line of audience traffic. This study is revolving around to determine the present typology by the use of different image formation associated with agents and approaches the right customers for more developing the good well of the company. The result of this study was interconnected with destination brand image composed of three main aspects. These aspects were interrelated with each other. First one is cognitive, second one is affective and third one is conative. These entire interrelated components were determined through products or brands predisposition not considered as the good sign for organization growth. So, in accordance to this study this statement is true that smart companies today working on

entity of brands and slowly capturing the market and change the consumer's behaviour as well. This factors directly gaining high competition in the market. The speed of consumer buying behaviour changes have considered as inversely actions taken places related to the complexity components of the system. The brand of image reflects companies offering services to customers in future management of companies generate incomes and revenues that provide attractions (De & Brigitte , 2003).

1.8   Brand Image

Brand image is considered as one of the most important aspect for both customers and company developing reputation in the market (Kirmani, Amna , & Valarie , 2005). Today, in the presence of highly competitive business environment brand image has its own importance for determining and analysing the customer's positive and negative review about brand image (Rodgers, Shelly, & Esther , 2010). Brand image is always considered as the unique information about bundle of various association leads towards change minds of target customers or audiences. The processes of brand image signifies with brands that presently stands for good well of the organization (Thompson, Craig , Aric , & Zeynep , 2006). The main purpose of brand image in the market is to develop beliefs and values of specific brand in the market. The image of brand is always relay on consumer's perception about products availability in the market (Ching, Chen, & Myagmarsuren, 2011). The specification of brand is linked with brand position and placement from where they attract target audience customers. The image of brand always convey company message in term of information, quality and durability of brand, shows positive emotional value, company brand character works in market and approaching the mental image as well (Dobni, Dawn, George , & Zinkhan, 2009).

In accordance to the past literature, it is observed that brand image always accumulation of company contact and observation through people linked their views and ideas to external environment of the organization (Thompson, Craig , Aric , & Zeynep , 2006) (Kirmani, Amna , & Valarie , 2005) (De & Brigitte , 2003). Brand image covering important aspects related to offering unique logo that reflecting the organization image, slogan and various describing the organization business based on belief, brief and brand identifier that directly support the key values.

The process of brand image is always contributed for changing the overall impression in term of customer decision making power for buying products in accordance to customer set of mind. It is true that the development of consumer's association with brand image (Loudon, 2012). Company brand association directly form brand image. Company brand image is always formed through the effective use of subjective perception of brand positively association with consumers brand as well. The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product or service.

Most of the researcher thinks that the idea about brand image is always works under the strong consideration of purchasing company brand or not, it all about the game of consumers decision making power (Webb & Peter , 2000). Most of the consumers are using decision making power in the favour of purchasing consumers brands that directly as well as indirectly connected with sales, values and worth of the organization. This brand image is evaluated through positive, unique and instant creating benefit for more company growth in the market (Kirmani, Amna , & Valarie , 2005).

The strength of brand image is revolving around brand effective communication. This brand effective communication covering the important aspects related to advertising, packaging, brand word of mouth and also promote the promotional brand tools associated with company reputation in the market (Little, 2007). These promotion brand tools are play an important role leading towards the growth and success of organization. Today, most of the smart company's top management are working on advance development of brand image and conveying positive messages to their consumer's about brand specifications. The development of brand image is always gaining high competition in the market (Gartner & William , 2010). The researcher suggested that brand image is consisting of different association connected towards the consumer's mind, consumer attributes and benefit obtained from company.

Brand image is normally used through impression about consumer set of mind and total brand personality (Dobni, Dawn, George , & Zinkhan, 2009). Personality evaluated in term of real and imaginary qualities of brands. The process of brand image can only be improve through different kind of advertising for creating awareness of brand in the eyes of consumers. Graphical designing of brands are normally organizations used for attraction of consumers (De & Brigitte , 2003). These graphical designing of brands are flex designing, animations, billboard print advertising, pen flex and many other related advertising for attraction of consumers.

1.9   Consumer Buying Behaviour

Consumer behaviour plays a very important role for organization success and growth all around the global (Daneshvary & Rennae , 2000). The process of consumer behaviour is based on different study of individual, groups of people, organization manufacturing products and services and processes with the support of select and secure flow of information, idea and knowledge to satisfy the needs, expectations and demands of consumers in

society (Loudon, 2012). Top level management of smart companies are always working on gaining high attraction of consumer's through effective use of print advertising. The value, worth and sales of companies is dependent upon print advertisement and delivery high quality brand to consumers at reasonable prices (Kirmani, Amna , & Valarie , 2005). This aspect works for changing buying behaviour of final consumers, individuals and household who buy goods and services for their personal consumptions.

The researcher suggested that the final consumers always combine the functionality of all to make up the consumer market (Mascarenhas, Oswald , Ram, & Michael , 2006). The development of consumer market is working through companies well perform operational function activities. It is observed that consumers all around the world vary tremendously with the support of age, income, taste, develop brand quality, durability and many other related activities performed in the favour of more organization growth in the market. Without contribution of brand consumers, it is very difficult for organizations to accomplish their goals with set time frame (Ching, Chen, & Myagmarsuren, 2011).

In accordance to the past literature consumer behaviour is highly influences through social factor. This social factor is revolving around consumer's small group, individual positive and negative perception about brands, meeting consumer's requirements, family, well performing social roles and status that leads towards the company reputation in the market (Davidsson & Benson , 2009). Another important aspect related to consumer buying behaviour of brand is group of various consumers working on the strong concentration of person's behaviour. This person's behaviour is highly influenced through designed and developed of small groups. The process of groups directly influences and to which a person belong are known as membership group. This factor of membership group is increasing the sales, value and worth of company in the market. Consumer's buying behaviour is associated with person within a reference to group covering the important aspect related to special aspects, knowledge, and characteristic and exert influences on others (Loudon, 2012).

Most of the people think that goods and services they buy over their lifetimes are concentrated through various mode of advertisement. Advertisement is considered as an effective tool normally used for attraction of consumers related to offering brand fulfilled their needs and desires (Sissors, Jack , & Baron, 2002). Most of the time consumers are attract those brands which are quality oriented, different from other brands, durable and reliable for long time periods. This entire factor is linked with brand image and brand loyalty that automatically creates formed for more consumer attraction. Today, in the presences of high competitive business environment most of the smart company's top level management is emphases on personal factors of consumer's, social factors of consumer's, roles and status of brand availability related to consumer changing behaviour in the market through print advertising (Raymond & Thomas, 2008). Consumer's buying is also affect from shaped by the stage of family life cycle. Smart companies today, working on marketers often define their target markets in term of life cycle stage and also develop appropriate brand for marketing plan for each stage. This marketing plan executed in positive ways then its effect on sales and value of company in the market.

1.10   Print Advertising

Today, most of the smart companies marketing department are plays a very dynamic role for introducing their brand to consumers (Baker & Churchil, 2001). In accordance, to the past literature, it is analysed that sales are highly dependent upon marketing their brand. The process of marketing their brands is revolving around to determine and analyse the consumer perception, positive attitude and behaviour towards their company offering brands fulfil their expectation, needs and desire (Daneshvary & Rennae , 2000). Here, the contribution of company top level management prefer by the use of print advertising. The printing advertising is used for memorised their company brand in the mind of consumers. It is true the relationship among brand image, consumer buying behaviour is positively correlated with print advertising (Raymond & Thomas, 2008). The finance department of smart companies are always working on setting the print advertising budget.

This print advertising budget is considered as an important objective from company promotion their brands in the market. The researcher suggested that there are four commonly used different methods for setting the promotion budget related to printing advertising that directly as well as indirectly connected with company value and worth in the market (Kirmani, Amna , & Valarie , 2005). Consumers are always attracting from company print advertising then definitely its affects the sale and value of company in the market. So, it is observed that company brand advertising finance budget often dependent upon various stages associated with product life cycle. New and current product life cycle plays a very important role for attraction of more related company brand consumers. These attractions for print consumers through advertisement are overall increasing the sales and good well of company in the market (Daneshvary & Rennae , 2000). The outcome of this study is linked with finance budgeting to build awareness about company offering brand and to persuade consumers to try this for fulfilling consumer's needs, desires and expectation as well.

In contrast, mature brands are usually required lower finance budget is always considered as the ratio of company sales. Capturing market share are also directly as well as indirectly impact on amount of advertising company and also increase sales and worth of company in the market. This market share is also including the

building the market shares which gaining high completion in the market based on advertising spending and simply maintained current share and low share brands usually need more advertising spending as a percentage of sales (Ching, Chen, & Myagmarsuren, 2011).

The process of print advertising is considered as the kind of advertising that uses physically printed media such as magazines and newspapers, to reach consumers, business customers and prospects (Rossiter, John , & Ale , 2012). So, it's observed that print advertising also use digital source of media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences.

The research study was about to determine the status brands in term of examining the positive and negative effects related to non-product brands association with status, print advertising and consumption (Ocass, Aron, & Hmily , 2012). In this study, the researcher emphases were on different company brand status through the effective use of print advertising. Here, the role of print advertising is very important for determining the worth of company brands offer to consumers. The keywords of this study are consumer behaviour, brand image and various advertising tools which directly as well as indirectly connected these aspects with each other (Baker & Churchil, 2001). It is observed that brand always seeking to expand the better understanding in term of consumer behaviour and determine the positive relation with print advertising. The researcher focus was on consumers which are attracting from print advertising. This print advertising expresses the brand feeling, brand user ability and brand self-image. The outcome of this study was based on different symbolic characteristic shows the stronger and positive emotional feeling about brand introduced in the market fulfils the consumers' expectations.

1.11 Theoretical Framework Model

The theoretical framework model or conceptual framework model of this study is designed and developed through past literature, related theory and model. This theoretical framework model is based on two variables. First one is independent variable and second one is dependent variable. In accordance to theoretical framework model independent variables are brand image (Dobni, Dawn, George , & Zinkhan, 2009), consumer behaviour (Loudon, 2012) and dependent variable is print advertising (Rossiter, John , & Ale , 2012). The theoretical framework model is given below:
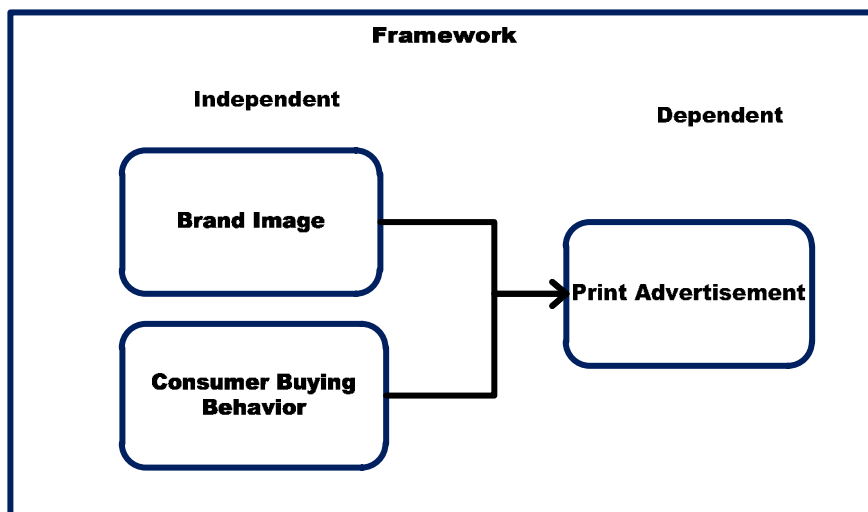
1.11.1 Hypotheses

Some of the suggested hypotheses extracted through theoretical framework model are given below:

1.11.1.1 Hypothesis 1:

There is positive and significant impact of brand image with print advertising.

First research hypothesis of this study is positive and show significant impact of brand image with print advertising. This hypothesis is divided into two variables. First one variable is independent i-e brand image (Dobni, Dawn, George , & Zinkhan, 2009) and other one is dependent i-e print advertising (Rossiter, John , & Ale , 2012). The relationship between these variables is positive. Company brand image itself plays a very dynamic role in the market fulfil customer's needs, desire and expectations. The process of branding image mainly focused on various consumers' good market. These consumers' goods are used for improving overall business market activities. Company reputation is linked with brand image activities increasing the business market through the use of print advertising. The use of print advertising is directly approach the target audience, considered as good sign for company growth in the market. The process of business marketing is highly influences on changing the consumer's buying behaviour through brand image.

1.11.1.2 Hypothesis 2:

There is positive and significant influence of consumer buying behaviour with print advertising.

Second research hypothesis of this study is positive and show significant influence of consumer buying behaviour with print advertising. This hypothesis is divided into two variables. First one variable is independent i-e consumer buying behaviour (Loudon, 2012) and other one is dependent i-e print advertising (Rossiter, John , & Ale , 2012). The relationship between these variables is positive.

Consumer buying behaviour plays a very key role which directly as well as indirectly linked with company growth, value and worth in the market. Smart companies are working with the support of consumer purchase intention in return they facilities by providing best quality brands fulfilled their expectations, needs and desires. It is observed that the use of print advertising is directly approach the target audience, considered as good sign for company growth in the market. The process of business marketing is highly influences on changing the consumer's buying behaviour through best quality offers brand to them.

1.12   Summary

In this chapter, the researcher is briefly explained the past and similar literature, model and theory for determining the impact of print advertising on brand image and consumer behaviour. Print advertising is normally used for attraction people about companies offering brands. Today, most of the smart companies are investing their huge amount of budget on print advertising. The main functionality of print advertisement is to ensure the brand reliability and quality in the market. Print advertising also affects the sales, value and worth of the company in any market. Another important aspect in this study is brand image associated with different features, taste and quality of products which available in the market. Company brand image is positive then it's automatically change the consumers buying behaviours. Sales and value of companies in the market is highly dependent upon consumers buying behaviour of their offering products and services.

Research Methodology

Research methodology plays a very dynamic role leading towards the completion of the study. In this study, researcher developed the research methodology accordance to determine the print advertising through brand image and consumer behaviour. The concept of print advertising is very important for creating brand image and change consumer buying behaviour. The process of printing advertising are considered as informative advertising which highly influences on used heavily by introducing new products and services and up to date current brands in the market for attraction of more consumers. This research objective of print advertising is to fulfil and build the primary demand of consumers. Quantitative research approach is used for measuring the data for analysing and interprets by respondent's observation.

This research methodology provide the researcher road map of the complete steps and phases that need to be clearly organized in the sequential form and practically implemented for the extraction of the research findings and conclusions. Methodology reflects the method which is to be executed in different research process to effectively accomplish the research objectives of this study. This research study is to be conducted on the consideration of the above identified stages. In the initial process of the study, main problem is to be identified with the related research objectives. The main objective of the research study is to investigate brand image, change the consumer behaviour and effectively utilization of graphical designing of brands leads towards the print advertising. Past research studies and literature conducted by the previous researchers is to be presented and very helpful for conduction of the study. This literature is to be helping in the identification of the variables, that are dependent and independent variables, which is to be further integrated in the formulation of the theoretical framework model. On the basis of the theoretical framework model, hypotheses are to be presented reflecting the relationship amongst the variables.

High emphasis is to be laid on the discussion of the research design on which the clear road map is to be presented clearly identifying the main phases. Through the research design, data will be collected and further the data collected is to be analysed through the integration of various tools and techniques. Finally, interpretation and report is to be formulated.

1.13   Research Approach

There are two kinds of research approaches which are normally used for development the research methodology. First one is qualitative research in nature and second one is quantitative research in nature. In this study, the researcher used quantitative research method for effectively managing the research data into meaningful form. This quantitative research method is covering the important aspect data collecting through questionnaire technique, effectively process data analysing, and interpreting this research data by observing with the support of respondents about company print advertising of brands and change consumer behaviour.

1.14   Research Design

The design of research is revolving around main variables used in this study are Brand image (Dobni, Dawn, George , & Zinkhan, 2009), consumer buying behaviour (Loudon, 2012) and print advertising (Rossiter, John , & Ale , 2012). In this research design the researcher convert his or her knowledge, idea and information about print

advertising transform into meaningful form. Research design of this study is to determine the impact of print advertising by the use of brand image and change the consumer buying behaviour for increasing the company overall worth in the market. Brand image is highly influences on consumers for increasing the overall company worth in the market. Today, in the presence of highly competitive business environment smart companies using various techniques through print advertising and effectively exercise their brand in the market. Printing advertising main objectives can be composed into primary purpose and their aim is to inform, persuade and remind the consumers again and again about brand loyalty, brand reliability and brand durability.

1.15   Source of Data

There are two types of source of data used in this study. First one is primary source of information. Second one is secondary source of information used for collection of research data and processes it in accordance to determine the impact of print advertising on brand image and consumer behaviour.

1.16   Data Collection Methodology

Data collection methodology of this study is covering two important aspects. First one is development of theoretical framework model in which the researcher defines the variables. These variables are Brand image (Dobni, Dawn, George , & Zinkhan, 2009), consumer behaviour (Loudon, 2012) and print advertising (Rossiter, John , & Ale , 2012). Second one is development of questionnaire through variables.

1.17   Development of Questionnaire

The development of questionnaires of this study are designed in accordance to determine the impact of print advertising on brand image and consumer behaviour. This questionnaire is divided into two informative parts. First one is personal information about users such as gender, age, marital status, occupation and many other related general questions. Second part is those questions based on variables derived from theoretical framework model. All these questions are designed by using likert scale.

1.18   Population

The population frame of this study is to be based on utilization of brands. In this study, the researcher is emphases on fast moving consumer's goods. So, population frame of this study in accordance to raosoft calculator is 274. The result of Raosoft calculator is given below:

This raosoft calculator is composed of various components. This raosoft calculator performs its functionality for determining the population size linked with recommended sample size. The figures of Roa soft shows that population size is 274 and recommended sample is 161.

1.19   Sampling Strategy

Convenience random sampling method is to be used for data collection through primary source of information. This convenience random sampling method is well performing its activities through non probability sampling method. Sample size of this study is to be not more than one hundred and sixty one (161) consumers who are using or availing the facility of different brands, products and services which are to be displayed on print or billboards.

1.20   Unit of Analysis

The unit of analysis of this study is to be based on consumers. In this study, the researcher is use SPSS software(Argyrous, 2012). Then, the researcher obtained results such as demographic information about users or respondents apply correlation analysis and multiple regression analysis model.

1.21 Time Horizon

Chapter	Description	Starting Data	Ending Date
Introduction	Providing clear introduction with the identification of research objectives, questions, significance and other related sub topics.	Feb 2016	Month 2016
terature Review	Presenting past research studies conducted by previous researchers and through these studies variables is to be identified and theoretical framework is to be formulated.	Month 2016	Month 2016
Research Methodology	Basic research methods integrated for the process of the research is to be presented and high emphasis is to be laid on the research design, data collection sources, data analysis and many other components.	Month 2016	Month 2016
Data Analysis and Presentation	Analyzing the collected data and transforming into graphical form for more effective analysis.	Month 2016	Month 2016
Conclusion	Presenting conclusion, recommendation and future research.	Month 2016	Month 2016

1.22 Data Collection Method

There are two types of data collection procedures are to be used for data processing. First one is primary source of information and other one is to be secondary source of information. In this study, questionnaires technique is to be used for data collection and process data for testing in accordance to determine the impact of print advertising on brand image and consumer behaviour.

1.23 Face and Content Validity

Face and content validity is relay on professional and consumers. These people are very helpful for conduction of the study. It was done with the help of experts Mr. Usman Kamal, Mr.Abid Saeed and two final consumers.

1.24 Instrument Reliability

Instrument reliability is considered as statistical term. Which is normally used for determining the respondents questions about print advertising, brand image and consumer buying behaviour. The main purpose of instrument reliability is for showing the inner consistency among variables. The result of instrument reliability is given below:

Reliability Statistics	
Cronbach's Alpha	N of Items
.984	17

The result of instrument reliability is evaluated through value of Cronbach's alpha and number of items. The result shows that value of Cronbach's alpha i-e .984 which is considered as good and number of items are 17.

1.25 Methods of data analysis

Data analysis methods are to be revolving around the selected number of respondents that are consumers who are availing the facility of FMCG Pakistan. This data analysis method is to be applied through questionnaire. Then, the researcher obtained results such as demographic information about users or respondents apply correlation analysis, multiple regression analysis model and chi square test model.

1.26 Pilot Testing of Instrument

Pilot testing of instrument is also linked with instrument reliability. This pilot testing of the study is based on questionnaires and number of respondent are less as compared to sample size. If reliability is good then researcher distributes questionnaires at full sample. The result of pilot testing of instrument is given below:

	Variables	Number of Items	Cronbach's Alpha	Remarks
1	Brand Image (Dobni, Dawn, George , & Zinkhan, 2009)	7	.978	Excellent
2	Consumer Buying Behavior (Loudon, 2012)	5	.995	Excellent
3	Print Advertising (Rossiter, John , & Ale , 2012)	4	.981	Excellent

1.27 Data Analysis Software

The researcher used in this study two kinds of business software's. First one is Microsoft excel and other one is SPSS (Argyrous, 2012). The main functionality of Microsoft excel is use for graphical representation of data and SPSS use for graphical representation of users or respondents views, apply correlation analysis for testing suggested hypotheses, and multiple regression analysis model for determine the impact of all independent

variables with dependent variable.

1.28 Statistical Tests used

The research data in this study is to be analysed through the SPSS and Microsoft Excel. Data is to be carefully entered in SPSS software's (Argyrous, 2012). Then, the researcher obtained results such as demographic information about users or respondents apply correlation analysis and multiple regression analysis model.

1.29 Ethical Considerations

The researcher ethical consideration of this study is revolving around honesty, objective, legitimacy and Confidentiality. Honesty is based on trustworthy for collection of data, objective are carrying out this study are unbiased, legitimacy of researcher is evaluated through loyalty and information should be kept on confidentiality.

Chapter 2: Data Analysis and Presentation

Data analysis and presentation chapter plays a very important role leading towards the completion of this study. This research study data analysis and presentation is revolving around to determine the impact of print advertising on brand image and consumer behaviour.

The role of print advertising plays a very dynamic for changing the consumer's behaviour with effective use of bill boards, graphical representation of brands; attractive models are use and many other related activities performed for more consumers' attractions. Here, the role of marketing manager is dynamic. The major responsibility of marketing manager is to better understand the stimuli which are change in according to responses inside the consumer personal need brand expectations.

This data analysis and presentation are composed of three statistical tests. First one statistical test is about demographic information about users which directly connected with print advertising. This demographic information is marital status, gender, age and occupation. Second statistical test is correlation analysis which used for testing of suggested hypotheses derived from theoretical framework model.Third statistical test is multiple regression analysis models which are used for finding the impact of all the independent variables on dependent variable. These statistical tests are given below:

2.1 Frequency Analysis

Some of the important frequency analysis use for measuring the impact of print advertising on brand image and consumer buying behaviour is given below:

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	39.1	39.1	39.1
	Female	98	60.9	60.9	100.0
	Total	161	100.0	100.0	

The frequency of gender plays a very important role for conduction of the study. This gender result is dived into two main aspects. First one is the male and other one female, in accordance to the results, male having the frequency analysis i-e 63, out of 161 respondents, and female having the frequency i-e 98, out of 161 respondents participated for conduction of the study.

What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 to 16 years	13	8.1	8.1	8.1
	17 to 25 years	53	32.9	32.9	41.0
	26 to 34 years	48	29.8	29.8	70.8
	36 to 46 years	29	18.0	18.0	88.8
	47 and above years	18	11.2	11.2	100.0
	Total	161	100.0	100.0	

This age result is associated with consumer buying behaviour. This consumer buying behaviour is further linked with brand image and attract from print advertising. In accordance to the results, it is analysed that age factor is composed of five components. First one component is in between the age of 10 to 16 years having the frequency of 13, out of 161, second component is in between the age of 17 to 25 years having the frequency of 53, out of 161, third component of age is 26 to 34 years having the frequency of 48, out of 161, 36 to 46 years having the frequency of 29, out of 161 respondents and 47 and above years having the frequency of 18, out of 161 respondent contributed for conduction of the study.

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	51	31.7	31.7	31.7
	Married	110	68.3	68.3	100.0
	Total	161	100.0	100.0	

The frequency of marital status plays a very important role for conduction of the study. This marital status result is dived into two main aspects. First one is the single and other one married, in accordance to the results, single having the frequency analysis i-e 51, out of 161 respondents, and married having the frequency i-e 110, out of 161 respondents participated for conduction of the study.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jobholder	26	16.1	16.1	16.1
	Businessman	55	34.2	34.2	50.3
	Housewife	54	33.5	33.5	83.9
	Other	12	7.5	7.5	91.3
	Student	14	8.7	8.7	100.0
	Total	161	100.0	100.0	

This occupation result is associated with consumer buying behaviour. This consumer buying behaviour is further linked with brand image and attract from print advertising. In accordance to the results, it is analysed that occupation factor is composed of five components. First one component is jobholder having the frequency of 26, out of 161, second component is businessman having the frequency of 55, out of 161, third component is housewife having the frequency of 54, out of 161,fort one component is other having the frequency i-e 12,out of 161 respondents and student having the frequency of 14, out of 161 respondent contributed for conduction of the study.

2.2   Correlations Analysis

Correlation analysis is considering as statistical term which is normally use for testing of suggested hypotheses derived from theoretical framework model. The result of correlation analysis is given below:

Correlations		Brand Image	Consumer Buying Behavior	Print Advertising
Brand Image	Pearson Correlation	1	.151	.281**
	Sig. (2-tailed)		.056	.000
	N	161	161	161
Consumer Buying Behavior	Pearson Correlation	.151	1	.302**
	Sig. (2-tailed)	.056		.000
	N	161	161	161
Print Advertising	Pearson Correlation	.281**	.302**	1
	Sig. (2-tailed)	.000	.000	
	N	161	161	161

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

The correlation analysis plays a very important role in this study in term of determining and analysing the impact of brand image and influence of consumer buying behaviour. First research hypothesis is about there is positive and significant impact of brand image with print advertising. In accordance to the result brand image is highly impact on print advertising having correlation value is .281**, level of significant i-e 0.000 and number of respondents are 161. Second research hypothesis is positive and significant influence of consumer buying behaviour with print advertising. So, the result shows that consumer buying behaviour influence on print advertising having correlation value is .302**, level of significant i-e 0.000 and number of respondents are 161. Results support this theoretical framework model.

2.3   Regression Analysis

Multiple regression analysis model is considered as the statistical term. This statistical term of regression analysis is revolving around variables such as consumer buying behaviour and brand image. The result of variables entered or removed is given below:

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Consumer Buying Behavior, Brand Image	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Print Advertising			

These variables entered or removed result is composed of four components. First one having the model i-e 1, second one is variable entered. These variables entered are consumer buying behaviour and brand image. Third component is variables removed having the value is null, and forth one is method which is known as enter. The result of model summary is given below:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.384[a]	.148	.137	2.33744
a. Predictors: (Constant), Consumer Buying Behavior, Brand Image				

In this model summary, the main predicator is consumer buying behaviour and brand image. So, in accordance to the results of model summary regression is denoted by R having the value of .384, its R square i-e .148, adjusted R square i-e .137 and standard error of the estimation is 2.33744. The result of ANOVA is given below:

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.381	2	74.691	13.671	.000[a]
	Residual	863.252	158	5.464		
	Total	1012.633	160			
a. Predictors: (Constant), Consumer Buying Behavior, Brand Image						
b. Dependent Variable: Print Advertising						

This ANOVA result is determined through multiple regression analysis models. The main functionality of Anova is normally used for variance in the model with the help of frequency. This frequency is denoted by F i-e 13.671% and level of significant is 0.000. Another supporting component of ANOVA is regression and residual having the sum of squares i-e (149.381 and 863.252), df i-e (2 and 158), mean square is (74.691 and 5.464). The result of coefficient is given below:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.973	.950		5.233	.000
	Brand Image	.302	.093	.241	3.239	.000
	Consumer Buying Behavior	.323	.091	.265	3.570	.000
a. Dependent Variable: Print Advertising						

The result of coefficient analysis is linked with two components. First one component is unstandardized coefficients and other one is standardized coefficient. In this study, theresearcher analyse the best predictors for study in accordance to determine the impact of print advertising on brand image and consumer behaviour. The result shows that first best predicator is brand image having the value of coefficient i-e .241, level of significant is 0.000 and second predicator is .265 and level of significant is .000. So, it is analysed that both of these two variables are very important for improving the organization sales, value of their products or services and worth in the market.

Chapter 3:   Conclusion and Recommendation
3.1   Conclusion
It is concluded that print advertisement plays a very important role for creating brand image awareness in the mind of consumers. The process of print advertisement is use for changing the consumer buying behaviour which directly as well as indirectly connected with value, worth and sales of organizations. Today, in the presence of highly competitive business environment most of the well-known organizations are spending huge amount of funds on print advertising for increasing their sales, fulfil the consumer's needs, desires and expectations.These all factors affect for changing related to organization sales, overall performance, shows its brand quality, promotions and force them toconsumers switch their brands according to new taste and styles as well.It is analysed that print advertising highly affect the consumer's buying behaviours based on brand image. The image of brand is highly dependent upon selection of brand name. This brand name actually shows the quality, reliability and brand success in the market. The contribution of top level management is very important for designing and development of marketing strategies associated with increasing their brand image in the mind of consumers which directly as well as indirectly change the consumer's buying behaviour.Consumer's behaviour plays a dynamic role in term of

evaluating the company brand image through effective use of print advertising. Sales and company performance is linked with positive attitude of consumers leading towards the success of the organization. Success of organization in the market is associated with consumer behaviour towards their brand easily available and also in the range of consumers.

3.2   Recommendation

It is highly recommended that well known organizations usually spending low amount of funds on print advertising. No doubt their brand quality and brand image is considered as good in the market. Today, it is analysed that competition is high in the market; small organizations are transformed into large scale organizations. This aspect is not considered as good sign for more organization growth in the market. For reducing this factor, organization should need to allocate more print advertising budget for attraction of new consumers, and also force to other organization consumers are using their brands available in the market.This activity is very helpful for organization to switch consumers from same brand to their offering brands in the market. Effective use of brand image is always considered as the unique information about bundle of various association leads towards change minds of target customers and audiences. The processes of brand image signifies with brands that presently stands for good well of the organization.

3.3   Future Direction

In future, more research studies and works should be conducted on Impact of Print Advertising on Brand Image and Consumer Behaviour at the broader perspective conducting various research environments and different variables in order to have more understanding and practical implication.

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