How Advertisement Influence On Consumer Buying Behaviour: Evidence From Telecommunication Companies Of Pakistan

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Abstract

The objective of this study is to determine how advertisements influence the buying behaviour of consumers in the telecommunication sector of Pakistan. The telecommunication sector of Pakistan is spending huge financing on advertisement of their product and services and the technological advancement have changed the modes of advertainment as well. The data collection technique used to collect data from the consumers of telecommunication companies in Pakistan is a survey. Hypothesis testing is done using multiple regression analysis. The study's findings indicate a positive and statistically significant relationship between three independent variables and one dependent variable. Thus, emotional responses, environmental responses, and brand awareness created by the advertisement influence the buying behaviour of the consumer. These findings are consistent with existing literature.

Keywords: Emotional Response, Consumer Purchasing Behaviour, Environmental Response Brand Awareness.

Introduction

Advertising, newspapers, the internet, music, movies, videos, magazines, and billboards are just a few examples of how mass communication is felt globally. Marketing has a far greater impact on viewers’ minds than other forms of media because it reaches a much larger audience (Katke, 2007). Advertising is the primary means of communication between the manufacturer and the consumer. Marketing is a subset of the promotion mix and one of the four pillars of the marketing mix, along with product, pricing, place, and promotion (Ghulan et al., 2012). Advertising is a marketing strategy that is used to raise consumer awareness of a product in order for them to make purchasing decisions. Advertisement, sales promotion, and public relations are examples of mass communication tactics used by marketers. Although mass media advertising has an impact on audiences, television has the greatest reach and is the most powerful form of advertising (Brassington & Petitt, 2011).
According to Adelaar (2003), advertising has the long-term potential to influence individual behaviour, lifestyle, and culture. To survive in a consumer market dominated by advertising, a corporation can improve its product's brand by engaging in promotion strategies. The primary goals of advertisers are to reach consumers and influence their awareness, attitude, and purchasing behaviour.

Their primary concern is to keep people interested in their products by investing in advertising. They must also understand the factors that influence client behaviour. Simons and colleagues (2017) Customers' brand preferences can be influenced by advertising. It affects consumer behaviour. People’s perceptions of the impact of advertising on brands change all the time. Brand memories are associations in the mind of the consumer that are linked to the brand name. These brand cognitions influence consideration, assessment, and final purchase. Consumer behaviour, according to Yang et al. (2012), should be studied to understand why people behave in certain ways under certain conditions. It is also critical to comprehend the factors that influence customer behaviour, particularly the economic, social, and psychological aspects. Television commercials are the most effective type of advertisement. In the modern world, computer online advertising and mobile advertising have gained prominence alongside traditional forms of advertising such as newspaper advertisements, radio advertisements, cinema advertisements, and magazines (Arnold & Thompson, 2005). The advertisement, on the other hand, must be created and communicated in such a way that it piques the consumer's interest and raises awareness. Advertising also produces advertisements that have an emotional impact on people. Positive emotional appeals are also a strong brand cue that drives category-based thinking (Hayder, 2017). With successful categorization, the influence and beliefs associated with this classification in memory are transmitted to the objective itself.

When faced with thousands of items, consumers attempt to categorise the brand association with the current memory and may reorient memories to a brand image and perspective toward new products. Muk and Chang (2015) In this way, they can organise recent information in their memory by brand and shore. Some organisations put less emphasis on product advertising, which hurts their production in terms of product sales. Others use various advertising platforms to communicate their brand messaging to their target audience, such as television, the internet (Facebook; email), newspapers, billboards, magazines, and so on. Companies spend a significant portion of their advertising budget to promote their products/services. These advertising methods influence customer purchasing behaviour (Simons et al., 2017).

Objectives of The Study

The primary focus of this study is to explore how advertisements influence the buying behaviour of customers. This objective is elaborated as follows.

i. To determine the emotional response of the consumers to buying behaviour

ii. To determine the environmental response of the consumer to buying behaviour
iii. To determine the effect of brand awareness on buying behaviour.

**Study Hypotheses**

The following hypothesis is drawn from the objectives of the study.

**H1**= An emotional response and consumer purchasing behaviour have a positive relationship.

**H2**= A positive relationship exists between environmental response and consumer purchasing behaviour.

**H3**= A positive relation exist between brand awareness and consumer purchasing behaviour.

**Significance of the Study**

The results of the study are beneficial for both organizations and customers as well. The findings of this research could aid companies in devising new methods and strategies for publicizing their goods and services. Those in the marketing field would find it extremely useful in promoting their products and services, as well as bringing in a reasonable profit for the company/organization. The study will raise consumer awareness of the brand and encourage them to make a purchase based on emotions rather than rational considerations.

The study findings apply to the communication sector of Pakistan and all other communication companies and organizations of other sectors having the similar characteristic. The data is collected from the communication companies of Pakistan using a survey technique. The questionnaires are based on the five-point Likert scale.

The study is divided into sections, beginning with an introduction and ending with a literature review. The third section describes the methodology, and the final section summarises the study's findings and conclusions.

**Literature Review**

**Advertisement**

Advertising is one of the four components of the marketing mix, along with product, price, place, and promotion. Advertising is a marketing strategy that promotes product awareness in the minds of consumers to help them make purchasing decisions (Latif and Abideen 2011). Marketers make use of it as a means of communication. Advertising has a profound impact on the attitudes, actions, and lifestyles of its target audience. There are many ways to communicate with the product's user through this medium. For a company's product to become well-known, it must spend money on advertising and marketing (Hussein et al, 2008). Brand choice is influenced by advertising. The advertisement was defined by Arnold & Thompson (2005) as an information and persuasion strategy that can be applied to any of the following: marketing, social, economic, or public relations. Dunn and Barban (1987) define advertisement as a form of paid, non-personal communication carried out by businesses, non-profit organisations, and/or individuals who are identified in some way in the advertising message and hope to inform/persuade members of a specific audience. According
to Zainul-Abideen (2012), the purpose of advertising is to establish a basic understanding of the product or service and to instil knowledge about it in the minds of potential customers. Advertising a product is an effective way to raise consumer awareness and influence their purchasing decision (Adlear, Chang, Lanchndorfer, Lee & Morimoto, 2003). Advertisement is a non-personal, paid method of promoting products and services via media by identifying a specific behavioural pattern (Ayanwale et al, 2005; Borcee, Thill, Dorel, & wood, 1995). Television advertising is one of the most effective ways to reach a large number of people and is especially useful for promoting a wide range of products and services, organisations, and concepts.

**Consumer Buying Behaviour**

To put it simply, consumer buying behaviour refers to people's decisions about what products and services to buy and how to use them to satisfy their needs and wants (Schifman & Kanuk, 2009). Consumption activities such as shopping and eating are included in this category. Individuals and groups select, buy, use and discard products, services, opinions, or experiences to meet their needs and desires, as defined by Solomon and Bamossy (2006) in their definition of consumer behaviour. Economic concerns such as the pattern of consumer spending, the price of complementary goods, the price of substitutes, and the elasticity of demand all have an impact on consumer purchasing decisions. It is also influenced by psychological perceptions, attitudes, and educational experiences. (Kotler et al, 2001). People’s purchasing decisions are affected by social and cultural factors, but the type of product they choose to purchase is also influenced.

**Emotional Response**

Advertising is a powerful tool for influencing customers to make purchases through an emotional connection with the brand (Moore, 2004). Advertising is all about promoting a product or service's brand awareness, preference, and selection. Research in advertisements and marketing is dominated by the theory of consumer attitudes toward advertisements. Advertisement attitudes influence consumer attitudes toward a brand until the consumer's purchasing intention is established. Given that the goal of advertising is to create a positive attitude toward publicity and the brand, the best indicator of effective advertising may be that people feel good when they see or hear an advertisement (Goldsmith & Lafferty, 2002). As a result, the primary goal of advertising is to persuade people to buy the product and raise awareness of it. The ability of consumers to recall the brand's advertisement is another element of effective advertising that elicits an emotional response (Goldsmith & Lafferty, 2002). The importance of brand recognition, which can lead to brand awareness, influences the extent to which consumers make product-related decisions. Oakley (2009); Muk and Chnag (2015) Recall ads benefit from the recognition of a well-known brand, giving them an advantage over less well-known ones. Attitudes toward advertising that are more positive tend to be more memorable than those that are more negative toward the brand (Goldsmith & Lafferty, 2002). It has been found that cues can be used in a variety of purchasing situations to help consumers remember the brand's ad and increase the likelihood that the brand will be
recalled by any buyer (Romanuik & Sharp, 2004). Customers are more likely to respond emotionally to a product that is advertised through emotional advertising.

**Brand Awareness**

How well-known your company and its products are among potential and current customers is referred to as brand awareness. A successful brand awareness strategy means that your company's name and logo are easily recognized. To set your product apart from similar ones and those of your competitors, you need to raise consumer awareness of your brand (Mittal, 2017)

The three benefits of brand awareness, education, consideration, and choice all play an important role in influencing consumer purchasing behavior (Foroudi, 2019). Thickness and depth of brand awareness are two terms used by Sürüçü et al. (2019). A product's thickness indicates how easily a customer's brand name will come to mind while purchasing it. A customer can recognize or recall a brand that is considered deep. When a product has both bandwidth and depth, customers are more likely to think of that specific brand when making a purchase (Romaniuk et al., 2017). As a final point, a company's name is critical. Brand recognition and recall are combined to form brand awareness. Brand recall refers to a customer's ability to recall a brand's name precisely when they see a product, whereas brand awareness refers to a customer's ability to identify a brand when a brand sign is present (Cheung et al., 2019). "Brand awareness" refers to a customer's ability to recall or memorise information about a brand (Romaniuk et al., 2017). Any shift in consumer purchasing habits about a particular good or service can be traced back to differences in brand awareness.

**Environmental Response**

Certain types of consumer experiences are provided by the environmental response and are used in product promotion and sales (Adelaar et al, 2003). Businesses use these media experiences to set the stage for the sale of related services or products. Marketing studies have attempted to explain the effects of various environmental conditions such as the atmosphere in retail stores and background music when purchasing. Borne and Morris (1998). Sound, sight, and touch all influence a user's perception of a product's functionality. This has the potential to impact the user's experience. The rate of formation can affect a user's ability to collect data for advertising purposes (Morris & Borne, 1998). The environmental psychology model depicts these. The model can be applied to a wide range of media, including music, test lyrics, images, and music videos, which are all used in commercials. According to Morris and Borne (1998), environmental psychology provides a more accurate picture of human emotional responses than conventional marketing research. To put it another way, the cognitive psychological model proposes that a retail environment creates an emotional experience in a person that can be classified as pleasure, stimulation, supremacy, or purchasing circumstance (Adelaar et al, 2003). Muk and Chung (2015) define media as those that convey information through multiple senses (audio/visual/tactile). It encompasses a wide range of visual and verbal mass communication used to convey information to the
public. Information conveyed verbally and visually affects the perception of environmental stimuli by consumers (Adelaar et al., 2003).

**Traditional Attitude Theory**

When a consumer decides to buy a particular brand of product, their behaviour can be predicted based on how they feel about it. Ghulan, Javana Burhan, & Ahmed (2017) cite Smith and Swinyard (1983) as saying that attitude is an acquired disposition to behave in certain ways. Behavioral responses are a result of an emotional response influenced by three distinct factors: pleasure arousal, dominance, and reinforcement. After seeing an advertisement for a brand, consumers are more likely to buy it, say researchers Goldsmith and Lafferty (2002a).

**Methodology**

The data collection technique used in this study is a survey. The population of the study is all consumers of Telecommunication companies in Pakistan. There are four telecommunication companies currently operating in Pakistan including Telenor Pakistan, Jazz (Pakistan Mobile Communication Limited, Ufone (Pakistan Telecommunication and Mobile Companies Limited), and Zong (China Mobile Pakistan) (Economists, 2022). Non-probability convenience sampling technique is used to draw a sample from the population because of the non-availability of any specific database for the users of different telecommunication services. Initially, the sample size was 350 but 30 questionnaires were discarded due to missing data. Thus, the analysis of the study is based on a sample of 320. This sample included students at different universities and people visiting different markets. The questionnaires were administered personally and conducted immediately to avoid loss of data. The questionnaire was based on the 5-point Likert scale with 1 representing "strongly disagree" and 5 “strongly agree”. The questionnaire was adapted from Chukwu, Kanu & Ezeabogu (2019). Each variable of the study was based on four items.

SPSS software was used to conduct the data analysis. The Cronbach's Alpha value was used to assess the questionnaire's reliability and validity. Cronbach's Alpha was 0.89, which is greater than the cut-off value of 0.7, ensuring the data's and measure's reliability and validity. Multiple regression analysis was performed using SPSS because the study had four variables: three independent variables (Emotional Response, Environmental Response, and Brand Awareness) and one dependent variable (Consumer Buying Behaviour). Descriptive statistics were used to calculate percentages and frequencies, and multiple regression analysis was used to test hypotheses.

**Model Specification**

The multiple regression model is used to explore the determinants of consumer buying behaviour. This model is given below.

\[ \text{COBB} = \beta_0 + \beta_1 \text{EMR} + \beta_2 \text{ERN} + \beta_3 \text{BRA} + \mu \]

Where \( \text{COMBB} \) = Consumer Buying Behaviour
EMR = Emotional Response
ENTR = Environmental Response
BRA = Brand Awareness

Results and Analysis

A total of three hundred and eighty (380) questionnaires were distributed to respondents, of which three hundred and twenty were valid and could be analysed. To avoid losing the questionnaire after receiving consent from respondents, it was administered and collected on the spot.

The data collected from 320 questionnaires were analyzed using SPSS. The result of the analysis is presented below.

Table 1.1: Demographic Profile of Respondents

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>145</td>
<td>45.3%</td>
</tr>
<tr>
<td>Female</td>
<td>175</td>
<td>54.6%</td>
</tr>
<tr>
<td>Total</td>
<td>320</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 30 years</td>
<td>75</td>
<td>23.4%</td>
</tr>
<tr>
<td>30 - 45 Years</td>
<td>90</td>
<td>28.1%</td>
</tr>
<tr>
<td>46 - 50 years</td>
<td>75</td>
<td>23.4%</td>
</tr>
<tr>
<td>51 and above</td>
<td>80</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Frequency</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matriculation</td>
<td>110</td>
<td>34.4%</td>
</tr>
<tr>
<td>Graduation</td>
<td>100</td>
<td>31.2%</td>
</tr>
<tr>
<td>Masters</td>
<td>55</td>
<td>17.2%</td>
</tr>
<tr>
<td>Above</td>
<td>55</td>
<td>17.2%</td>
</tr>
</tbody>
</table>
Table 1.1 presents the demographic profile of respondents. According to this table, 54.6% (175) respondents were female and 45.3% (145) were male. Most of the respondents were female. The age distribution of respondents shows that 25% (80) of respondents were above 51 years of age, and 28.1% (90) of the respondents were between 25-30 years of age. However, 23.4% of the respondents fall in the age group of 15-30 and 46 – 50 years. Thus, most of the respondents belong to the age group of 25 years to 30 years. Table 1.1 also presents the frequency distribution of the education level of the respondents. According to the table, 34.4% (110) of the respondents have an education level up to matriculation, 31.1% (100) have a graduation degree, and 17.2% (55) have a master’s degree or above. Most of the respondents thus have an education level up to matriculation. The respondents belong to different occupations including business, students, employees, or self-employed. About 37.5% (120) respondents were students, 23.4% (75) were self-employed, 18.8% (60) respondents have their own business and only 14.1% (45) were employed in different organizations. Thus, most of the respondents from whom data was collected were students.

**Regression Analysis**

**Table 1.2 Summary of Responses**

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>STRONGLY AGREE</th>
<th>AGREE</th>
<th>NEUTRAL</th>
<th>DISAGREE</th>
<th>STRONGLY DISAGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMR (IV)</td>
<td>110(34.4%)</td>
<td>95(29.8%)</td>
<td>15(4.6%)</td>
<td>70(21.8%)</td>
<td>30(9.3%)</td>
</tr>
<tr>
<td>ENTR (IV)</td>
<td>130(40.6%)</td>
<td>80(25%)</td>
<td>10(3.1%)</td>
<td>49(15.3%)</td>
<td>51(15.9%)</td>
</tr>
<tr>
<td>BRA (IV)</td>
<td>75(23.4%)</td>
<td>120(37.5%)</td>
<td>7(2.1%)</td>
<td>63(19.6%)</td>
<td>55(17.2%)</td>
</tr>
<tr>
<td>COMBB (DV)</td>
<td>100(31.2%)</td>
<td>80(25%)</td>
<td>10(3.1%)</td>
<td>71(22.2%)</td>
<td>59(18.4%)</td>
</tr>
</tbody>
</table>

Source: Researcher’s own survey
Table 1.3: Multiple Regression Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>St. Error</th>
<th>t-statistic</th>
<th>P- Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>3.26</td>
<td>0.625</td>
<td>5.250</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>EMR</td>
<td>0.469</td>
<td>0.072</td>
<td>6.541</td>
<td>.001</td>
</tr>
<tr>
<td>ENTR</td>
<td>0.453</td>
<td>0.068</td>
<td>6.224</td>
<td>.000</td>
</tr>
<tr>
<td>BRA</td>
<td>0.615</td>
<td>0.089</td>
<td>6.910</td>
<td>.002</td>
</tr>
</tbody>
</table>

R2 = 0.67
R2 Adjusted = 0.66
Standard Error 0.412
F-statistics = 32.795

Test of Hypothesis

H1= An emotional response and consumer purchasing behaviour have a positive relationship.

According to table 1.3, the beta value of the emotional response variable (EMR) is 0.469 (47%), indicating that a one-unit increase in the independent variable (EMR) results in a 47% change in the dependent variable (CONBB) when all other variables are held constant. Thus, emotional responses induced by advertisements have a statistically significant impact on consumer purchasing behaviour (p < .01). Furthermore, the EMR t-statistics show an empirically significant positive change in consumer purchasing behaviour (CONBB), t = 6.541, p < .01. Thus, hypothesis 1 is accepted, implying that consumers' emotional responses have a positive and significant impact on their purchasing behaviour. The results of the analysis are in line with the theoretical explanation concluding that advertisement motivates the consumers with positive emotions that leads to buying decision. The advertisement supports and develops such an attitude in consumer that builds a positive feeling for the product until the consumer purchase that product. Thus, the results of the study accepted hypothesis 1.

H2= A positive relationship exists between environmental response and consumer purchasing behaviour.

Table 1.3 shows that beta value for environmental response is 0.453 (45%), one unit increase in environmental response causes 45% change in the buying behaviour of consumers keeping other variables constant. The result of the study shows that environmental responses are a function of buying behaviour of consumers. Also, with p > .01, ENTR makes a statistically significant contribution to explaining the dependent variable; however, the independent variable's t-statistics (ENTR) make a significant positive contribution to the dependent
variable ($t= 6.224, p.01$). Thus, the analysis results support hypothesis 2 and empirically demonstrate that there is a positive relationship between environmental response and consumer purchasing behaviour. The impact created by environment put significant influence on the buying behaviour and peruse the consumer to purchase that product. Thus, Environmental response is a determinant of buying behaviour of consumer. These findings are in line with the theoretical argument that attitudes developed by the environmental factors help to build the buying behaviour of consumer.

**H3**= A positive relation exist between brand awareness and consumer purchasing behaviour.

Table 1.3 presents the beta value of BRA, 0.615 (61%). This value indicates that increasing the independent variable (Brand Awareness) by one-unit results in a 61% increase in the dependent variable. Thus, a unit increase in brand awareness influences consumer purchasing behaviour by 61%. This demonstrates that brand awareness is a function of consumer purchasing behaviour, with a statistically significant unique contribution to the explanation of consumer purchasing behaviour ($P.01$). The $t$-statistic also reveals a significant and positive relationship between the independent and dependent variables ($t= 6.910,.01$). As a result, hypothesis 3 is accepted, and it has been statistically demonstrated that there is a positive and significant relationship between brand awareness and consumer purchasing behaviour. Thus, brand awareness exerts a positive impact when it is related to various advertisements and leads to the buying behaviour of the consumer. This result is also in line with the theoretical explanation which states that awareness of various brands is created by the advertisements done using multiple mediums and thus awareness pushes consumers towards the purchase decision. Thus, brand awareness is a function of advertisements that peruse the consumers to buy the product.

**Discussion**

The data collected from telecommunication companies of Pakistan is analyzed using SPSS software. To test the hypothesis, descriptive statistics and multiple regression are used. The analysis' findings supported all three hypotheses. Hypothesis 1 is supported by the results which confirm the positive relationship between emotional response and buying behaviour of the consumer. This finding is consistent with the findings of different researchers (Nawazish & Ahmad, 2015; Romanuik & Sharp, 2004). Advertisements Create some emotional instinct in the consumers through various catchy statements and showing various celebrities which affects the emotions of people in a way that using this product will make them like the people are shown in the advertisement. Thus, advertisement leads to such emotional feeling that affects the buying behaviour of consumer positively, and the consumer ends up purchasing that product. The analysis also supported the positive relationship between environmental response and consumer purchasing behaviour. These findings are consistent with the results of other researchers who supported the positive relationship between the two variables (Gulam et al., 2012; Greenley and Foxall; 1977; Ayanwale et al., 2005). Individuals' environmental responses are influenced by advertisements. The attention gathered by the environment created by various advertisements using various mediums influences consumer behaviour.
purchase decisions. The statistical analysis also confirmed the connection between brand awareness and consumer purchasing behaviour. These findings are consistent with the findings of other researchers (Ghulan et al., 2012; Ayanwale et al., 2005). Advertisements aware consumers of various products available in the market and their usage as well. When consumers get different information through advertisements, they are attracted to the product that leads to the buying decision.

According to the findings, all three independent variables, emotional response, environmental response, and brand awareness, regressed the dependent variable consumer purchasing behaviour. The p-value is 0.01, the f-statistics is 32.795, indicating the model's significance, and the R2 indicates the model's fitness. Thus, the independent variables account for 67% of the variation in the dependent variable. Consumer purchasing behaviour can be influenced by emotional responses, environmental awareness, and brand awareness.

Conclusion

Customers' purchasing decisions are influenced by advertisements. When it comes to purchasing, evaluating, and using a product or service to meet a need or desire, this is known as "consumer behaviour." A company that does not invest heavily in marketing will not be a market leader. Advertising is part of a company's marketing mix. The objective of this study is to determine how advertisements influence buying behaviour. Three determinates of advertisements are considered in this study emotional response, environmental response, and brand awareness. Data is collected from the consumers of telecommunication companies in Pakistan. This data is analysed using SPSS. The study's findings indicated a positive relationship between three independent variables and one dependent variable. As a result, all of their predictors (emotional response, environmental response, and brand awareness) have a positive and significant influence on consumer purchasing behaviour. The consumer’s decisions to buy various products and services in the telecommunications sector of Pakistan are changed by brand awareness, emotional response, and environmental response.

References


