

Statistical Analysis of Advertisement on women's buying behavior in Karachi (Ranging from 16 to 40)

Muhammad Osama Shafiq*, Naveed Iqbal, Kushboo Khan and Sehrish Saleem

Department of Mass Communication, University of Karachi, Karachi, Pakistan

Abstract: The aim of study is to determine the level of influence on women's behavior by television advertisement. The research is designed for the women's between 16 to 40 years age. Study is based on quantitative research method; survey is used to collect the data. Participants answered number of questions from questionnaire which is based on the influence of TV advertisement on buying decisions among women.

The study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers. At the same time quality of the product and price is also included with their strong impact on buying behavior of consumer. Likewise to some extent the celebrity endorsement also matters in the buying behavior. Therefore the study concludes that the positive impact of all these factors, on the buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

Keywords: Television advertising, buying behavior, women consumer, buying decision, Celebrity Endorsement, Quality of Product, Buying intention, Pre and Post behavior, Mass Communication.

INTRODUCTION

Women are the world's most powerful consumers. However their personalities, way of living, customs, norms and cultures are different [1]. A study Advertisement effect on women's discussed whether the attractiveness of a model picture in a Television advertisement positively influences the attitude towards the product or not, or does perceptions about the model's personality is nothing, but the quality of the product matters a lot. For purchasing any product consumer buying behavior matters a lot and for this purpose advertisement play a vital role for consumers to make consumer decision powerful about any product they want to buy [2].

Today the individuals are provided with a massive number of choices to choose from the television programs [3]. This study gives an overview about how the choices of other influences the behavior and do we get influenced by those choices or not and what impact it makes on our social behaviors.

The aim of the study is to examine whether advertisements on television have what kind of impact on the purchasing power of women; have an influence or not and how they guide their behavior in social learning.

Advertisement is a kind of source of guidance for consumers all over the world and it was considered the

medium for guidance towards not only the buying decisions but also in other matters of social conditions, way of dressing improvement, style and sense and no doubt in taste of good foods and development [4]

Consumer Buying Behavior

It is the process of decision making involved into the act of people in to the process of buying and using the products goods and services [5]. To change the decisions of consumers buying behavior advertisement could have the highest capacity to do so through displaying attractive pictures and words through the assistance of the visual media [6]. When buying any specific product there is a big process of decision regarding of any particular product and for your desire buying you have to go through the certain process or phase such as you should be able to solve problem recognition, you should have search information and all the possible alternatives and their evaluation, decision of purchasing pre and post decision of purchasing behavior [7]. Your level of involvement will vary the length of decision process and the complexity of your buying behavior therefore this is the ultimate buying behavior of a buyer [8]. Favoring and disfavoring ability of the advertisement is one of the solid points from which a customer is attracted for buying a product which makes an impact in selling of that specific product. Even price does matter. Another important point is persuasiveness which brings creativity, brand images and many particular important factors in the advertisement [9]. According to Walters, advertisement directs the consumer behavior through the process, in

*Address correspondence to this author at the Department of Mass Communication, University of Karachi, Karachi, Pakistan;
E-mail: osamashafiq@gmail.com

which an individual chooses the obtaining of goods and services from the place, time and by what means [10].

Many theories have applied in support of this research like theory of Suriender Kr. Miglani an Indian researcher who also examined about women's behavior especially on Indian women buying behavior and the value of the market in their aspect. Years back the women's of India concentrated on those buying which based on the needs of a family but as time passes she used to visit malls for shopping by themselves and take her decision herself. She has a full freedom to purchase goods of their choice do bargaining and also take interest on the goods they want to buy. They can take interest in advertisement television, they can read newspaper, they can see magazine, they can search on internet for new schemes and for innovative ideas, and they can search for new commodity [11]

Phillip Kotler defines a procedure of marketing that connect the individual and group together for the purpose to purchase, exchange and generate the product [12].

Dinu. G and Dinu. L, highlighted the importance of advertising on behavior of consumer. The study shows many crucial results that advertisement on the buying behavior of consumer plays very important role in purchasing of any goods products and services. He also highlighted that majority of the consumer is interested in brand products. Study also concluded that consumer can be affected through any type of advertisement online ads, TV ads, billboards but it should be attracted for them. Temporary price discount plays another important role in the buying strategies of consumers and sometimes negative impact can be found by the sponsorship. Public usually go to exhibitions or fairs influenced with the new products by the new prices of producer's or through the supply diversification [13].

Complexity in Buying Behavior

Consumers go through complex buying behavior when they are highly involved in a purchase and aware of significant differences among brands. Here consumers go through a rational or logical thinking process to collect as much information as possible about the available brands. Behavior exhibited while purchasing a car is an example of complex buying behavior [14].

Khan Niazi, Siddiqui, Alishah, & Hunjra a Pakistani researcher concluded on his research that relationship between environmental response and emotional response with buying behavior. It can be seen that consumer purchase those brands from which they are emotionally attached. The main conclusion can be seen that there is positive relationship of emotional response and consumer buying behavior. Nevertheless, it can be taken as that the consumer purchases products by emotional response, rather than environmental response [15].

Sharma finds out that nowadays consumer is not an easy task swayed by the celebrity in an advertisement but the consumer wants full information about the product also, followed by its brand name, overall appeal, and music/Jingle. Advertisements being endorsed by celebrities are found to be less eye catching material for the audience and the use of celebrities may not change the buying behavior of consumers; buying the products in which celebrities names are involved significantly [16].

Favoring and disfavoring ability of the advertisement is one of the solid points from which a customer is attracted for buying a product which makes an impact in selling of that specific product. Even price does matter. Another important point is persuasiveness which brings creativity, brand images and many particular important factors in the advertisement.

Entrance of a celebrity in an advertisement is a key factor which also attracts many buyers. Advertisers use so tactful techniques sometimes and they do over exaggeration about the benefits of the product in such a manner that the user goes so psychologically under the pressure about the advertised product and advertising persuasiveness and he or she intentionally goes to take the product advertised [17].

METHODOLOGY

Study is quantitative in nature. Survey method is used to collect the data from the population. Sample size is 200, all females ranging in ages from 16-40 with education levels ranging between (school, college, undergraduate, postgraduate and PhD) and by the occupation they are from (House wife and working women as well) comprised the respondents. The respondents were selected randomly just on the basis of their age group from the largest city of Pakistan that is Karachi. Data is processed by statistical method like coding and decoding of the data. SPSS version 21 is

used for the data analysis. Chi square method is used for data analysis.

Hypothesis

For the study we have formulated one hypothesis which is focused on what impact a consumer would get from the advertisement.

H₁: The attractiveness of a model pictured in an advertisement positively influences the attitude towards the product.

Hypothesis Testing

H_A: The attractiveness of a model pictured in an advertisement positively influences the attitude towards the product.

H₀: The attractiveness of a model pictured in an advertisement doesn't positively influences the attitude towards the product.

Factors affecting the Buying behavior of women Occupation and Consumer's Behavior

| Occupation | What make you notice the product? | | | | |
|---------------|-----------------------------------|--------|-------------------|-------|-------|
| | Quality | advert | Celebrity Endorse | price | Other |
| Did not reply | 14.5% | 4.5% | 1.5% | 3.0% | - |
| Housewife | 7.0% | 0.5% | 0.5% | 3.0% | - |
| working women | 6.5% | 0.5% | 1.5% | 1.0% | 0.5% |
| Student | 28.5% | 9.5% | 4.0% | 13.0% | 0.5% |
| Total | 56.5% | 15.0% | 7.5% | 20.0% | 1.0% |

Chi-Square Tests

| Methods | P Value | Difference | Asymp. Sig. (2-sided) |
|--------------------|---------------------|------------|-----------------------|
| Pearson Chi-Square | 10.432 ^a | 8 | .236 |
| Likelihood Ratio | 9.874 | 8 | .274 |
| No of Valid Cases | 200 | - | - |

Inference: a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .20.

By using chi square method it is found that P-Value is more than 0.05 so there is no significant difference between the attractiveness of a model pictured in an advertisement that positively influences the attitude towards the buying of a product. Thus the null hypothesis is accepted.

RESULT

Television viewing is one of the most important activities. According to the result of this study it is found that women's know about new products and brands by advertisement. Young girls buy that product which is celebrity endorsed while many housewives preferred the quality of the products and they buy products keeping price in their mind. Women's believe that it is not necessary that those products which are advertised by the celebrities are always of good quality. For this

purpose we conducted a survey from women's of different age groups just to know their opinion and among them 7.0% percent quality matters for the housewife while 6.5% for the working women and 28.5% for the students and 14.5% for the women's of different occupation. While on the other hand for the same women's 0.5% matters celebrity endorsement for the housewife's and 1.5% for the working women's and 4.0% for the students while 1.5% again for the women's of different occupations. According to some Correspondents Celebrity endorsements advertisement turns their desires in to their needs and they often buy the same article and garment design as they see in the advertisement. Majority of the respondents are satisfied to buy those products in which they see models while other are satisfied to buy good products and low price products.

In this study we mainly focused on the buying behavior of women's towards the quality of product and celebrity endorsement. The research concluded that for 56.5% of women's, quality of product matters and 75% women buy those products which are endorse by celebrities. 20 percent of women are dependent on the price of the products. Hence we can easily conclude with the result that the product matters a lot more than the celebrity for the consumers.

ANALYSIS AND DISCUSSION

The study showed many crucial results that advertising on the buying behavior of consumer plays very important and imperative role in purchasing of any goods, products and services the most powerful consumers are the women gender making the most of the purchasing decisions. In any sector you can take or think of like cars, technology, houses and pharmaceuticals-the household purse strings are only hold by the women and many researchers already debated on this issue.

In support of findings we deployed many possible cases. Media gets maximum attention or on how does advertisement affects , or does an advertisement urge but the attractiveness of a model pictured in an advertisement and the Perceptions about the model's personality is nothing were the two main focused of the whole study [18].

Furthermore all the ideas and information which was gathered is collected by and based on both the primary data and secondary data. In primary data such as through survey questionnaire and personal face to face opinion survey interviews. For the purpose to collect the secondary data, study observed the pertinent theories. Thus, this research deals with some human option and sources, merely. Therefore considerations of being ethical are limiting here.

CONCLUSION

For the creation of brands Advertisement plays a vital role and Advertisement is only the key factor behind the image building and sustaining of the brand. Advertisement is the major factor in an informing and persuading and in reminding both the potential and existing buyers towards making a product decision [19]. It's not only shape the dreams and aspiration but also helps customer take correct decision for the brand and also how to take conscious product [20]. Here we get easily know that how much quality of the product

matter's a lot for the women's of today rather than endorsement of the celebrity. But there were some women's too who accepted that new television (TV) advertisements also attracts them towards the product especially when they see their favorite celebrity using the same product but in this regard there were large number of other women consumers too for whom quality is more important. Thus study concluded that quality of the product is more important for women consumers rather than those products which are endorsed by celebrities.

REFERENCES

- [1] Brennan B. Forbes. [Online].; 2015. Available from: HYPERLINK "https://www.forbes.com/sites/bridgetbrennan/2015/01/21/top-10-things-everyone-should-know-about-women-consumers/" "6835f3756a8b".
- [2] Sonkusare G. Impact of television advertising on buying behavior of women consumers.[With special reference to FMCG Products] Chandrapur city. International Journal of Business and Management Invention. 2013;; p. 31-38.
- [3] Reibstein DJ, Youngblood SA, Fromkin HL. Number of choices and perceived decision freedom as a determinant of satisfaction and consumer behavior. *Journal of Applied Psychology*. 1975;; p. 434-437. <https://doi.org/10.1037/h0076906>
- [4] Khandare AU, Suryawanshi PB. Studying the Impact of Internet Advertising On Consumer Buying Behavior. *We'Ken-International Journal of Basic and Applied Sciences*. 2016;; p. 28-33.
- [5] Ahmed S, Ashfaq. Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement. *Global Media Journal*. 2013;; p. 149.
- [6] Guha S. The changing perception and buying behaviour of women consumer in Urban India. *IOSR Journal of Business and Management*. 2013; p. 34-39.
- [7] Ravikumar T. A Study on Impact of Visual Media Advertisements on Women Consumers Buying Behaviour in Chennai City. *International Journal of Multidisciplinary Research*. 2012;; p. 78-89.
- [8] Beevi FA. Power of Advertisements on Buying Habit of Women. *Abhinav International Monthly Refereed Journal of Research in Management & Technology*. 2014.
- [9] Ansari , Riasi. An Investigation of Factors Affecting Brand Advertising Success and Effectiveness. *International Business Research*. 2016;; p. 20-30. <https://doi.org/10.5539/ibr.v9n4p20>
- [10] Walter P. Consumer Behaviour. In *Principles of Marketing*. p. 116.
- [11] Surinder KM. Indian Women's Buying Behavior & Their Values for the Market. *VSRD-IJBM*. 2011;; p. 159-163.
- [12] Kotler P. *Marketing Management: Analysis, Planning, Implementation, and Control*: Prentice Hall of India; 2007.
- [13] G , L. The Impact of Advertising on Consumer Behavior in the Resita City Population. In *Annals of DAAAM for 2012 & Proceedings of the 23rd International DAAAM Symposium Intelligent Manufacturing & Automation: Focus on Sustainability*; 2012; Vienna. p. 1047-1050.
- [14] Bloemer JM, Kasper HD. The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*. 1995;; p. 311-329. [https://doi.org/10.1016/0167-4870\(95\)00007-B](https://doi.org/10.1016/0167-4870(95)00007-B)

- [15] Khan Niazi GS, Siddiqui , Alishah , Hunjra AI. Effective Advertising and its Influence on Consumer Buying Behavior. Information Management and Business Review. 2012;; p. 114-119.
- [16] Sharma DS, Sharma DJ. Sales and Advertisement Relationship for Selected Companies Operating in India: A Panel Data Analysis. School of Doctoral Studies (European Union) Journal. 2009; p. 83-96.
- [17] Amos C, Holmes G, Strutton D. Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size.. International Journal of Advertising. 2008;; p. 209-234. <https://doi.org/10.1080/02650487.2008.11073052>
- [18] Mitchell AA, Olson JC. Are product attribute beliefs the only mediator of advertising effects on brand attitude? Advertising & Society Review. 2000. <https://doi.org/10.1353/asr.2000.0010>
- [19] Chang TZ, Wildt AR. Price, product information, and purchase intention: An empirical study. Journal of the Academy of Marketing science. 1994;; p. 16-27. <https://doi.org/10.1177/0092070394221002>
- [20] Wang C, Zhang P, Choi R, D'Eredita M. Understanding consumers attitude toward advertising. In Eight Americas Conference on Information Systems; 2002. p. 1143-1148.

Received on 02-11-2017

Accepted on 12-12-2017

Published on 31-12-2017

<https://doi.org/10.6000/1927-5129.2017.13.108>

© 2017 Shafiq *et al.*; Licensee Lifescience Global.

This is an open access article licensed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/3.0/>) which permits unrestricted, non-commercial use, distribution and reproduction in any medium, provided the work is properly cited.